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Deliverable 1 – Survey

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Problem: There is a lack of comprehensive tailor-made holidays to such a massive region as Brazil, which would be based on boutique hotels and varied experiences and which would be offered at a reasonable price.

Solution: Offer holidays outside of Rio which are based on boutique hotels, not massive hotels and cover the whole of Brazil. Website: boutiquetravelexperts.com/brazil

Hypothesis: There is an interest to experience places outside of main marketable travel destination in Brazil, such as Rio (expensive), but the awareness of non-Rio destinations is low or non-existent. The audience has a good available budget, but is not aware of the real cost of travelling to Brazil.

Target: audience of 35-45 and above years old, with a stable income, who like active things, are interested about culture and adventure.

Methodology: The data will be collected by using an online survey and capturing replies from target audience

Questions:

<https://forms.gle/CguEcVo8PzRAZuLn8>

1. What is your age? – to find out the age of the audience, as travel habits differ per age group

- Under 35
- 35-45
- 45-55
- Above 55
- Option 5
- Under 30

2. What type of holiday are you normally looking for? What is your style of travelling? – to check if there is more interest to all inclusive resort or ppl would like to have dynamic holidays

- All inclusive resorts with fixed programs
- Boutique hotels and happy to explore what there is to do

3. Have you considered Brazil as your next travel destination? – to see if there is interest in Brazil

- Yes
- Maybe

- No

4. Please explain the reason. – to see their reasoning

5. What experiences would you like to have / do in Brazil?

- Beach
- Hiking
- Culture
- Spa and relaxation
- Culinary Discovery
- Adventure
- Wildlife
- Extreme sports and adrenaline
- Cycling
- Diving and snorkelling
- Surfing
- Do not know what one can do in Brazil, open to suggestions

6. How long would you stay in Brazil? – to understand their perception of distances in Brazil

- 1 week
- 2 weeks
- Over 2 weeks
- Will come back a few times to see the country in detail

7. What are the places you would like to see in Brazil? – to understand their awareness about Brazil

- Rio
- Iguassu
- Amazon
- Something else, open to suggestions

8. Have you hear of: – to understand their awareness about Brazil on a deeper level

- Chapada dos Veadeiros
- Chapada Diamantina
- Chapada dos Guimaraes
- Bonito
- Lençóis Maranhenses
- Atins
- Jericoacoara
- Ouro Preto and Tirade...
- Fernando de Noronha
- Olinda
- Aparados da Serra Ca...
- Caraiva

- Iracare
- Poço Encantado and Poco Azul
- Igatu
- Cachoeira Da Fumacinha
- Sao Miguel dos Milagres
- Anavilhanas Archipelago
- Presidente Figueiredo
- Nobres
- Pantanal
- Don't know any of these places

9. Would you like to visit these places? – to see if they are curious to explore Brazil

- Yes
- Maybe
- No

10. Please explain your choice. – and check the reasoning behind their curiosity

11. How do you like discovering a new place? – to check the preferred way of travelling, which is related to budget

- Discovering on my own
- Would like to join a group and do a shared trip
- Prefer private tours
- A mix of the above

12. Are you happy to eat out or would you like the food to be included? – food is big part of the budget

- Want to explore local restaurants and eat out during the day
- Food should be included at the hotel

13. What is your budget for Brazil per person? – to understand if ppl understand the cost of travelling to Brazil

- Under 1,000 EUR per person
- between 1,000 and 1,500 EUR per person
- between 1,500 and 2,000 EUR
- between 2,500 and 3,000 EUR
- Happy to pay more if the holiday includes exclusive hotels and special experiences

14. Shall this budget include international flights? What about domestic flights? – and if they really understand the cost of travelling to Brazil

- Both international and domestic flights
- International flights only
- Domestic flights while in Brazil

- This budget excludes flights

Results:

<https://docs.google.com/forms/d/1v6a7BujgmJ96iO9ZMvyOUm-BrnJkdBABarInsijhvEg/viewanalytics>

No of Respondents: 26