

Tell Me at What Time You Usually Wake up, I'll Tell You What Type of Traveller You Are: An
Investigation of the Influence of Chronotype and Time-Of-Day on Travellers' Behavioural
Intentions, Satisfaction and Lifetime Value for a Tourist Destination

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Abstract

Tell Me at What Time You Usually Wake up, I'll Tell You What Type of Traveller You Are: An Investigation of the Influence of Chronotype and Time-Of-Day on Travellers' Behavioural Intentions, Overall Satisfaction and Lifetime Value for a Tourist Destination

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Individuals differ in their chronotype, which ranges on a continuum from extreme morningness to extreme eveningness (Natale and Cicogna, 2002). Individuals exhibiting extreme morningness, also called larks, rise in the early hours of the morning and go to bed early at night, while those exhibiting extreme eveningness, also called owls, rise in the late hours of the morning and go to bed late at night (Horne and Österberg, 1976, 1977).

This thesis addresses a call from marketing scholars to better understand intra-day consumer behaviours and preferences, by investigating two time-related variables, chronotype and time-of-day, within the context of tourism.

Indeed, tourism is one of the fastest growing industries in the world (World Tourism Organization 2016). Given the active role of travellers as co-creators of their tourism experiences as well as the high level of competition and seasonality of the tourism industry, it is essential for tourist destinations to consider the specific characteristics and time preferences, based on their chronotype, of travellers when designing experiences. Doing so may contribute to the optimization of consumer overall satisfaction and ensure revisitation and positive word-of-mouth.

Therefore, this thesis examines the influence of chronotype and time-of-day on travellers' behavioural intentions, overall satisfaction with a tourist destination and lifetime value for a tourist destination. It consists of two studies using a survey methodology. Study 1 focuses on 1982 consumers who travelled to the tourist destination under investigation at some point in the past, regardless of the year of their last trip. Study 2 focuses on 1483 consumers who travelled to the tourist destination under investigation within the past eight months. Results demonstrate that chronotype influences behavioural intentions and several indicators of consumer lifetime value,

and that time-of-day moderates the influence of chronotype on the likelihood of visiting the tourist destination.

The findings of this thesis fall into the *Transformative Consumer Research* perspective, which aims at optimizing consumers' decision quality and protecting their interests (Mick, Pettigrew, Pechmann and Ozanne, 2011). They contribute to the limited theoretical literature on chronotype within the field of marketing. It is hoped that they will help consumers understand that their chronotype influences their behavioural intentions and their "value" in the eyes of tourist destinations. They suggest that consumers could optimize their decisions by synchronizing the timing to their chronobiological nature. This strategy is referred to as the *synchrony effect* (May, Hasher and Stoltzfus, 1993; May and Hasher 1998). The findings could thus pave the way for future public policy to protect at-risk consumers at non-optimal chronobiological times-of-day. It is also hoped that they will contribute to the evolution of the social responsibility of tourism destinations, in order to develop stronger consumer relationships and consumer satisfaction based on a mutual understanding of the influence of chronotype and time-of-day on behaviours.

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Note

The anonymous data presented in study 1 and 2 of this thesis was collected in the name of Québec City Tourism (i.e., the Office du tourisme de Québec). The author of this thesis was in charge of coordinating all stages of these research projects as part of her professional responsibilities at this organization.

Table of Contents

List of Tables	ix
List of Figures	x
Organization of the Thesis	xi
Chapter 1: Introduction	1
Thesis Objectives	1
Chronotype.....	3
Time-of-day	3
Tourist Destinations	4
Chapter 2: Literature Review	6
Travellers’ Behavioural Intentions and Overall Satisfaction With a Tourist Destination	6
Consumer lifetime value for a Tourist Destination.....	7
Chronotype, an Endogenous Trait	7
Chronotype, Personality Traits and Behaviours	8
Moderating Influence of Time-of-day	11
Mediating Influence of Overall Satisfaction With a Tourist Destination	13
Chapter 3: Measures	16
Consumer Lifetime Value.....	16
Simple Model (RFM)	16
Extended Model (RFM-SVReco).....	16
RFM	17
Recency (R) and Frequency (F)	17
Monetary Value of Spendings (M).....	17
SVReco	18
Overall Satisfaction With the Destination (S).....	18
Likelihood of Visiting (V).....	18
Likelihood of Recommending (Reco).....	18
Summary of the Proposed Measure of Consumer Lifetime Value.....	19
Notes on the Proposed Measure of Consumer Lifetime Value	20
Chronotype	21
Time-of-day	23
Length of Trip Planning.....	23
Chapter 4: Study 1	25
Methodology	25
Procedure	25
Participants	26
Questionnaire.....	29
Results.....	30
Chapter 5: Study 2	44
Methodology	44
Procedure	44
Participants	46
Questionnaire.....	49
Results.....	49
Chapter 6: Summary of the Findings	62

Chapter 7: Discussion 66

Chapter 8: Contributions..... 71

 Managerial Contributions 71

 Consumer 71

 Tourist Destinations 72

 Public Policy..... 73

 Theoretical Contributions 73

Chapter 9: Limitations 75

Chapter 10: Future Research..... 77

Chapter 11: Overall Conclusions 79

References..... 80

Appendix 1: Study 1 Questionnaire..... 91

Appendix 2: Study 2 Questionnaire (English)..... 110

Appendix 3: Study 2 Questionnaire (French) 139

List of Tables

Table 1: Demographic Statistics of Sample 1	27
Table 2: Key Variables of Sample 1	28
Table 3: Linear Regression of Chronotype (IV) on Length of Trip Planning (DV).....	30
Table 4: Linear Regression of Chronotype (IV) on Frequency of Visits to the Tourist Destination (DV).....	34
Table 5: Linear Regression of Chronotype (IV) on Monetary Value of Spendings During the Last Visit to the Tourist Destination (DV)	35
Table 6: Linear Regression of Chronotype (IV) on Likelihood of Visiting the Tourist Destination (DV) in the Morning	37
Table 7: Demographic Statistics of Sample 2.....	47
Table 8: Key Variables of Sample 2	48
Table 9: Linear Regression of Chronotype (IV) on Length of Trip Planning (DV).....	49
Table 10: Linear Regression of Chronotype (IV) on Length of Trip Planning (DV).....	50
Table 11: Linear Regression of Chronotype (IV) on Likelihood of Visiting the Tourist Destination (DV)	52
Table 12: Linear Regression of Chronotype (IV) on Likelihood of Visiting the Tourist Destination (DV)	52
Table 13: Summary of the Findings.....	62

List of Figures

Figure 1. Conceptual Framework 15

Organization of the Thesis

The present thesis examines the influence of chronotype and time-of-day on travellers' behavioural intentions, overall satisfaction with a tourist destination and lifetime value for a tourist destination. First, a review of the literature and hypotheses are presented. Second, two studies are revealed, examining the influence of chronotype on behavioural intentions, overall satisfaction and lifetime value for a tourist destination, along with the moderating influence of time-of-day, and the mediating influence of the overall satisfaction with a tourist destination on the relationship between chronotype and both behavioural intentions and lifetime value for a destination. Third, conclusions, as well as theoretical and managerial contributions for marketers and destination management organizations (DMO) are provided. Finally, new avenues for future research are proposed.

Chapter 1: Introduction

Time is the only finite resource nobody can get more of, regardless of finances, status or life situation. Everybody has 24 hours per day, and it is up to each individual to decide how to manage it. Given the common complaint that there is just “not enough time” in a day (ex.: Schneider, 2016), there is a strong interest from the media (ex.: Piro, 2015; Walton, 2015) and researchers from a wide range of disciplines such as biology (ex.: Reddy and O’Neill, 2009) and psychology (ex.: Díaz-Morales, 2007) to understand individual differences regarding time management and sleeping patterns, and their influence on behaviours.

This focus is not recent. Given the amount of time a day spent resting, there has been an interest in time management and sleeping patterns for centuries. It led to several sayings from common wisdom (ex.: “The early bird gets the worm”) to well-known thinkers alike, such as Aristotle (i.e., “It is well to be up before daybreak, for such habits contribute to health, wealth, and wisdom.”) and Benjamin Franklin (i.e., “Early to bed and early to rise makes a man healthy, wealthy, and wise.”). At the root of these sayings is the underlying belief that waking up in the early hours of the day leads to superior intellectual performance and decision-making.

From a biological standpoint, individuals differ in their chronotype (also called *diurnal preference*), a trait that reflects their circadian rhythms (from the Latin “circa”: *about* or *approximately*, and “diem”: *day*) (Horne, 2006; Reddy and O’Neill, 2009). These physical, behavioural and psychological changes are driven by the internal biological clock and follow roughly a 24-hour cycle (Reddy and O’Neill, 2009).

Chronotype ranges on a continuum from extreme morningness to extreme eveningness, with most people falling in the middle (Natale and Cicogna, 2002). Individuals exhibiting extreme morningness, also called *morning persons* or *larks*, rise in the early hours of the morning and go to bed early at night, while those exhibiting extreme eveningness, also called *evening persons* or *owls*, rise in the late hours of the morning and go to bed late at night (Horne and Österberg, 1976, 1977).

Thesis Objectives

This thesis addresses a call from marketing scholars to better understand intra-day consumer

behaviours and preferences, by investigating two time-related variables, chronotype and time-of-day, within the context of tourism.

More specifically, it examines the influence of chronotype and time-of-day on travellers' behavioural intentions, overall satisfaction with a tourist destination and lifetime value for a tourist destination.

This thesis falls into the *Transformative Consumer Research* perspective, which aims at optimizing consumers' decision quality and protecting their interests (Mick, Pettigrew, Pechmann and Ozanne, 2011). It is hoped that the results of this research will help consumers understand some of the factors influencing their behavioural intentions and overall satisfaction, as well as their "value" in the eyes of tourist destinations. It could suggest a way for consumers to optimize their decision-making, by synchronizing the timing of their decisions (related to travel or otherwise) to their chronobiological nature. This strategy is referred to as the *synchrony effect* (May, Hasher and Stoltzfus, 1993; May and Hasher 1998). The findings could thus pave the way for future public policy to protect at-risk consumers at non-optimal chronobiological times-of-day. They could also contribute to the evolution of the social responsibility of tourism destinations, by understanding how chronotype may drive behavioural intentions and overall satisfaction at different times-of-day, in order to develop stronger consumer relationships and consumer satisfaction based on a mutual understanding of these effects.

More specifically, the objective of this thesis is twofold. First, it aims at contributing to the limited theoretical and practical knowledge regarding the relationship between chronotype and consumer behaviour. It thus intends to provide a new basis for segmentation, by shedding light on a construct neglected in the marketing literature but receiving increasing attention in other fields such as biology and psychology.

Second, it aims at investigating tourist behavioural intentions and overall satisfaction, and more specifically consumer lifetime value (CLV) for a tourist destination. Indeed, while the measure of CLV could benefit tourist practitioners, it has not been extensively documented by tourism academic researchers. To the best of the author's knowledge, a review of the literature has not led to any proper measure of the concept from a tourist destination standpoint.

To reach these objectives, two studies are presented, and each tests all seven hypotheses. Study 1 focuses on consumers who travelled to the tourist destination under investigation (i.e., the Québec City area) in the past, regardless of the year of their last trip. Study 2 focuses on consumers who travelled to the destination under investigation (i.e., the Québec City area) within the past eight months. These two different perspectives help shed light on how chronotype and time-of-day play a role in behavioural intentions, overall satisfaction with a tourist destination and lifetime value for a tourist destination within different contexts, to strengthen the applicability of the findings.

Chronotype

The influence of chronotype goes beyond sleeping schedules. The interest in chronotype was first driven by the goal of determining the best time for teaching to optimize learning (Laird, 1925). In several studies, owls were found to obtain higher verbal (Killgore and Killgore, 2007) and cognitive intelligence scores (Preckel, Lipnevich, Schneider and Roberts, 2011; Roberts and Kyllonen, 1999). However, larks obtained higher academic scores since they had an easier time adjusting to the early school schedule (Beşoluk, Önder and Deveci, 2011; Goldstein, Hahn, Hasher, Wiprzycka and Zelazo, 2007; Taylor, Clay, Bramoweth, Sethi and Roane, 2011).

Since then, there has been extensive research on chronotype in psychology and biology, among other disciplines. However, to date, very few studies have investigated its effects on consumer decisions and behaviours. Among the few, Hossain and Saini (2013) found that evening consumers showed greater persuasion knowledge. Owls were better able to detect marketing manipulation tactics and exhibited higher consumer skepticism when presented an advertisement and receiving a recommendation from a salesperson.

Time-of-day

As argued by Engel, Kollat and Blackwell (1969), researchers must consider both individual and situational variables to explain consumer behaviours. As such, the investigation of time-of-day, a situational variable, can “substantially enhance the ability to explain and understand consumer behaviour acts” (Belk, 1975, p.157). Along with other situational variables such as place, it provides important insights for segmentation purposes (Engel, Kollat and Blackwell, 1969; Dickson, 1982). Indeed, “person-situation segmentation is viable when different groups have

distinctly different demand schedules.” (Dickson, 1982, p.58).

Therefore, researchers have called for a better understanding of intra-day consumer behaviours and preferences (Dacko, 2012; Davies, 1994). The present thesis will shed light on two time-related variables: chronotype and time-of-day.

Tourist Destinations

From an individual standpoint, there is no context, other than childbirth or dramatic events, when circadian rhythms are as disrupted as when travelling. Irregular scheduling, jet lag, different daylight schedules, external time pressure from travel companions and set times imposed by accommodations, meetings, attractions and the like, require the biological clock to synchronize rapidly to external cues. Since chronotype plays an important role in the ease of adjusting to *zeitgebers* such as those (Mecacci and Rocchettibi 1998), it is expected to influence consumer behavioural intentions and overall satisfaction within the context of tourism. At the same time, this disruption from one’s typical life offers travellers the opportunity, to some extent, to plan their trip to best fit their circadian rhythms. Both travellers and tourist destinations thus need to understand the influence of chronotype and time-of-day on behavioural intentions and overall satisfaction.

Indeed, tourism is one of the fastest growing industries in the world. According to the World Tourism Organization (2016), it generates globally about 1.5 trillion US dollars in exports per year. It is thus a key driver of socio-economic progress, representing, on average, about 10% of countries’ GDP, and 1 out of 11 jobs. Its business volume now “equals or even surpasses that of oil exports, food products or automobiles” (World Tourism Organization, 2016).

In 2014 alone, about 1.333 billion tourists travelled internationally, a 4.3% growth from the previous year. It leads to an increasing level of competition and diversification among tourist destinations to stand out and get their lion’s share of the tourism market (World Tourism Organization, 2016).

Indeed, in a world of intense globalization, tourist destinations must compete with almost every other country in the world to attract tourists, who have a wide range of tourist destinations to choose from. Contributing to this phenomenon is the rise of the sharing economy opening up new

tourist destinations which were yet unexplored, by offering new alternative options for transportation (ex.: Uber) and accommodations (Airbnb), among others.

To succeed, more than ever, tourist destinations need to segment their market and go after tourists who represent both the best fit for their unique selling proposition and a strong lifetime value. To do so, they need to look beyond basic psychographics (i.e., attitudes, beliefs, values, motivations and behaviours) and find better ways to match “the right consumer with the right [experience] at the right time” (common wisdom), since timing is key. For instance, it is well recognized within the travel industry that the expectations of early morning airplane travellers are different from those of late-night travellers (Dacko, 2012), since consumer needs vary based on time-of-day (Goldstein and Lee, 2005). Therefore, given the active role of travellers as co-creators of their tourism experiences as well as the high level of competition and seasonality of the tourism industry, it is essential for tourist destinations to consider, in the design of the tourism experiences, the specific characteristics and time preferences of travellers, especially their chronotype. Doing so may contribute to the optimization of consumer overall satisfaction and ensure revisitation and positive word-of-mouth.

Therefore, the present thesis investigates the influence of chronotype and time-of-day on consumer behavioural intentions, overall satisfaction and lifetime value for a tourist destination.

Chapter 2: Literature Review

The chapter presents a review of the literature and all seven hypotheses. It is organized as follows. First, the dependent variables, travellers' behavioural intentions, overall satisfaction with a tourist destination and consumer lifetime value for a tourist destination, are presented. Second, the independent variable, chronotype, and the first three hypotheses are covered. Third, the moderating variable, time-of-day, and the fourth hypothesis are revealed. Fourth, the mediating variable, overall satisfaction with a tourist destination, and the remaining three hypotheses are proposed.

Travellers' Behavioural Intentions and Overall Satisfaction With a Tourist Destination

A tourist destination is considered to be a single entity (Dmitrovic, Cvelbar, Kolar, Brencic, Ograjensek and Zabkar, 2009) offering an integrated experience inclusive of several products and services within a specific geographic area (Buhalis, 2000).

Destination marketing managers need to understand the factors contributing to loyalty towards a tourist destination (Chen and Gursoy, 2001). "Tourism managers strive to improve service quality and levels of visitor satisfaction in the belief that this will create loyal visitors who are pleased they selected a destination, who will return to it, and who will recommend it to others." (Tian-Cole and Crompton, 2003, p.65).

Consumer overall satisfaction with a tourist destination, which refers to the emotional and cognitive evaluation of the overall cumulative experiences with a tourist destination (Giese and Cote, 2000; Pizam, Neuman and Reichel, 1978), is considered a broader concept than the sum of the satisfaction with the individual attributes of a destination (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005; Spreng, MacKenzie and Olshavsky, 1996). It has been found to be an antecedent of behavioural intentions (Cronin, Brady and Hult, 2000), such as revisiting the destination, remaining loyal and providing positive word-of-mouth recommendations (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005; Gonzalez, Comesaña and Brea, 2007; Moutinho, Albayrak and Caber, 2012; Yoon and Uysal, 2005). Overall satisfaction with the destination is considered to have the biggest influence on the decision of whether to revisit a destination

(Campo-Martínez, Garau-Vadell and Martínez-Ruiz, 2010) and, as such, is closely related to the destination economic success (Camelis, Llosa and Maunier, 2015). Past visitation to the destination is also a significant predictor of future visits (Lam and Hsu, 2006; Petrick, Morais and Norman, 2001).

The present thesis thus focuses on overall satisfaction with the destination, likelihood of visiting the destination, likelihood of recommending the destination, and their combination as a measure of consumer lifetime value, as dependent variables.

Consumer lifetime value for a Tourist Destination

Consumer lifetime value (CLV) is a customer-centric approach first introduced by Kotler more than forty years ago (Kotler, 1974). It is aimed at estimating the potential value, for organizations such as tourist destinations, of the entire future relationship with a consumer (Campón, Alves and Hernández, 2013; Venkatesan and Kumar, 2004).

It is usually used to segment consumers based on three variables: recency of the last purchase (R), frequency of transactions within a specific period of time (F) and monetary value of spendings within a specific period of time (M), which is also called the RFM model (Hu and Yeh, 2014). Given the lack of applicability of the concept of repeat purchases to a tourist destination due to the infrequency of travelling and tourists' desire to explore new destinations (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005), the CLV model requires adaption. Therefore, for a tourist destination, it is proposed that R, F and M correspond respectively to the recency of the last visit, the frequency of the visits within a specific time frame and the monetary value of spendings during the last visit to the tourist destination.

Chronotype, an Endogenous Trait

Chronotype is partially of an endogenous nature (Kerkhof and Van Dongen, 1996; Paine, Gander and, Travier 2006). About 45% of differences in chronotype are genetics (Hur, 2007) and somewhat heritable (Klei, Reitz, Miller, Wood, Maendel, Gross, Waldner, Eaton, Monk and Nimgaonkar, 2005; Vink, Groot, Kerkhof and Boomsma, 2001), while *zeitgebers* are responsible for the remaining 55% (Hur, 2007).

Although relatively stable, chronotype can be slightly altered over the long term to adjust to major signals from the environment, also called *zeitgebers* (a German term for *time givers* or *synchronizers*) (Aschoff, 1960). Indeed, Jürgen Aschoff (1960), a pioneer in the study of circadian rhythms, found that, through an active process called *entrainment*, the biological clock synchronizes to external cues, such as sunlight exposition, by adjusting the timing and/or the length of its circadian rhythms.

Social time, which refers to set personal, professional or academic obligations, is another important *zeitgeber*, since it requires synchronizing the biological clock to an external schedule (Wittmann, Dinich, Merrow and Roenneberg, 2006).

Geographic location also influences circadian rhythms. There are cultural and geographical differences in chronotype depending on climate, longitude and latitude (Randler, 2008; Smith, Folkard, Schmieder, Parra, Spelten, Almiral, Sen, Sahu, Perez and Tisak, 2002). For instance, in a six-country study, Smith and his colleagues (2002) found that individuals in more temperate climates exhibited higher levels of morningness than those in less temperate climates.

Throughout most of their lives, women show greater morningness and men greater eveningness (Adan, and Natale 2002; Natale, and Danesi 2002; Randler 2007). However, the difference in chronotype between genders disappears around the age of menopause/andropause (Roenneberg, Kuehnle, Juda, Kantermann, Allebrandt, Gordijn, and Merrow 2007).

From childhood until about 13 years old, children are more enclined to morningness (Kim, Dueker, Hasher, and Goldstein 2002). The beginning of adolescence shifts chronotype towards eveningness (Gau, and Soong 2003; Laberge, Petit, Simard, Vitaro, Tremblay, and Montplaisir 2001), while the beginning of adulthood at around 18-20 years marks a progressive return towards morningness (Roenneberg, Kuehnle, Pramstaller, Ricken, Havel, Guth, and Merrow 2004). Although the majority of adolescents and young adults are evening people, the tendency towards morningness increases with age such that the majority of older adults, especially after 60 years old, are morning people (Adan 1992; Kramer, Kerkhof, and Hofman 1999).

Chronotype, Personality Traits and Behaviours

Ever since the 1960s, researchers have been studying the relationship between chronotype,

personality traits and behaviours (Blake, 1967; Colquhoun, 1960; Colquhoun and Corcoran, 1964). Several relationships were found, regardless of the duration of sleep (Soehner, Kennedy and Monk, 2007). As proposed by Matthews (1988), “personality may be related to the cognitive and social factors determining the *entrainment* of circadian rhythms to the sleep-awake cycle” (p.291). An indirect relationship between personality traits and chronotype is thus assumed, with chronotype affecting the degree of synchronization to the environment, which in turn shapes cognitive and social personality characteristics (Giampietro and Cavallera, 2007; Matthews 1988).

Previous research focused on the personality traits associated with morningness-eveningness. Morning persons were found to be more thought-guided than owls (Díaz-Morales, 2007). They prefer to base their decisions on tangible and concrete information, trusting their experience and observing phenomena (Díaz-Morales, 2007). They are more likely to consider the future consequences of their actions (Stolarski, Ledzińska and Matthews, 2013). Morningness is also positively associated with self-directedness, which is “the capacity to regulate behaviour in order to adjust it to one’s principles, goals, and personal beliefs” (Adan, Lachica, Caci and Natale, 2010, p.184).

Morningness is related to conscientiousness (Hogben, Ellis, Archer and von Schantz, 2007), which means being “goal-directed, painstaking, impulse-controlled, and careful” (Vollmer and Randler, 2012, p.738). More specifically, conscientious people awake and retire to bed earlier (Gray and Watson, 2002). Conscientiousness is even considered the best predictor of chronotype (Tonetti, Fabbri and Natale, 2009), so much so that it is used to validate chronotype measures (Randler, 2009).

Still, most of the research in psychology focuses on the correlations between chronotype and personality traits. For instance, eveningness was repeatedly found to be related to impulsivity (Eysenck and Folkard, 1980; Matthews, 1988). “Evening types (ET), compared to morning types (MT), showed more pronounced lack of planning, tendency to act impulsively without thinking, seeking of excitement and novel experiences, and willingness to take risks just for the sake of these types of experiences,” (Muro, Gomà-i-Freixanet, Adan and Cladellas, 2011, p.694).

Therefore, being more thought-guided and conscientious than owls, larks are expected to plan their

trip for a longer period ahead of their departure. The following hypothesis is thus proposed:

H1: Morningness will be positively associated with the length of trip planning.

Morningness is also correlated with mindfulness (Carciofo, Du, Song and Zhang, 2014), which corresponds to “the state of being attentive to and aware of what is taking place in the present” (Brown and Ryan, 2003, p. 822). It is also an antecedent of well-being (Brown and Ryan, 2003). Being more mindful than owls, larks are expected to be more overly satisfied with their experience at the tourist destination they visited.

Eveningness is associated with a higher level of difficulty coping both with environmental demands in situations requiring restraining, interrupting or changing behaviours (Mecacci and Rocchettibi, 1998), and with social demands in highly and long-lasting stimulating situations (Mecacci and Rocchettibi, 1998). Evening persons should thus express a lower level of satisfaction with their experience at the tourist destination they visited, since it represents a disruption of their everyday life.

Eveningness is also associated with risk-taking propensity (Díaz-Morales, 2007; Killgore, 2007), innovation and novelty seeking (Adan, Lachica, Caci and Natale, 2010; Díaz-Morales, 2007; Randler and Saliger, 2011), sensation-seeking (Muro, Gomà-i-Freixanet, Adan and Cladellas, 2011; Tonetti, Adan, Caci, De Pascalis, Fabbri and Natale, 2010) and self-enhancement (Vollmer, and Randler, 2012). They are thus expected to be less loyal towards a tourist destination, and thus less likely to consider visiting or recommending it.

Therefore, the following hypotheses are proposed:

H2: Morningness will be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination than eveningness.

H3: Morningness will be associated with greater lifetime value for a tourist destination than eveningness.

H3a: Morningness will be associated with greater recency of the last visit to a tourist destination (R) than eveningness.

H3b: Morningness will be associated with greater frequency of visits to a tourist destination within a specific time frame (F) than eveningness.

Still, it is expected that one of the three REM indicators of lifetime value, the monetary value of spendings during the last visit to the destination, is negatively related to morningness. Indeed, evening persons are more impulsive (Adan, Natale, Caci and Prat, 2010; Caci, Robert and Boyer, 2004; Caci, Mattei, Baylé, Nadalet, Dossios, Robert and Boyer, 2005; Neubauer, 1992; Revelle, Humphreys, Simon and Gilliland, 1980; Tankova, Adan and Buela-Casal, 1994) and have lower self-control (Digdon and Howell, 2008; Díaz-Morales, 2007; Kasof, 2001), and this self-control ability, or lack thereof, is assumed to exert a significant influence on spendings (Beatty and Ferrell, 1998; Dholakia, 2000; Puri, 1996; Rook and Fisher, 1995; Rook and Hoch, 1985). Therefore, the following hypothesis is proposed:

H3c: Eveningness will be associated with higher monetary value of spendings during the last visit to the tourist destination (M) than morningness.

Moderating Influence of Time-of-day

Circadian rhythms are also related to the regulation of body temperature (Baehr, Revelle and Eastman, 2000; Bailey and Heitkemper, 2001; Horne and Östberg, 1977), cortisol (Kudielka, Federenko, Hellhammer and Wüst, 2006; Monk, Buysse, Reynolds, Berga, Jarrett, Begley and Kupfer, 1997) and melatonin (Duffy, Dijk, Hall and Czeisler, 1999; Monk, Buysse, Reynolds, Berga, Jarrett, Begley and Kupfer, 1997), which influence the level of alertness at different times-of-day, among other mental processes (Monk, Buysse, Reynolds, Berga, Jarrett, Begley and Kupfer, 1997; Natale and Cicogna, 1996; Schmidt, Collette, Cajochen and Peigneux, 2007).

Morning persons show a steep increase in their body temperature in the morning, reaching their peak in terms of activity and temperature up to 1h30 to 3 hours earlier in the day than evening persons (Horne and Österberg, 1977; Waterhouse, Folkard, Dongen, Minors, Owens, Kerkhof, Weinert, Nevill, Macdonald, Sytnik and Tucker, 2001). As a result, morning persons feel most awake (Chebat, Dube and Marquis, 1997) and demonstrate higher levels of alertness and intellectual performance in the morning than evening persons (Horne, Brass and Pettitt, 1980; Kerkhof, Korving, Willemsse-v.d. Geest and Rietveld, 1980; Natale, Alzani and Cicogna, 2003). However, from then on, morning persons experience a decline in alertness and intellectual

performance as the day goes by, while evening persons show a steady improvement (Anderson, Petros, Beckwith, Mitchell and Fritz, 1991; Horne, Brass and Pettitt, 1980; Petros, Beckwith and Anderson, 1990).

Therefore, depending on their chronotype, alertness and intellectual performance vary at different times-of-day (Schmidt, Collette, Cajochen and Peigneux, 2007), which refer to the moments in time during the day, due to fluctuations in cognitive resources (Shiv and Fedorikhin, 1999). At optimal times-of-day, cognitive resources are at their highest (i.e., in the morning for “morning persons” and in the evening for “evening persons”), resulting in higher cognitive processing (Martin and Martin, 2013; Chebat, Limoges and Gelinias-Chebat, 1997), and superior intellectual performance (Hornik, Ofir and Shaanan-Satchi, 2010 ; Schmidt, Collette, Cajochen and Peigneux, 2007). This phenomenon is referred to as the *synchrony effect*, which represents a match between individuals’ chronotype and their optimal cognitive processing “performance periods” (May, Hasher and Stoltzfus, 1993; May and Hasher 1998).

At non-optimal times-of-day, when cognitive resources are at their lowest, morning and evening persons both rely on stereotypes and other heuristics to simplify their decision-making process (Bodenhausen, 1990; Yoon, 1997). Indeed, correcting these judgmental heuristics would require more cognitive resources than they have available at these times (Bodenhausen, 1990). As a result, consumers are more likely to produce automatic unconscious responses in these non-optimal time periods (May, Hasher and Foong, 2005), making them less vigilant against manipulative marketing persuasion (Chebat, Limoges and Gelinias-Chebat, 1997; Hossain and Saini, 2013) and more likely to demonstrate variety-seeking behaviours in their purchase decisions (Roehm and Roehm, 2004). Ad recall and recognition, as well as consumer satisfaction with both the waiting time (Hornik and Minihero, 2009) and the service provided by a call centre are also lower at non-optimal times-of-day (Hornik and Minihero, 2009; Hornik, Ofir and Shaanan-Satchi, 2010).

Moreover, morning persons report a more positive affect throughout the day (Biss and Hasher, 2012; Clark, Watson and Leeka, 1989) regardless of their age (Biss and Hasher, 2012). They are also in a more positive emotional state in the morning than evening persons. However, there is no difference between chronotypes in the evening, since larks are in an overall more positive emotional states than owls (Chebat, Dube and Marquis, 1997).

Positive affect (Murray, Nicholas, Kleiman, Dwyer, Carrington, Allen and Trinder, 2009), but not negative affect (Watson, Wiese, Vaidya and Tellegen, 1999), is modulated by the circadian clock. Indeed, negative affect does not vary according to chronotype (Clark, Watson and Leeka, 1989). Therefore, given that positive affect positively impacts decision efficiency (Isen, 1984), it is expected that larks are more likely to express being satisfied with a tourist destination and desiring to visit it and recommend it to their family, friends and/or colleagues, especially at diurnal optimal times-of-day.

The following hypotheses are thus proposed:

H4: At diurnal optimal time-of-day, overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination will be higher than at diurnal non-optimal time-of-day.

H4a: Morningness will be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the morning than in the evening, while eveningness will be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the evening than in the morning.

H4b: The differences between chronotypes (morningness and eveningness) regarding overall satisfaction, likelihood of visiting and likelihood the recommending a tourist destination are higher in the morning than in the evening.

Mediating Influence of Overall Satisfaction With a Tourist Destination

As mentioned previously, chronotype is assumed to be related to overall satisfaction with a tourist destination. Moreover, since overall satisfaction with a travel destination is an antecedent of tourist behaviours (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005; Gonzalez, Comesaña and Brea, 2007; Moutinho, Albayrak and Caber, 2012; Yoon and Uysal, 2005) and is even considered to have the biggest influence on the decision of whether to revisit a tourist destination (Campo-Martínez, Garau-Vadell and Martínez-Ruiz, 2010), it is expected to mediate the relationship between chronotype and behavioural intentions.

Therefore, the following hypotheses are proposed:

H5: Overall satisfaction with the destination will mediate the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination.

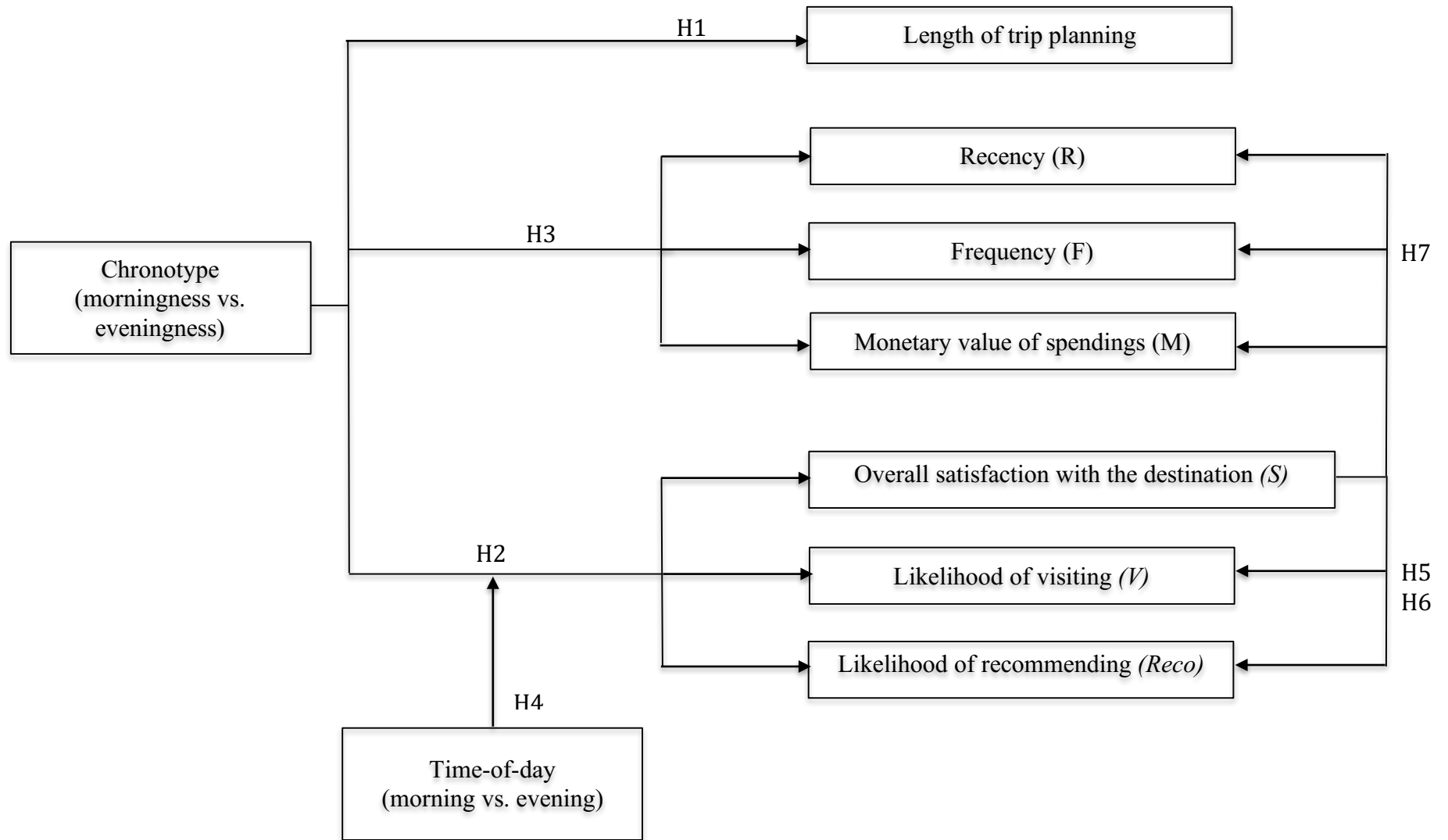
H6: Time-of-day will moderate the mediating influence of overall satisfaction on the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination.

H7: Overall satisfaction with the destination will mediate the relationship between chronotype (morningness and eveningness) and lifetime value for a tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M))

A summary of the seven hypotheses is presented in Figure 1 on the next page.

Figure 1. Conceptual Framework

In summary, the following conceptual framework is proposed:



Chapter 3: Measures

This chapter presents the measures used to test the seven hypotheses. The simple measure (RFM) of consumer lifetime value and the additional indicators (SVReco) forming the extended measure of consumer lifetime value are presented. They are followed by the measures of chronotype, time-of-day and length of trip planning.

Consumer Lifetime Value

Simple Model (RFM): The consumer lifetime value measure was based on the REM model which suggests that CLV should be calculated based on the recency of the last purchase (R), frequency of transactions within a specific period (F) and monetary value of spendings within a specific period (M) (Hu and Yeh, 2014). Adapted to the reality of a tourist destination, it corresponds to the recency of the last visit, the frequency of the visits within a specific period and the monetary value of spendings during the last visit to the tourist destination.

Extended Model (RFM-SVReco): Contrary to low-involvement consumer goods and services (which consumers may purchase from the same brand on a regular basis), consumers may revisit a tourist destination infrequently due to their desire to explore new destinations (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005). It thus appeared important to temper the REM model to account for the discrepancies between the purchase of low-involvement consumer goods and services, and the high-involvement decision of travelling to a tourist destination.

Therefore, another indicator was created, the SVR, to account for the overall satisfaction with the destination (S), due to its significant influence on the decision of whether to revisit a tourist destination (Campo-Martínez, Garau-Vadell and Martínez-Ruiz, 2010), as well as the likelihood of visiting the destination within the next two years (V) and of recommending the destination to others (family, friends and/or colleagues) ($Reco$). Indeed, Campón, Alves and Hernández (2013) argued that the REM should include the likelihood of recommending the tourist destination to other consumers, considering the financial implications of positive word-of-mouth for a tourist destination.

RFM

Recency (R) and Frequency (F): Recency was assessed as the number of years since the last leisure trip (vacation or personal reasons) at the destination.

Similar to Campo-Martínez, Garau-Vadell and Martínez-Ruiz (2010), as well as Lam and Hsu (2006), frequency was measured as the number of times that the tourist has visited the destination in the past for a leisure trip (vacation or personal reasons).

Information regarding recency and frequency were collected at the same time. More specifically, participants were asked to complete the table below: “In the past five years, how many times have you taken an overnight trip to the Québec City area (i.e., Québec City and its surroundings) for a leisure trip (vacation or personal reasons)?”

	2015	2014	2013	2012	2011	2010	No trip to the Québec City area in the past 5 years
Number of leisure trips							<input type="checkbox"/>

The term “leisure trip” refers to a trip or a short stay of at least one night away from home for personal reasons (excluding visits to your own secondary home and all-inclusive trips to the South).

Monetary Value of Spendings (M): The overall monetary value of all expenses at the destination for the last leisure trip (vacation or personal reasons) was calculated per person. It included all accommodations, restaurants and food, on-site transportation, shopping, leisure and entertainment, and other expenses, but excluded the cost of transportation to reach the destination. The monetary value of spendings was assessed in Canadian dollar. The currency exchange rate (at the time of the visit) was used to convert spendings calculated in another currency (when applicable). More specifically, participants were asked: “Approximatively how much did you and your travelling party spend in total during your trip to the Québec City area?”

INCLUDING accommodations, restaurants and food, on-site transportation, shopping, leisure and entertainment, and all other expenses

EXCLUDING your transportation to reach the Québec City area.

Please include all expenses for your travelling party, which means all expenses for you and people accompanying you (family and friends), not other travellers in an organized group.

Estimated total expenses in Canadian currency (including all your expenses in the Québec City area, and excluding your transportation to reach the Québec City area): \$[0-25000]

How many people do these expenses cover (including yourself)? / Number of people covered by these expenses (including yourself): [1-50] people”

SVReco

Given the unidimensionality of the construct of each dependent variable, single-item measures were considered appropriate and were used to assess the “overall satisfaction with the destination” (*S*), the “likelihood of visiting the destination for a leisure trip (vacation or personal reasons) within the next two years” (*V*) and the “likelihood of recommending the destination for a leisure trip (vacation or personal reasons) to family, friends and/or colleagues” (*Reco*), similar to single-item measures used by several other researchers (ex.: Bigné, Sánchez and Sánchez, 2001; Bigné Alcañiz, Sánchez García and Sanz Blas, 2005 ; Campo-Martínez, Garau-Vadell and Martínez-Ruiz, 2010; Chen and Tsai, 2007; Danaher and Arweiler, 1996; Sirakaya, Petrick and Choi, 2004; Yoon and Uysal, 2005).

Overall Satisfaction With the Destination (S): Similar to Danaher and Arweiler (1996), overall satisfaction with the destination was measured with an 11-point scale: “Overall, on a scale of 0 to 10, where 0 means “not at all satisfied” and 10 “extremely satisfied,” how satisfied are you with your most recent experience in the Québec City area?”

Likelihood of Visiting (V): Similar to Yoon and Uysal (2005), the likelihood of visiting the destination for a leisure trip (vacation or personal reasons) within the next two years was measured with an 11-point scale: “On a scale of 0 to 10, where 0 means “not at all likely” and 10 “extremely likely,” how likely are you to visit the Québec City area in the next two years for a leisure trip (vacation or personal reasons)?”

Likelihood of Recommending (Reco): Similar to Yoon and Uysal (2005), the likelihood of recommending the destination for a leisure trip (vacation or personal reasons) to family,

friends and/or colleagues was measured with an 11-point scale: “Considering all your experiences during your stay in the Québec City area, on a scale of 0 to 10, where 0 means “not at all likely” and 10 means “extremely likely,” how likely are you to recommend the Québec City area to your family, a friend or a colleague for a leisure trip (vacation or personal reasons)?”

Summary of the Proposed Measure of Consumer Lifetime Value

CLV: 1/RECENCY x FREQUENCY x MONETARY VALUE OF SPENDINGS x SATISFACTION x LIKELIHOOD OF VISITING x LIKELIHOOD OF RECOMMENDING

(1/R x F x M x S x V x Reco)

(for consumers who travelled to the destination within the past five years)

Adapted from Hu and Yeh (2014)

REM

Recency (R): Number of years since the last leisure trip at the destination
 - Result from 1 to 5 (5 years or more = 5 ; 1 year or less = 1)

Frequency (F): Number of visits to the tourist destination for a leisure trip (vacation or personal reasons) in the past five years

Monetary value of Overall monetary value of all expenses at the destination for the last leisure trip (vacation or personal reasons) per person

spendings (M):

- Including accommodations, restaurants and food, on-site transportation, shopping, leisure and entertainment, and other expenses;
- Excluding the cost of transportation to reach the destination;
- Spendings computed in Canadian currency

SVReco

Overall satisfaction (S): Overall satisfaction with their experience based on their most recent trip to the destination (“satisfaction score”)

- On a scale of 0 to 10, where 0 means “not at all satisfied” and 10 “extremely satisfied” (transformed in a “satisfaction score” from 0 to 1, with 0/10 corresponding to 0%, and 10/10 to 100%).

Likelihood of visiting (<i>V</i>):	<p>Intention to travel to the destination for a leisure trip (vacation or personal reasons) within the next two years (“likelihood of visiting” score)</p> <ul style="list-style-type: none"> - On a scale of 0 to 10, where 0 means “not at all likely” and 10 “extremely likely” (transformed in a “likelihood of visiting” score from 0 to 1, with 0/10 corresponding to 0%, and 10/10 to 100%).
Likelihood of recommending (<i>Reco</i>):	<p>Likelihood of recommending the destination for a leisure trip (vacation or personal reasons) to family, friends and/or colleagues (“likelihood of recommending” score)</p> <ul style="list-style-type: none"> - On a scale of 0 to 10, where 0 means “not at all likely” and 10 “extremely likely” (transformed in a “likelihood of recommending” score from 0 to 1, with 0/10 corresponding to 0%, and 10/10 to 100%).

Notes on the Proposed Measure of Consumer Lifetime Value

Five years was selected as the time frame to understand the past relationship of the consumer with the destination, since it is the usual measure used by tourist destinations in Canada such as Québec City Tourism, Destination British Columbia, etc. Moreover, past five years, it is assumed that the information regarding the monetary value of spendings during the last visit may not be as accurate and as relevant to the measure. The consumer lifetime value for the present study is therefore calculated only for “active” consumers, which refers to consumers who travelled to the destination within the past five years.

With regards to the likelihood of visiting the destination, two years was selected as the time frame, similar to Yoon and Uysal (2005). Indeed, it is common knowledge within the tourism industry that tourists future travel plans evolve over time and are not set in stone years in advance. Moreover, tourist destinations, such as Québec City Tourism and Destination Canada,

usually plan their marketing activities one to two years in advance, which require forecasting consumer travel intentions up to two years in the future.

Please note that, when necessary, the monetary value of all expenses during the last leisure trip of the consumer (regardless of the destination) was used as a proxy for the monetary value of all expenses during his/her last visit to the destination under study.

The studies focused on leisure trips, rather than business trips, since consumers are usually free of selecting the destination of their choice for their leisure trips (within certain constraints such as the ease of reaching the tourist destination, vacations days, budgets, etc.), which is not always the case for business trips. This allowed minimizing external factors to focus on the influence of chronotype on behavioural intentions, overall satisfaction and lifetime value for a tourist destination.

Chronotype

Chronotype was measured using the reduced morningness-eveningness (rMEQ) scale (Adan and Almirall, 1991), the shorter version of the Horne and Österberg's questionnaire (Horne and Österberg, 1976), since it has been extensively used and demonstrates good validity (Adan and Almirall, 1991; Hossain and Saini, 2013; McElroy and Dickinson, 2010).

While the original version of the reduced morningness–eveningness (rMEQ) scale (Adan and Almirall, 1991) contained five items related to preferred waking time on free days, feeling after waking in the morning, time at which feeling of tiredness sets in, time at which the respondent feels his/her best and self-evaluation of chronotype, a sixth item was added similar to Urbán, Magyaródi and Rigó (2011). This sixth item allowed splitting the “feeling after waking in the morning” item in two to distinguish between weekdays and weekend days, rather than inquiring about the feeling after waking in the morning in general. This distinction between weekdays and weekend days has been expressed as a central component of chronotype (Roenneberg, Wirz-Justice and Mellow, 2003; Urbán, Magyaródi and Rigó, 2011; Wittmann, Dinich, Mellow and Roenneberg, 2006). Response options to these items were kept consistent with the original scale (i.e., very tired, fairly tired, fairly refreshed and very refreshed). The addition of the sixth item did not impact the overall range of the scale, since the weight of the original item “feeling after waking in the morning” was divided evenly between the two new items. Consistent with previous

research, the scale demonstrated high internal consistency with a Cronbach's alpha of .62 and .60 for study 1 and 2 respectively.

Considering that morningness and eveningness are two extremes of the same construct (Horne and Österberg, 1976), the greater the score on the scale, the stronger the morningness orientation of the participant. To the contrary, the lower the score on the scale, the stronger the eveningness orientation of the participant. Consistent with the weight of the original scale set by Adan and Almirall (1991), the score ranged from 4 to 25, leading to three groups:

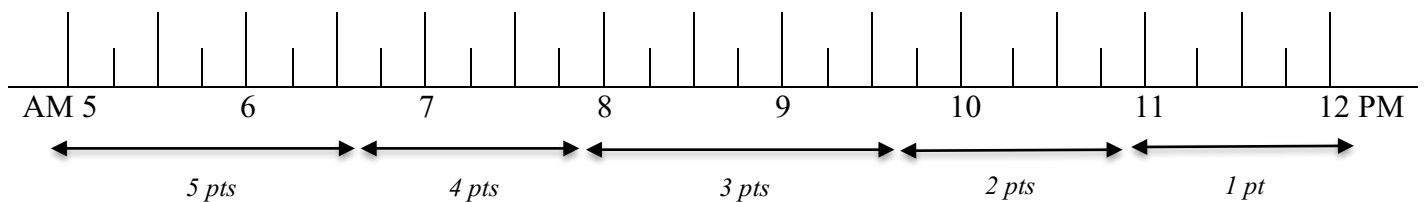
Morning type: 18-25 (MT)

Neither type: 12-17 (NT)

Evening type: 4-11 (ET)

The weighting scheme was the following:

Considering only your own rhythm, at approximately what time would you get up if you were entirely free to plan your day?



During the first half-hour after waking in the morning on weekdays, how do you feel?

Very tired (0.5 pt)

Fairly tired (1 pt)

Fairly refreshed (1.5 pts)

Very refreshed (2 pts)

During the first half-hour after waking in the morning on weekend days, how do you feel?

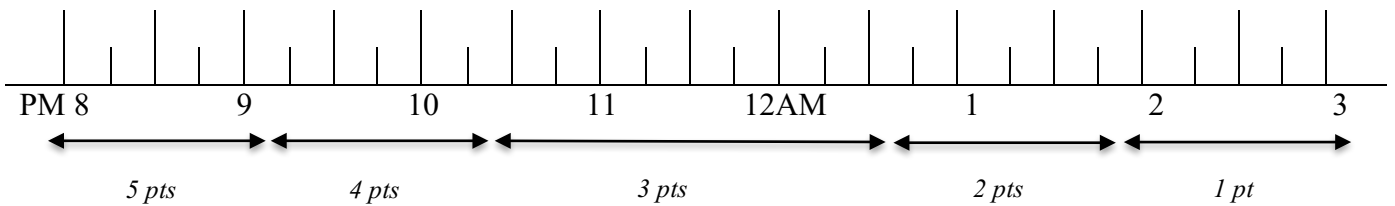
Very tired (0.5 pt)

Fairly tired (1 pt)

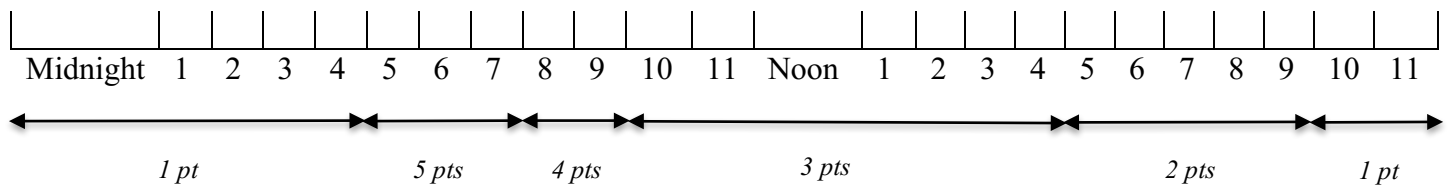
Fairly refreshed (1.5 pts)

Very refreshed (2 pts)

At approximately what time in the evening do feel tired and, as a result, in need of sleep?



At approximately what time of the day do you usually feel your best?



One hears about “morning” and “evening” people. Which one of these types do you consider yourself to be?

Definitely a “morning” type (6 pts)

Rather more a “morning” type than an “evening” type (4 pts)

Rather more an “evening” type than a “morning” type (2 pts)

Definitely an “evening” type (0 pts)

Time-of-day

The time-of-day was assessed as the hour (in the time zone the participant was in) at which the questionnaire was filled out.

Length of Trip Planning

Similar to Lehto, O’Leary and Morrison (2004), the length of trip planning was measured as the number of days the consumer plan his/her trip for prior to travelling to the tourist destination:

“How long in advance did you plan your trip to the Québec City area (made reservations, etc.)?”.

Please note that, when necessary, the length of trip planning (regardless of the destination) was used as a proxy for the length of trip planning to the destination under study.

Chapter 4: Study 1

Methodology

Procedure

The Québec City area, an international tourist destination located in Eastern Canada, was selected as the leisure destination under study due to its brand awareness and notoriety. For instance, it is considered Canada's best city to visit by Travel and Leisure magazine (Storck, 2016).

The anonymous data used in study 1 was collected in the fall of 2015 as part of the largest research project ever conducted by Québec City Tourism (i.e., the Office du tourisme de Québec), the destination management organization responsible of the tourist promotional activities of the Québec City area. The author of this thesis was in charge of the project and designed the survey questionnaire, as part of her professional responsibilities as an employee of Québec City Tourism.

Although a total of 7000 consumers from the United States (from 8 states) filled out the survey, only 1982 consumers had ever visited the Québec City area. Therefore, only the latter were kept. The results presented in this thesis are thus based on the analysis of the 1982 questionnaires of consumers having visited the Québec City area at least once in the past, regardless of the year of their last trip.

The participants were from eight states:

California

Florida

Illinois

Maine

Massachusetts

New Hampshire

New Jersey

New York

The states were selected based on a combination of variables, including the volume (i.e., the number per year and growth year-over-year) of consumers visiting the Québec City area and the volume of visitors on the Québec City Tourism website. For confidentiality purposes and relevance, only aggregate results of all eight states combined will be presented in the present thesis.

The protocol for the research was approved by Concordia University Human Research Ethics Committee, and met all of Québec City Tourism ethical standards.

A survey methodology was selected to study the market potential of the eight selected states of the United States, as well as the general travel habits of consumers and their perception of Québec City as a tourist destination. The data was collected in the name of Québec City Tourism, and contributed to the preparation of the strategic planning activities of the organization.

The questionnaire was prepared in English only (the main language spoken in the United States) and revised by a professional translator to ensure the quality of the grammar. Only minor corrections were made.

The data was collected through a third-party provider's panel. This supplier was responsible for sending the invitations to its United States panelists and hosting the survey questionnaire on its website. Québec City Tourism did not have any contact with the participants, nor access to their contact information. The invitations to participate in the survey and the compensation were sent and managed by the third-party provider.

Once the data collection was completed, the third-party panel provider sent the anonymized database containing the answers to the survey questions to Québec City Tourism, and deleted the data from its server. The database did not contain any name, any email address nor any identifier. There was no way for Québec City Tourism to identify the participants.

Participants

All participants had previously agreed to join the third-party provider's panel. Following their inscription to the panel online, each participant had received an email with a link to click on, in order to confirm their agreement to join the panel and to receive invitations by email to fill out market research surveys.

Participants were invited to fill out a questionnaire through an email sent by the third-party panel provider. They had to confirm their agreement to participate in the study by clicking on the link received in the email.

They volunteered to participate in the study, for which they received a monetary compensation of about two US dollars each. Participants were not legally bound to the study and had no obligation to the panel provider or Québec City Tourism. They could close their online navigator window at any time, and stop completing the questionnaire. Participants who abandoned the survey were excluded from the database. Their partial answers were then destroyed.

To be eligible to complete the survey, participants had to be 18 years or older, to live in the United States (California, Florida, Illinois, Maine, Massachusetts, New Hampshire, New Jersey, New York), and to have taken at least one leisure vacation, involving at least one night of accommodation outside their state, over the past 12 months. This included all vacations except visits to their own secondary home, trips conducted for business purposes only and all-inclusive trips to the South.

Demographic statistics and key variables of the sample are available in Table 1 and 2.

Table 1: Demographic Statistics of Sample 1

(n = 1982)	Frequency	Percentage
Origin		
California	175	8.8
Florida	177	8.9
Illinois	125	6.3
Maine	337	17.0
Massachusetts	338	17.1
New Hampshire	303	15.3
New Jersey	199	10.0
New York	328	16.5
Age (M = 51.7, SD = 15.86)		
18-24	102	5.1
25-34	262	13.2
35-44	304	15.3
45-54	358	18.1
55-64	435	21.9
65 and over	521	26.3

(n = 1982)	Frequency	Percentage
Education		
Elementary School and High School	211	10.6
College or Technical	436	22.0
Undergraduate (certificate or bachelor's)	694	35.0
Graduate (Master's or Ph.D.)	620	31.3
Prefer not to answer	21	1.1
Gender		
Male	883	44.6
Female	1099	55.4
Chronotype (M = 16.45, SD = 3.72)		
Morning type: 18-25 (MT)	840	42.4
Neither type: 12-17 (NT)	934	47.1
Evening type: 4-11 (ET)	208	10.5
Morning type (n = 840)		
Age (M = 55.64, SD = 14.41)		
Male	405	48.2
Female	435	51.8
Evening type (n = 208)		
Age (M = 42.07, SD = 15.78)		
Male	70	33.7
Female	138	66.3

Table 2: Key Variables of Sample 1

	Frequency	Percentage
Overall satisfaction (M = 7.59, SD = 2.04, n = 1982)		
Likelihood of visiting (i.e., within the next two years) (M = 5.18, SD = 2.92, n = 1832)		
Likelihood of recommending (M = 7.10, SD = 2.57, n = 1982)		
Recency of the last visit (n = 1982)		
1 year or less	391	19.7
2 years	103	5.2
3 years	73	3.7
4 years	46	2.3
5 years	116	5.9
6 years or more	1253	63.2
Frequency of visits (i.e., within the past five years) (M = .91, SD = 3.10, n = 1981)		
Monetary value of spendings during the last visit (M = 1011.01, SD = 1212.93, n = 1954)		

Of the 1982 participants who had visited the tourist destination at some point in the past, only 729 of them had done it for leisure purposes within the last 5 years. Therefore, as explained previously, only the answers of these participants were considered in the calculation of the simple

and extended measures of “consumer lifetime value” for the tourist destination. This sample was also used for the analyses related to the “recency of the last visit” to the tourist destination, since the recency of the last trip was not available for participants who did not visit the tourist destination within the past five years.

Moreover, 150 persons did not answer the question as to whether they would visit the tourist destination (i.e., within the next two years). These participants were thus excluded from the analyses related to the “likelihood of visiting” the tourist destination, leading to a sample of 1832 participants for this variable.

One outlier mentioned having visited the tourist destination more than 100 times within the past five years. This participant was thus excluded from the analyses related to the “frequency of visits” to the tourist destination (i.e., within the past five years), leading to a sample of 1981 for this variable.

The monetary value of spendings of participants during their last visit (regardless of the destination they visited) was used a proxy for the “moneraty spendings during their last visit” to the tourist destination under study, as explained previously. However, fifteen participants did not answer this question and thirteen outliers spent \$10 000 US or more per person during their trip. They were thus excluded from the analysis related to the “monetary value of spendings during the last visit” to the tourist destination, leading to a sample of 1954 for this variable.

Therefore, some of the statistical analyses presented in this chapter were performed on a sample size of less than 1982 participants.

Moreover, all analyses presented in this chapter were reconducted while controlling for the influence of age and gender. Given that introducing these covariates did not impact the conclusions, these variables were not included in the analyses reported for simplicity purposes.

Questionnaire

Participants were asked to fill out a questionnaire with 42 simple questions and scales (presented in Appendix 1). The average completion time was 18 minutes. For confidentiality and relevance, only the results of the questions relevant to the present research are presented in this thesis.

Results

Several statistical analyses were conducted to test the seven hypotheses, as presented below.

Hypothesis 1: Chronotype and length of trip planning

Hypothesis 1 predicted that morningness would be positively associated with the length of trip planning. A linear regression was conducted to test the influence of the independent continuous variable “chronotype” on the dependent variable “length of trip planning”. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

A test of the full model versus a model with intercept only was statistically significant, $F(1, 1980) = 5.62, p < .05$. The linear regression revealed that “chronotype” was significantly related to the “length of trip planning” ($t = 2.37, p < .05$). Consistent with hypothesis 1, morningness was positively associated with the length of trip planning ($\beta = .05, p < .05$). Both the R^2 and adjusted R^2 for the model were relatively low at .003 and .002 respectively.

Table 3 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 3: Linear Regression of Chronotype (IV) on Length of Trip Planning (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	63.72		< .001
Chronotype	1.22	.05	.02

Therefore, hypothesis 1 was supported.

Hypothesis 2: Chronotype, behavioural intentions and satisfaction

Hypothesis 2 predicted that morningness would be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination than eveningness.

To test this hypothesis, three separate linear regressions were conducted to test the influence of

the continuous independent variable “chronotype” on the dependent variables “overall satisfaction” with the tourist destination, “likelihood of visiting” the tourist destination (i.e., within the next two years) and “likelihood of recommending” the tourist destination to their family, a friend or a colleague. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

Chronotype and overall satisfaction

A linear regression of the effect of “chronotype” on “overall satisfaction” was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1980) = .16, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of overall satisfaction.

Chronotype and likelihood of visiting the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of visiting” the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1830) = 3.30, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the likelihood of visiting the tourist destination.

Chronotype and likelihood of recommending the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of recommending” the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1980) = .54, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the likelihood of recommending the tourist destination.

Therefore, hypothesis 2 was not supported.

Hypothesis 3: Chronotype and consumer lifetime value for the tourist destination

Hypothesis 3 predicted that morningness would be associated with greater consumer lifetime value for the tourist destination than eveningness. More specifically, it was hypothesized that morningness would be associated with greater recency of the last visit to the tourist destination

(H3a) and greater frequency of visits to the tourist destination within a specific time frame (H3b), but with lower monetary value of spendings during the last visit to the tourist destination (H3c).

To test these hypotheses, five separate linear regressions were conducted to test the influence of the continuous independent variable “chronotype” on the dependent variables “consumer lifetime value” for the tourist destination (i.e., the simple and extended measures), “recency of the last visit” to the tourist destination, “frequency of visits” to the tourist destination (i.e., within the past five years) and “monetary value of spendings during the last visit” to the tourist destination.

Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

Consumer lifetime value for the tourist destination

Two measures of consumer lifetime value were calculated based on the simple (1/R x F x M) and the extended models (1/R x F x M x S x V x Reco) presented in the “measures” section of this thesis. As explained previously, the acronyms stand for recency (R), frequency (F), monetary value of spendings (M), overall satisfaction (S), likelihood of visiting (V) and likelihood of recommending (Reco).

Simple measure: A linear regression of the effect of “chronotype” on the simple measure of “consumer lifetime value” for the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 715) = .45, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the simple measure of consumer lifetime value for the tourist destination.

Extended measure: A linear regression of the effect of “chronotype” on the extended measure of “consumer lifetime value” for a tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 695) = .86, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the extended measure of consumer lifetime value for a tourist destination.

Therefore, hypothesis 3 was not supported.

Chronotype and recency of the last visit to the tourist destination

Hypothesis 3a predicted that morningness would be associated with greater recency of the last visit to the tourist destination. A linear regression of the effect of “chronotype” on the “recency of the last visit” to the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 727) = 2.71, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the recency of the last visit to the tourist destination.

Therefore, hypothesis 3a was not supported.

Chronotype and frequency of visits to the tourist destination

Hypothesis 3b predicted that morningness would be associated with greater frequency of visits to the tourist destination within a specific time frame. Please note that, as explained previously, five years was selected as the time frame to understand the past relationship of the consumer with the destination.

A linear regression of the effect of “chronotype” on the “frequency of visits” to the tourist destination was performed. A test of the full model versus a model with intercept only was statistically significant, $F(1, 1979) = 4.19, p < .05$.

The linear regression revealed that “chronotype” was significantly related to the “frequency of visits” to the tourist destination ($t = -2.05, p < .05$). Contrary to hypothesis 3b, morningness was negatively associated with the frequency of visits to the tourist destination ($\beta = -.05, p < .05$). Both the R^2 and adjusted R^2 for the model were relatively low at .002 and .002 respectively.

Table 4 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 4: Linear Regression of Chronotype (IV) on Frequency of Visits to the Tourist Destination (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	1.55		< .001
Chronotype	-.04	-.05	.04

Therefore, hypothesis 3b was not supported, since the results were contrary to the prediction.

Chronotype and monetary value of spendings during the last visit to the tourist destination

Hypothesis 3c predicted that eveningness would be associated with greater monetary value of spendings during the last visit to the tourist destination. A linear regression of the effect of “chronotype” on the “monetary value of spendings during the last visit” to the tourist destination was performed. A test of the full model versus a model with intercept only was statistically significant, $F(1, 1952) = 5.00, p < .05$.

The linear regression revealed that “chronotype” was significantly related to the “monetary value of spendings during the last visit” to the tourist destination ($t = 2.24, p < .05$). Contrary to hypothesis 3c, morningness was positively associated with the monetary value of spendings during the last visit to the tourist destination ($\beta = .05, p < .05$). Both the R^2 and adjusted R^2 for the model were relatively low at .003 and .002 respectively.

Table 5 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 5: Linear Regression of Chronotype (IV) on Monetary Value of Spendings During the Last Visit to the Tourist Destination (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	740.44		< .001
Chronotype	16.44	.05	.03

Therefore, hypothesis 3c was not supported, since the results were contrary to the prediction.

Hypothesis 4: Chronotype, time-of-day, behavioural intentions and satisfaction

Hypothesis 4 predicted that time-of-day would moderate the influence of chronotype on overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination. It was hypothesized that at diurnal optimal time-of-day, overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination would be higher than at diurnal non-optimal time-of-day. More specifically, morningness would be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the morning than in the evening, while eveningness would be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the evening than in the morning (H4a). Moreover, the differences between chronotypes (morningness and eveningness) regarding overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination were expected to be higher in the morning than in the evening (H4b).

To test hypotheses H4a, three separate linear regressions were conducted for each of two times-of-day: morning and evening. These groups were based on the time at which the questionnaire will filled out in the time zone the participant was in. Morning was defined as questionnaires filled out between 6 am and 11:59 am, and evening as those filled out between 6 pm and 11:59 pm.

These linear regressions tested the influence of the continuous independent variable “chronotype” on the dependent variables “overall satisfaction”, “likelihood of visiting” the tourist destination

(i.e., within the next two years) and “likelihood of recommending” the tourist destination to their family, a friend or a colleague. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

Chronotype, time-of-day and overall satisfaction

A linear regression of the effect of “chronotype” on “overall satisfaction” was performed on the answers of the 605 participants who filled out the questionnaire in the morning (6 am-11:59 am). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 603) = 1.50, p > .05$. Therefore, there was not enough evidence to conclude that, in the morning, chronotype was a predictor of overall satisfaction with the tourist destination.

A linear regression of the effect of “chronotype” on “overall satisfaction” was performed on the answers of the 525 participants who filled out the questionnaire in the evening (6 pm-11:59 pm). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 523) = .13, p > .05$. Therefore, there was not enough evidence to conclude that, in the evening, chronotype was a predictor of overall satisfaction with the tourist destination.

Chronotype, time-of-day and likelihood of visiting the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of visiting” the tourist destination was performed on the answers of the 564 participants who filled out the questionnaire in the morning (6 am-11:59 am). A test of the full model versus a model with intercept only was marginally statistically significant, $F(1, 562) = 3.81, .1 > p > .05$.

The linear regression revealed that “chronotype” was marginally significantly related to the “likelihood of visiting” the tourist destination in the morning ($t = -1.95, .01 > p > .05$). Contrary to hypothesis 4a, morningness was negatively associated with the likelihood of visiting the tourist destination ($\beta = -.08, .01 > p > .05$). Both the R^2 and adjusted R^2 for the model were relatively low at .007 and .005 respectively.

Table 6 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 6: Linear Regression of Chronotype (IV) on Likelihood of Visiting the Tourist Destination (DV) in the Morning

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	6.54		< .001
Chronotype	-.07	-.08	.05

A linear regression of the effect of “chronotype” on the “likelihood of visiting” the tourist destination was performed on the answers of the 497 participants who filled out the questionnaire in the evening (6 pm-11:59 pm). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 495) = 1.67, p > .05$. Therefore, there was not enough evidence to conclude that, in the evening, chronotype was a predictor of the likelihood of visiting the tourist destination.

Chronotype, time-of-day and likelihood of recommending the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of recommending” the tourist destination was performed on the answers of the 605 participants who filled out the questionnaire in the morning (6 am-11:59 am). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 603) = .57, p > .05$. Therefore, there was not enough evidence to conclude that, in the morning, chronotype was a predictor of the likelihood of recommending the tourist destination.

A linear regression of the effect of “chronotype” on the “likelihood of recommending” the tourist destination was performed on the answers of the 525 participants who filled out the questionnaire in the evening (6 pm-11:59 pm). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 523) = .36, p > .05$. Therefore, there was not enough evidence to conclude that, in the evening, chronotype was a predictor of the likelihood of recommending the tourist destination.

Therefore, hypothesis 4a was not supported, since some of the results were contrary to the prediction.

Moderating influence of time-of-day on chronotype, behavioural intentions and satisfaction

To test hypothesis 4b, a multivariate analysis of variance (MANOVA) with the 3 categories of “chronotype” as the independent variable, “time-of-day” (morning vs evening) as the moderating variable and “overall satisfaction,” “likelihood of visiting” the tourist destination (i.e., within the next two years) and “likelihood of recommending” the tourist destination to their family, a friend or a colleague as the dependent variables. The analysis was performed on the answers of the 1061 participants who filled out the questionnaire in the morning (6 am-11:59 am) (n = 564) or in the evening (6 pm - 11:59 pm) (n = 497).

Assumptions were tested, and no violations of independence of observations, normality of the distribution of the dependent variable within each category of the independent variable, homogeneity of variance or outliers were found.

The multivariate main effects of “chronotype” (Wilks lambda = 1.00, $F(6, 2106) = .63, p > .05$) and of “time-of-day” were not statistically significant (Wilks lambda = 1.00, $F(3, 1053) = .68, p > .05$). The interaction of “chronotype” and “time-of-day” was also not statistically significant (Wilks lambda = 1.00, $F(6, 2106) = .66, p > .05$). Therefore, there was not enough evidence to conclude that the differences between chronotypes (morningness and eveningness) regarding overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination were higher in the morning than in the evening.

Therefore, hypothesis 4b was not supported.

Hypothesis 5: Mediating influence of overall satisfaction on chronotype and behavioural intentions

Hypothesis 5 predicted that overall satisfaction with the destination would mediate the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination.

To test this hypothesis, bootstrap analyses using an ordinary least squares analytic framework for estimating an indirect effect were conducted, since bootstraps are considered to be more reliable than the Sobel test for mediation analyses (Hayes 2009; Hayes and Scharkow 2013). To do so,

model 4 of Hayes' Process Macro (2012) in SPSS with 5000 bootstrap re-samples was used.

Likelihood of visiting the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "overall satisfaction" as the mediating variable and "likelihood of visiting" the tourist destination (i.e., within the next two years) as the dependent variable was conducted.

The main effect of "overall satisfaction" on "likelihood of visiting" the tourist destination was statistically significant ($t = 22.22$, $p < .001$, $\beta = .66$, $SE = .03$, 95% CI: [.61, .72]). However, the indirect effect of "chronotype" on the "likelihood of visiting" the tourist destination through "overall satisfaction" was not significant ($\beta = -.004$, $SE = .01$, 95% CI: [-.02, .01]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the likelihood of visiting the tourist destination.

Likelihood of recommending the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "overall satisfaction" as the mediating variable and "likelihood of recommending" the tourist destination to their family, a friend or a colleague as the dependent variable was conducted.

The main effect of "overall satisfaction" on "likelihood of recommending" the tourist destination was statistically significant ($t = 48.86$, $p < .001$, $\beta = .93$, $SE = .02$, 95% CI: [.90, .97]). However, the indirect effect of "chronotype" on the "likelihood of recommending" the tourist destination through "overall satisfaction" was not significant ($\beta = -.005$, $SE = .01$, 95% CI: [-.03, .02]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the likelihood of recommending the tourist destination.

Therefore, hypothesis 5 was not supported.

Hypothesis 6: Moderated mediation of time-of-day, overall satisfaction, chronotype and behavioural intentions.

Hypothesis 6 predicted that time-of-day would moderate the mediating influence of overall satisfaction on the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination. To test this

hypothesis, bootstrap analyses using an ordinary least squares analytic framework for estimating an indirect effect were conducted. To do so, model 7 of Hayes' Process Macro (2012) in SPSS with 5000 bootstrap re-samples was used.

Likelihood of visiting the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "time-of-day" (morning vs evening) as the moderating variable, "overall satisfaction" as the mediating variable and "likelihood of visiting" the tourist destination (i.e., within the next two years) as the dependent variable was conducted. The analysis was performed on the answers of the 1061 participants who filled out the questionnaire in the morning (6 am-11:59 am) (n = 564) or in the evening (6 pm - 11:59 pm) (n = 497).

At morning time, the indirect effect of "chronotype" on the "likelihood of visiting" the tourist destination through "overall satisfaction" was not significant ($\beta = .01$, SE = .02, 95% CI: [-.02, .05]). The indirect effect of "chronotype" on the "likelihood of visiting" the tourist destination through "overall satisfaction" was also not significant at evening time ($\beta = -.004$, SE = .02, 95% CI: [-.04, .03]). The index of moderated mediation (Hayes 2015) was also not significant (index = -.02, SE = .02, 95% CI: [-.07, .03]). There was thus not enough evidence to conclude that time-of-day moderated the mediating influence of overall satisfaction on the relationship between chronotype and the likelihood of visiting the tourist destination.

Likelihood of recommending the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "time-of-day" (morning vs evening) as the moderating variable, "overall satisfaction" as the mediating variable and "likelihood of recommending" the tourist destination to their family, a friend or a colleague as the dependent variable was conducted. The analysis was performed on the answers of the 1130 participants who filled out the questionnaire in the morning (6 am-11:59 am) (n = 605) or in the evening (6 pm - 11:59 pm) (n = 525).

At morning time, the indirect effect of "chronotype" on the "likelihood of recommending the tourist destination" through "overall satisfaction" was not significant ($\beta = .03$, SE = .02, 95% CI: [-.02, .07]). The indirect effect of "chronotype" on the "likelihood of recommending the tourist destination" through "overall satisfaction" was also not significant at evening time ($\beta = -.01$, SE = .02, 95% CI: [-.05, .04]). The index of moderated mediation (Hayes 2015) was also not

significant (index = -.03, SE = .03, 95% CI: [-.10, .03]). There was thus not enough evidence to conclude that time-of-day moderated the mediating influence of overall satisfaction on the relationship between chronotype and the likelihood of recommending the tourist destination.

Therefore, hypothesis 6 was not supported.

Hypothesis 7: Mediating influence of overall satisfaction on chronotype and consumer lifetime value for the tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M))

Hypothesis 7 predicted that overall satisfaction with the destination would mediate the relationship between chronotype (morningness and eveningness) and consumer lifetime value for the tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M)). To test this hypothesis, bootstrap analyses using an ordinary least squares analytic framework for estimating an indirect effect were conducted. To do so, model 4 of Hayes' Process Macro (2012) in SPSS with 5000 bootstrap re-samples was used.

Consumer lifetime value for the tourist destination: A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "overall satisfaction" as the mediating variable and the simple measure of "consumer lifetime value" as the dependent variable was conducted.

The main effect of "overall satisfaction" on "consumer lifetime value" was not statistically significant ($t = .93$, $p > .05$, $\beta = 95.20$, $SE = 102.72$, 95% CI: [-106.47, 296.87]). Moreover, the indirect effect of "chronotype" on "consumer lifetime value" through "overall satisfaction" was not significant ($\beta = -.34$, $SE = 2.50$, 95% CI: [-8.11, 3.18]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the consumer lifetime value.

Recency of the last visit to the tourist destination: A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "overall satisfaction" as the mediating variable and the "recency of the last visit" to the tourist destination as the dependent variable was conducted.

The main effect of “overall satisfaction” on “recency of the last visit” to the tourist destination was marginally statistically significant ($t = -1.72$, $.1 > p > .05$, $\beta = -.06$, $SE = .03$, 95% CI: $[-.12, .01]$). However, this relationship was not interpreted given its lack of meaning. Indeed, “recency of the last visit” should influence “overall satisfaction”, not the other way around.

However, the indirect effect of “chronotype” on “recency of the last visit to the tourist destination” through “overall satisfaction” was not significant ($\beta = .0001$, $SE = .001$, 95% CI: $[-.002, .003]$). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the recency of the last visit to the tourist destination.

Frequency of the visits to the tourist destination: A bootstrapping analysis with the continuous value of “chronotype” as the independent variable, “overall satisfaction” as the mediating variable and the “frequency of the visits” to the tourist destination (i.e., within the past five years) as the dependent variable was conducted.

The main effect of “overall satisfaction” on “frequency of the visits” to the tourist destination was statistically significant ($t = 4.07$, $p < .001$, $\beta = .14$, $SE = .03$, 95% CI: $[.07, .21]$). Moreover, the indirect effect of “chronotype” on “frequency of the visits” through “overall satisfaction” was not significant ($\beta = -.001$, $SE = .002$, 95% CI: $[-.004, .003]$). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the frequency of the visits to the tourist destination.

Monetary value of spendings: A bootstrapping analysis with the continuous value of “chronotype” as the independent variable, “overall satisfaction” as the mediating variable and “monetary value of spendings during the last visit” to the tourist destination as the dependent variable was conducted.

The main effect of “overall satisfaction” on “monetary value of spendings” was not statistically significant ($t = .45$, $p > .05$, $\beta = 6.02$, $SE = 13.53$, 95% CI: $[-20.51, 32.54]$). Moreover, the indirect effect of “chronotype” on “monetary value of spendings” through “overall satisfaction” was not significant ($\beta = -.04$, $SE = .19$, 95% CI: $[-.74, .18]$). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the monetary value of spendings during the last visit to the tourist destination.

Therefore, hypothesis 7 was not supported.

Chapter 5: Study 2

Methodology

A second study was conducted to confirm the findings and to extend their applicability to another context. While study 1 focused on tourists who travelled to the tourist destination under investigation at some point in the past, regardless of the year of their last trip, study 2 focused on consumers who travelled to the tourist destination under investigation recently (i.e., within the past eight months).

Procedure

Similar to study 1, the Québec City area, an international tourist destination located in Eastern Canada, was selected as the leisure destination under study due to its brand awareness and notoriety.

The anonymous data used in study 2 was collected over seven months, from February 2016 to August 2016 by Québec City Tourism (i.e., the Office du tourisme de Québec), the destination management organization responsible of the tourist promotional activities of the Québec City area. The author of this thesis was in charge of the project and designed the survey questionnaire, as part of her professional responsibilities as an employee of Québec City Tourism.

Although a total of 1665 consumers filled out the survey, only 1483 consumers had visited the Québec City area for leisure purposes between January 2016 and August 2016. Therefore, only the latter were kept. The results presented in this thesis are thus based on the analysis of the 1483 questionnaires of consumers having visited the Québec City area for leisure purposes in the past eight months.

For confidentiality purposes and relevance, only aggregate results of all regions of origin combined will be presented in the present thesis.

The protocol for the research was approved by Concordia University Human Research Ethics Committee, and met all of Québec City Tourism ethical standards.

A survey methodology was selected to study the travel experience of visitors in the Québec City area and their perception of the area as a tourist destination. The data was collected in the name

of Québec City Tourism, and contributed to the preparation of the strategic planning activities of the organization.

The questionnaire was prepared in English and translated to French using a translation backtranslation methodology. Both versions were revised by a professional translator to ensure the consistency of the translation and the quality of the grammar. Only minor corrections were made.

Participants were invited to participate in the study by receiving a bilingual coupon (French/English). About 100 partners of Québec City Tourism (i.e., restaurants, hotels and attractions) from the Québec City area, including the “Centre infotouriste de Québec” (Québec Tourist Information Centre) managed by the Québec Province Ministry of Tourism (i.e., Tourism Québec), distributed bilingual coupons to all their visitors living outside the Québec City area.

Participants receiving the coupon had two options. They could go on the survey website and directly fill out the questionnaire, or write their email address on the coupon and leave it in the drop-off box at the Québec City partner’s location (i.e., restaurant, hotel or attraction). They then received by email the invitation to fill out the questionnaire (sent by a third-party provider in the name of Québec City Tourism). As mentioned previously, the questionnaire was available in both French and English.

The author of this thesis was responsible of managing the relationship with all partners, to ensure the proper distribution of coupons and their transmission to Québec City Tourism.

The data was collected through a third-party provider’s online survey platform. This supplier was responsible of sending the invitations to the participants and hosting the survey questionnaire on its website. Québec City Tourism did not have any contact with the participants. The invitations to participate in the survey were sent and managed by the third-party provider.

Once the data collection was completed, the third-party panel provider sent the anonymized database containing the answers to the survey questions to Québec City Tourism, and deleted the data from its server. The database did not contain any name, any email address nor any identifier. There was no way for Québec City Tourism to identify the participants.

Participants

All participants agreed to participate in the study either by voluntarily going on the survey website (to fill out directly the question online) or by writing their email address on the coupon, leaving it in the drop-off box at the partner's location and clicking on the link received in their email invitation. They then had to reconfirm their agreement by answering "yes" to the following statement presented at the beginning of the questionnaire: "I agree to answer the following survey questions truthfully and thoughtfully."

Participants were not legally bound to the study and had no obligation to the third-party provider or Québec City Tourism. They could close their online navigator window at any time, and stop completing the questionnaire. Participants who abandoned the survey were excluded from the database. Their partial answers were then destroyed.

All participants volunteered to participate in the study, for which they received no monetary compensation. However, by completing the questionnaire, they had a chance to win a GoPro camera (worth about 600 Canadian dollars including taxes). There were two draws during the data collection period (one draw every three months or so). These contests were officially registered with the Québec Government (i.e., Régie des alcools, des courses et des jeux du Québec).

To be eligible to complete the survey, participants had to be 18 years or older and to have taken at least one trip in the Québec City area, involving at least one night of accommodation, between January 2016 and August 2016. This included all vacations except visits to their own secondary home. However, for the purpose of the study, only leisure trips were analysed. Indeed, as mentioned previously, the research focused on leisure trips, rather than business trips, since consumers are usually free of selecting the destination of their choice for their leisure trips (within certain constraints such as vacations days, budgets, etc.), which is not always the case for business trips.

Demographic statistics and key variables of the sample are available in Table 7 and 8.

Table 7: Demographic Statistics of Sample 2

(n = 1483)	Frequency	Percentage
Origin		
Province of Québec	747	50.4
Canada (except Québec)	241	16.3
United States	226	15.2
France	144	9.7
Elsewhere in the world	125	8.4
Age (M = 44.69, SD = 13.89)		
18-24	104	7.0
25-34	266	17.9
35-44	337	22.7
45-54	285	19.2
55-64	245	16.5
65 and over	125	8.4
Prefer not to answer	121	8.2
Education		
Elementary School and High School	121	8.2
College or Technical	373	25.2
Undergraduate (certificate or bachelor's)	481	32.4
Graduate (Master's or Ph.D.)	466	31.4
Prefer not to answer	42	2.8
Gender		
Male	612	41.3
Female	871	58.7
Chronotype (M = 16.74, SD = 3.31)		
Morning type: 18-25 (MT)	663	44.7
Neither type: 12-17 (NT)	721	48.6
Evening type: 4-11 (ET)	99	6.7
Morning type (n = 663)		
Age (M = 47.66, SD = 13.03)		
Male	292	44.0
Female	371	56.0
Evening type (n = 99)		
Age (M = 35.30, SD = 12.37)		
Male	37	37.4
Female	62	62.6

Table 8: Key Variables of Sample 2

	Frequency	Percentage
Length of trip planning (M = 46.51, SD = 58.89, n = 1483)		
Overall satisfaction (M = 8.82, SD = 1.11, n = 1483)		
Likelihood of visiting (i.e., within the next two years) (M = 7.80, SD = 3.02, n = 1375)		
Likelihood of recommending (M = 9.22, SD = 1.22, n = 1473)		
Recency of the last visit (not applicable, all within the last eight months)		
Frequency of visits (i.e., within the past five years) (M = 1.73, SD = 4.51, n = 1482)		
Monetary value of spendings during the last visit (M = 514.26, SD = 562.98, n = 1483)		

Of the 1483 participants, 108 persons did not answer the question as to whether they would visit the tourist destination (i.e., within the next two years). These participants were thus excluded from the analyses related to the “likelihood of visiting” the tourist destination, leading to a sample of 1375 participants for this variable. Moreover, 10 persons did not answer the question as to whether they would recommend the tourist destination to their family, a friend or a colleague. They were thus excluded from the analysis related to the “likelihood of recommending” the tourist destination, leading to a sample of 1473 participants for this variable.

One outlier mentioned having visited the tourist destination more than 100 times within the past five years. This participant was thus excluded from the analyses related to the “frequency of visits” to the tourist destination (i.e., within the past five years), leading to a sample of 1482 for this variable.

Therefore, some of the statistical analyses presented in this chapter were performed on a sample size of less than 1483 participants.

Moreover, all analyses presented in this chapter were reconducted while controlling for the influence of age and gender. Given that introducing these covariates did not impact the conclusions, these variables were not included in the analyses reported for simplicity purposes.

Questionnaire

Participants were asked to fill out a questionnaire with 42 simple questions and scales (presented in Appendix 2). The average completion time was 30 minutes. For confidentiality and relevance, only the results of the questions relevant to the present research are presented in this thesis.

Results

Several statistical analyses were conducted to test the seven hypotheses, as presented below.

Hypothesis 1: Chronotype and length of trip planning

Hypothesis 1 predicted that morningness would be positively associated with the length of trip planning. A linear regression was conducted to test the influence of the independent continuous variable “chronotype” on the dependent variable “length of trip planning”. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1481) = 2.56$, $p > .05$, although close to significance ($p = .11$). The linear regression revealed that “chronotype” was weakly related to the “length of trip planning” ($t = 1.60$, $p = .11$). Consistent with hypothesis 1, morningness was weakly positively associated with the length of trip planning ($\beta = .04$, $p = .11$). Both the R^2 and adjusted R^2 for the model were relatively low at .002 and .001 respectively.

Table 9 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 9: Linear Regression of Chronotype (IV) on Length of Trip Planning (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	34.11		< .001
Chronotype	.74	.04	.11

Considering the central geographic location of the Québec City area within the province of Québec, it is considered a top destination for last-minute weekend getaway for consumers living in the province of Québec. Indeed, among participants in this study, 49.70% of those from the province of Québec planned their trip 10 days or less ahead of their departure (vs. 19.60% for those from elsewhere in the world). On average, residents of the province of Québec planned their trip 26.51 days in advance (SD = 39.50, n = 747), while those living elsewhere in the world planned it an average of 66.80 days in advance (SD = 67.75, n = 736). Therefore, the linear regression analysis was reconducted on the participants living outside the province of Québec only, since they may have been more likely to consider their visit to the Québec City area as a “trip” and thus plan for it ahead of time.

A linear regression was conducted to test the influence of the independent continuous variable “chronotype” on the dependent variable “length of trip planning” among the 736 participants living outside the province of Québec. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

A test of the full model versus a model with intercept only was statistically significant, $F(1, 734) = 8.40, p < .01$. The linear regression revealed that “chronotype” was significantly related to the “length of trip planning” ($t = 2.90, p < .01$). Consistent with hypothesis 1, morningness was positively associated with the length of trip planning ($\beta = .11, p < .01$). Both the R^2 and adjusted R^2 for the model were relatively low at .01 and .01 respectively.

Table 10 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 10: Linear Regression of Chronotype (IV) on Length of Trip Planning (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	31.97		< .001
Chronotype	2.12	.11	.004

Therefore, hypothesis 1 was supported.

Hypothesis 2: Chronotype, behavioural intentions and satisfaction

Hypothesis 2 predicted that morningness would be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination than eveningness. To test this hypothesis, three separate linear regressions were conducted to test the influence of the continuous independent variable “chronotype” on the dependent variables “overall satisfaction” with the tourist destination, “likelihood of visiting” the tourist destination (i.e., within the next two years) and “likelihood of recommending” the tourist destination to their family, a friend or a colleague. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

Chronotype and overall satisfaction

A linear regression of the effect of “chronotype” on “overall satisfaction” was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1481) = 1.44, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of overall satisfaction.

Chronotype and likelihood of visiting the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of visiting” the tourist destination was performed. A test of the full model versus a model with intercept only was statistically significant, $F(1, 1373) = 4.30, p < .05$. The linear regression revealed that “chronotype” was significantly related to the “likelihood of visiting” the tourist destination ($t = 2.08, p < .05$). Consistent with hypothesis 2, morningness was positively associated with the likelihood of visiting the tourist destination ($\beta = .06, p < .05$). Both the R^2 and adjusted R^2 for the model were relatively low at .003 and .002 respectively.

Table 11 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 11: Linear Regression of Chronotype (IV) on Likelihood of Visiting the Tourist Destination (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	6.94		< .001
Chronotype	.05	.06	.04

Chronotype and likelihood of recommending the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of recommending” the tourist destination was performed. A test of the full model versus a model with intercept only was marginally statistically significant, $F(1, 1471) = 3.03, .1 > p > .05$. The linear regression revealed that “chronotype” was marginally significantly related to the “likelihood of recommending” the tourist destination ($t = 1.74, .1 > p < .05$). Consistent with hypothesis 2, morningness was positively associated with the likelihood of recommending the tourist destination ($\beta = .05, .1 < p < .05$). Both the R^2 and adjusted R^2 for the model were relatively low at .002 and .001 respectively.

Table 12 presents the unstandardized regression coefficient (B), intercept, and standardized regression coefficient (β).

Table 12: Linear Regression of Chronotype (IV) on Likelihood of Visiting the Tourist Destination (DV)

Variable Name	Unstandardized Beta (B)	Standardized Beta (β)	Sig.
(Constant)	8.94		< .001
Chronotype	.02	.05	.08

Therefore, hypothesis 2 was partially supported.

Hypothesis 3: Chronotype and consumer lifetime value for the tourist destination

Hypothesis 3 predicted that morningness would be associated with greater consumer lifetime value for the tourist destination than eveningness. More specifically, it was hypothesized that morningness would be associated with greater recency of the last visit to the tourist destination (H3a) and greater frequency of visits to the tourist destination within a specific time frame (H3b), but with lower monetary value of spendings during the last visit to the tourist destination (H3c).

To test these hypotheses, five separate linear regressions were conducted to test the influence of the continuous independent variable “chronotype” on the dependent variables “consumer lifetime value” for the tourist destination (i.e., the simple and extended measures), “recency of the last visit” to the tourist destination, “frequency of visits” to the tourist destination (i.e., within the past five years) and “monetary value of spendings during the last visit” to the tourist destination. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

Consumer lifetime value for the tourist destination

Two measures of consumer lifetime value were calculated based on the simple (1/R x F x M) and the extended models (1/R x F x M x S x V x Reco) presented in the “measures” section of this thesis. As explained previously, the acronyms stand for recency (R), frequency (F), monetary value of spendings (M), overall satisfaction (S), likelihood of visiting (V) and likelihood of recommending (Reco).

Simple measure: A linear regression of the effect of “chronotype” on the simple measure of “consumer lifetime value” for the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1480) = .25, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the simple measure of consumer lifetime value for the tourist destination.

Extended measure: A linear regression of the effect of “chronotype” on the extended measure of “consumer lifetime value” for a tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1369) = .18, p > .05$. Therefore,

there was not enough evidence to conclude that chronotype was a predictor of the extended measure of consumer lifetime value for a tourist destination.

Therefore, hypothesis 3 was not supported.

Chronotype and recency of the last visit to the tourist destination

Hypothesis 3a predicted that morningness would be associated with greater recency of the last visit to the tourist destination. Considering that all participants had visited the destination within the past eight months, this hypothesis was not applicable and thus not tested on this sample.

Chronotype and frequency of visits to the tourist destination within a specific time frame

Hypothesis 3b predicted that morningness would be associated with greater frequency of visits to the tourist destination within a specific time frame. Please note that, as explained previously, five years was selected as the time frame to understand the past relationship of the consumer with the destination.

A linear regression of the effect of “chronotype” on the “frequency of visits” to the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1480) = .40, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the frequency of visits to the tourist destination (i.e., within the past five years).

Therefore, hypothesis 3b was not supported.

Chronotype and monetary value of spendings during the last visit to the tourist destination

Hypothesis 3c predicted that eveningness would be associated with greater monetary value of spendings during the last visit to the tourist destination. A linear regression of the effect of “chronotype” on the “monetary value of spendings during the last visit” to the tourist destination was performed. A test of the full model versus a model with intercept only was not statistically significant, $F(1, 1481) = .69, p > .05$. Therefore, there was not enough evidence to conclude that chronotype was a predictor of the monetary value of spendings during the last visit to the tourist destination.

Therefore, hypothesis 3c was not supported.

Hypothesis 4: Chronotype, time-of-day, behavioural intentions and satisfaction

Hypothesis 4 predicted that time-of-day would moderate the influence of chronotype on overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination. It was hypothesized that at diurnal optimal time-of-day, overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination would be higher than at diurnal non-optimal time-of-day. More specifically, morningness would be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the morning than in the evening, while eveningness would be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the evening than in the morning (H4a). Moreover, the differences between chronotypes (morningness and eveningness) regarding overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination were expected to be higher in the morning than in the evening (H4b).

To test hypotheses H4a, three separate linear regressions were conducted for each of two times-of-day: morning and evening. These groups were based on the time at which the questionnaire will filled out in the time zone the participant was in. Morning was defined as questionnaires filled out between 6 am and 11:59 am, and evening as those filled out between 6 pm and 11:59 pm.

These linear regressions tested the influence of the continuous independent variable “chronotype” on the dependent variables “overall satisfaction”, “likelihood of visiting” the tourist destination (i.e., within the next two years) and “likelihood of recommending” the tourist destination to their family, a friend or a colleague. Assumptions were tested, and no violations of independence of observations, normality, linearity, homoscedasticity of residuals or outliers were found.

Chronotype, time-of-day and overall satisfaction

A linear regression of the effect of “chronotype” on “overall satisfaction” was performed on the answers of the 434 participants who filled out the questionnaire in the morning (6 am-11:59 am). A test of the full model versus a model with intercept only was not statistically significant, $F(1,$

432) = .01, $p > .05$. Therefore, there was not enough evidence to conclude that, in the morning, chronotype was a predictor of overall satisfaction with the tourist destination.

A linear regression of the effect of “chronotype” on “overall satisfaction” was performed on the answers of the 455 participants who filled out the questionnaire in the evening (6 pm-11:59 pm). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 453) = .54$, $p > .05$. Therefore, there was not enough evidence to conclude that, in the evening, chronotype was a predictor of overall satisfaction with the tourist destination.

Chronotype, time-of-day and likelihood of visiting the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of visiting” the tourist destination was performed on the answers of the 410 participants who filled out the questionnaire in the morning (6 am-11:59 am). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 408) = .90$, $p > .05$. Therefore, there was not enough evidence to conclude that, in the morning, chronotype was a predictor of the likelihood of visiting the tourist destination.

A linear regression of the effect of “chronotype” on the “likelihood of visiting” the tourist destination was performed on the answers of the 424 participants who filled out the questionnaire in the evening (6 pm-11:59 pm). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 422) = 1.21$, $p > .05$. Therefore, there was not enough evidence to conclude that, in the evening, chronotype was a predictor of the likelihood of visiting the tourist destination.

Chronotype, time-of-day and likelihood of recommending the tourist destination

A linear regression of the effect of “chronotype” on the “likelihood of recommending” the tourist destination was performed on the answers of the 432 participants who filled out the questionnaire in the morning (6 am-11:59 am). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 430) = 1.80$, $p > .05$. Therefore, there was not enough evidence to conclude that, in the morning, chronotype was a predictor of the likelihood of recommending the tourist destination.

A linear regression of the effect of “chronotype” on the “likelihood of recommending” the tourist destination was performed on the answers of the 453 participants who filled out the questionnaire in the evening (6 pm-11:59 pm). A test of the full model versus a model with intercept only was not statistically significant, $F(1, 451) = .36, p > .05$. Therefore, there was not enough evidence to conclude that, in the evening, chronotype was a predictor of the likelihood of recommending the tourist destination.

Therefore, hypothesis 4a was not supported.

Moderating influence of time-of-day on chronotype, behavioural intentions and satisfaction

To test hypothesis 4b, a multivariate analysis of variance (MANOVA) with the 3 categories of “chronotype” as the independent variable, “time-of-day” (morning vs evening) as the moderating variable and “overall satisfaction,” the “likelihood of visiting” the tourist destination (i.e., within the next two years) and the “likelihood of recommending” the tourist destination to their family, a friend or a colleague as the dependent variables. The analysis was performed on the answers of the 831 participants who filled out the questionnaire in the morning (6 am-11:59 am) ($n = 409$) or in the evening (6 pm - 11:59 pm) ($n = 422$).

Assumptions were tested, and no violations of independence of observations, normality of the distribution of the dependent variable within each category of the independent variable, homogeneity of variance or outliers were found.

The multivariate main effects of “chronotype” (Wilks lambda = .99, $F(6, 1646) = 1.04, p > .05$) and of “time-of-day” were not statistically significant (Wilks lambda = 1.00, $F(3, 823) = 1.20, p > .05$). The interaction of “chronotype” and “time-of-day” was also not statistically significant (Wilks lambda = 1.00, $F(6, 1646) = .29, p > .05$). Therefore, there was not enough evidence to conclude that the differences between chronotypes (morningness and eveningness) regarding overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination are higher in the morning than in the evening.

Therefore, hypothesis 4b was not supported.

Hypothesis 5: Mediating influence of overall satisfaction on chronotype and behavioural intentions

Hypothesis 5 predicted that overall satisfaction with the destination would mediate the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination.

To test this hypothesis, bootstrap analyses using an ordinary least squares analytic framework for estimating an indirect effect were conducted, since bootstraps are considered to be more reliable than the Sobel test for mediation analyses (Hayes 2009; Hayes and Scharkow 2013). To do so, model 4 of Hayes' Process Macro (2012) in SPSS with 5000 bootstrap re-samples was used.

Likelihood of visiting the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "overall satisfaction" as the mediating variable and "likelihood of visiting" the tourist destination (i.e., within the next two years) as the dependent variable was conducted.

The main effect of "overall satisfaction" on "likelihood of visiting" the tourist destination was statistically significant ($t = 9.18$, $p < .001$, $\beta = .65$, $SE = .07$, 95% CI: [.51, .79]). However, the indirect effect of "chronotype" on the "likelihood of visiting" the tourist destination through "overall satisfaction" was not significant ($\beta = .01$, $SE = .01$, 95% CI: [-.01, .02]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the likelihood of visiting the tourist destination.

Likelihood of recommending the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "overall satisfaction" as the mediating variable and "likelihood of recommending" the tourist destination to their family, a friend or a colleague as the dependent variable was conducted.

The main effect of "overall satisfaction" on "likelihood of recommending" the tourist destination was statistically significant ($t = 23.38$, $p < .001$, $\beta = .58$, $SE = .02$, 95% CI: [.53, .62]). However, the indirect effect of "chronotype" on the "likelihood of recommending" the tourist destination through "overall satisfaction" was not significant ($\beta = .01$, $SE = .01$, 95% CI: [-.005, .01]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship

between chronotype and the likelihood of recommending the tourist destination.

Therefore, hypothesis 5 was not supported.

Hypothesis 6: Moderated mediation of time-of-day, overall satisfaction, chronotype and behavioural intentions.

Hypothesis 6 predicted that time-of-day would moderate the mediating influence of overall satisfaction on the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination. To test this hypothesis, bootstrap analyses using an ordinary least squares analytic framework for estimating an indirect effect were conducted. To do so, model 7 of Hayes' Process Macro (2012) in SPSS with 5000 bootstrap re-samples was used.

Likelihood of visiting the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "time-of-day" (morning vs evening) as the moderating variable, "overall satisfaction" as the mediating variable and "likelihood of visiting" the tourist destination (i.e., within the next two years) as the dependent variable was conducted. The analysis was performed on the answers of the 834 participants who filled out the questionnaire in the morning (6 am-11:59 am) (n = 410) or in the evening (6 pm-11:59 pm) (n = 424).

At morning time, the indirect effect of "chronotype" on the "likelihood of visiting" the tourist destination through "overall satisfaction" was not significant ($\beta = -.001$, SE = .01, 95% CI: [-.02, .02]). The indirect effect of "chronotype" on the "likelihood of visiting the tourist destination" through "overall satisfaction" was also not significant at evening time ($\beta = .01$, SE = .01, 95% CI: [-.01, .04]). The index of moderated mediation (Hayes 2015) was also not significant (index = .01, SE = .01, 95% CI: [-.02, .04]). There was thus not enough evidence to conclude that time-of-day moderated the mediating influence of overall satisfaction on the relationship between chronotype and the likelihood of visiting the tourist destination.

Likelihood of recommending the tourist destination : A bootstrapping analysis with the continuous value of "chronotype" as the independent variable, "time-of-day" (morning vs evening) as the moderating variable, "overall satisfaction" as the mediating variable and "likelihood of recommending" the tourist destination to their family, a friend or a colleague as the dependent

variable was conducted. The analysis was performed on the answers of the 885 participants who filled out the questionnaire in the morning (6 am-11:59 am) (n = 432) or in the evening (6 pm-11:59 pm) (n = 453).

At morning time, the indirect effect of “chronotype” on the “likelihood of recommending” the tourist destination through “overall satisfaction” was not significant ($\beta = .001$, SE = .01, 95% CI: [-.02, .02]). The indirect effect of “chronotype” on the “likelihood of recommending” the tourist destination through “overall satisfaction” was also not significant at evening time ($\beta = .01$, SE = .01, 95% CI: [-.01, .02]). The index of moderated mediation (Hayes 2015) was also not significant (index = .01, SE = .01, 95% CI: [-.02, .03]). There was thus not enough evidence to conclude that time-of-day moderated the mediating influence of overall satisfaction on the relationship between chronotype and the likelihood of recommending the tourist destination.

Therefore, hypothesis 6 was not supported.

Hypothesis 7: Mediating influence of overall satisfaction on chronotype and consumer lifetime value for the tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M))

Hypothesis 7 predicted that overall satisfaction with the destination would mediate the relationship between chronotype (morningness and eveningness) and consumer lifetime value for the tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M)). To test this hypothesis, bootstrap analyses using an ordinary least squares analytic framework for estimating an indirect effect were conducted. To do so, model 4 of Hayes’ Process Macro (2012) in SPSS with 5000 bootstrap re-samples was used.

Consumer lifetime value for the tourist destination: A bootstrapping analysis with the continuous value of “chronotype” as the independent variable, “overall satisfaction” as the mediating variable and the simple measure of “consumer lifetime value” as the dependent variable was conducted.

The main effect of “overall satisfaction” on “consumer lifetime value” was not statistically significant ($t = .13$, $p > .05$, $\beta = 8.11$, SE = 61.22, 95% CI: [-111.98, 128.21]). Moreover, the indirect effect of “chronotype” on “consumer lifetime value” through “overall satisfaction” was

not significant ($\beta = .09$, $SE = .71$, 95% CI: [-1.08, 2.00]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the consumer lifetime value.

Recency of the last visit to the tourist destination: Considering that all participants had visited the destination within the past eight months, this hypothesis was not applicable and thus not tested on this sample.

Frequency of the visits within a specific time frame: A bootstrapping analysis with the continuous value of “chronotype” as the independent variable, “overall satisfaction” as the mediating variable and the “frequency of the visits” to the tourist destination (i.e., within the past five years) as the dependent variable was conducted.

The main effect of “overall satisfaction” on “frequency of the visits” to the tourist destination was not statistically significant ($t = -.47$, $p > .05$, $\beta = -.05$, $SE = .11$, 95% CI: [-.26, .16]). Moreover, the indirect effect of “chronotype” on “frequency of the visits” through “overall satisfaction” was not significant ($\beta = -.001$, $SE = .001$, 95% CI: [-.005, .001]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the frequency of the visits to the tourist destination.

Monetary value of spendings: A bootstrapping analysis with the continuous value of “chronotype” as the independent variable, “overall satisfaction” as the mediating variable and “monetary value of spendings during the last visit” to the tourist destination as the dependent variable was conducted.

The main effect of “overall satisfaction” on “monetary value of spendings” was statistically significant ($t = 4.10$, $p < .001$, $\beta = 53.69$, $SE = 13.08$, 95% CI: [28.02, 79.35]). However, the indirect effect of “chronotype” on “monetary value of spendings” through “overall satisfaction” was not significant ($\beta = .56$, $SE = .51$, 95% CI: [-.27, 1.80]). There was thus not enough evidence to conclude that overall satisfaction mediated the relationship between chronotype and the monetary value of spendings.

Therefore, hypothesis 7 was not supported.

Chapter 6: Summary of the Findings

A summary of the findings is presented in table 13 below.

Table 13: Summary of the Findings

Hypothesis	Level of Support*	
	Study 1	Study 2
H1: Morningness will be positively associated with the length of trip planning.	Supported	Supported
H2: Morningness will be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination than eveningness.	Not supported	Partially supported <ul style="list-style-type: none"> • Morningness positively related to the likelihood of visiting the tourist destination • Morningness marginally positively related to the likelihood of recommending the tourist destination
H3: Morningness will be associated with greater lifetime value for a tourist destination than eveningness.	Not supported	Not supported
H3a: Morningness will be associated with greater recency of the last visit to a tourist destination (R) than eveningness.	Not supported	Not applicable

Hypothesis	Level of Support*	
	Study 1	Study 2
H3b: Morningness will be associated with greater frequency of visits to a tourist destination within a specific time frame (F) than eveningness.	Not supported (contrary) <ul style="list-style-type: none"> • Morningness negatively related to the frequency of visits to the tourist destination 	Not supported
H3c: Eveningness will be associated with higher monetary value of spendings during the last visit to the tourist destination (M) than morningness.	Not supported (contrary) <ul style="list-style-type: none"> • Morningness positively related to the monetary value of spendings during the last visit to the tourist destination 	Not supported
H4: At diurnal optimal time-of-day, overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination will be higher than at diurnal non-optimal time-of-day.	Not supported	Not supported

Hypothesis	Level of Support*	
	Study 1	Study 2
H4a: Morningness will be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the morning than in the evening, while eveningness will be associated with greater overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination in the evening than in the morning.	Not supported (contrary) <ul style="list-style-type: none"> In the morning, morningness marginally negatively related to the likelihood of visiting the tourist destination 	Not supported
H4b: The differences between chronotypes (morningness and eveningness) regarding overall satisfaction, likelihood of visiting and likelihood of recommending the tourist destination are higher in the morning than in the evening.	Not supported	Not supported
H5: Overall satisfaction with the destination will mediate the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination.	Not supported <ul style="list-style-type: none"> Note: overall satisfaction positively related to the likelihood of visiting the tourist destination and to the 	Not supported <ul style="list-style-type: none"> Note: overall satisfaction positively related to the likelihood of visiting the tourist destination and to the likelihood

Hypothesis	Level of Support*	
	Study 1	Study 2
	likelihood of recommending the tourist destination	of recommending the tourist destination
H6: Time-of-day will moderate the mediating influence of overall satisfaction on the relationship between chronotype (morningness and eveningness) and likelihood of visiting and likelihood of recommending the tourist destination.	Not supported	Not supported
H7: Overall satisfaction with the destination will mediate the relationship between chronotype (morningness and eveningness) and lifetime value for a tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M))	Not supported <ul style="list-style-type: none"> Note: overall satisfaction positively related to the frequency of the visits to the tourist destination 	Not supported <ul style="list-style-type: none"> Note: overall satisfaction positively related to the monetary value of spendings

* Supported: $p < .05$; Marginally supported: $.1 > p > .05$; Not supported: $p > .1$

Chapter 7: Discussion

Hypothesis 1: Chronotype and length of trip planning

The results of both studies demonstrated that chronotype was positively associated with the length of trip planning. As predicted in H1, the more prone to morningness individuals were, the longer in advance they were likely to plan their trip. This finding was particularly strong among consumers who planned for a long-distance trip rather than a close-by getaway. It was consistent with previous research which found that morningness was related to consciousness (Hogben, Ellis, Archer and von Schantz, 2007), planning, impulse-control and aversion to risk (Muro, Gomà-i-Freixanet, Adan and Cladellas, 2011).

The results thus suggest that the timing of contacts with tourists, for promotional or informational purposes, could be adjusted based on their chronotype, since morning consumers plan their trip earlier than evening tourists.

Hypothesis 2: Chronotype, behavioural intentions and satisfaction

In neither of the two studies was chronotype related to the overall level of satisfaction with the tourist destination. Previous research found morningness to be associated with mindfulness (Carciofo, Du, Song and Zhang, 2014) which led to the hypothesis that morningness would be positively related to overall satisfaction with the tourist destination. It is important to note that “overall satisfaction” is a construct inclusive of all factors influencing the experience at the tourist destination, such as the experience with the travel companions, as well as the weather, the level of service (i.e., at the accommodations, restaurants and activities) or even the interaction with other tourists and residents. Unfortunately, it was impossible to isolate those unmeasured extraneous factors from the specific evaluation of the experience offered by the tourist destination, which may have taken away some of the explanatory power of chronotype as a predictor of overall satisfaction with the tourist destination.

In study 2 only, morningness was found to be associated to a greater likelihood of visiting the tourist destination and marginally related to a greater likelihood of recommending the tourist destination. This finding implies that individuals prone to morningness were somewhat more loyal consumers. It was consistent with previous research which found that morningness was

negatively related to risk-taking propensity (Díaz-Morales, 2007; Killgore, 2007) and novelty seeking (Adan, Lachica, Caci and Natale, 2010; Díaz-Morales, 2007; Randler and Saliger, 2011), thereby suggesting that morning consumers might more likely to continue the relationship with a tourist destination they appreciated.

Hypothesis 2 was not supported among participants of study 1, which could be explained by the fact that 63.20% of the participants had not visited the tourist destination under study within the past five years. Their experience was thus not as salient as that of participants of the second study who had all visited the destination recently. While all participants of study 2 had visited the destination within the past eight months, they were encouraged to fill out the questionnaire shortly after their visit to make sure that their experience was as fresh in their memory as possible. They thus participated in the survey an average of 13.19 days (SD = 23.09) from their departure from the tourist destination.

Therefore, considering that, in study 2, morning persons were more likely to visit and to recommend the destination, it implies that they may have been interested to develop long-term mutually beneficial relationships with the destination. This finding suggests that tourist destinations need to consider, in the design of the tourism experiences, the chronotype of travellers. They also need to renew their offering to entice visitors to come back, and to increase the higher intention of morning tourists to visit and recommend the destination will turn into actual visits and recommendation of the destination.

The findings also reinforce the importance of offering outlets for tourists to express their perception of the destination through word-of-mouth, especially morning ones, since they expressed a stronger intention to recommend the destination.

Hypothesis 3: Chronotype and consumer lifetime value for the tourist destination

In neither of the two studies was chronotype found to be related to the lifetime value for the tourist destination. This could be explained by the fact that the measures of lifetime value for the tourist destination were made of a multiplication of variables, including recency of the last visit, frequency of visits and monetary value or spendings. Two of them were opposing, thereby cancelling out part of their predatory power. Indeed, in study 1, morningness was found to be

negatively related to the frequency of visits to the tourist destination, but to be positively related to the monetary value of spendings during the last visit to the tourist destination.

Nonetheless, these significant relationships between morningness and both frequency of visits and monetary value of spendings suggest that morning and evening tourists had different profiles. It is possible that morning tourists travelled for different reasons and favoured a destination they were already familiar with. Being mindful individuals (Carciofo, Du, Song and Zhang, 2014) and having planned their trip for a longer period of time, they could have been willing to spend more to experience the destination to its fullest extent by staying longer in one place. Indeed, among the 1982 participants in study 1, morning tourists spent on average significantly more nights at the last destination they visited ($M = 8.11$, $SD = 8.21$, $n = 838$) than evening ones ($M = 6.01$, $SD = 4.80$, $n = 208$, $p < .001$).

Therefore, the findings imply that morning and evening consumers may travel differently. Indeed, the fact that morningness was negatively related to frequency of visits and positively related to spendings, in study 2, suggests that morning consumers travel more “extensively”. The fact that they stayed longer at the tourist destination, appears to be corroborating this possibility. Moreover, while staying in a destination longer, morning tourists were likely to incur higher expenses (accommodations, food, activities) for these extra days, which could explain their higher spendings. Moreover, by having seen more of the destination, there could have been less for them to discover in the short term, which could also explain their lower frequency of visits. More research would be needed to investigate these hypotheses further.

Hypothesis 4: Chronotype, time-of-day, behavioural intentions and satisfaction

Time-of-day was found to moderate the relationship between chronotype and behavioural intentions (i.e., likelihood of visiting the tourist destination) in study 1. However, the influence of time-of-day on the relationships between chronotype and overall satisfaction (both studies), likelihood of visiting (study 2) as well as likelihood of recommending the tourist destination (both studies) was not significant. It could be explained by the reduced sample sizes caused by the introduction of two conditions of time-of-day (morning and evening) in the model, accounting for 57.01% or less of the original sample in study 1 and 59.95% or less of the original sample in study 2. Moreover, the time at which the questionnaire was completed was used as a

proxy for the time at which the decision was taken, which may not have reflected the actual decision-making process. Indeed, given the financial implications of travel-related decisions, it is possible that consumers think of their travel plans for an extended period of time and consult with their travel partners before committing to a plan, rather than make the decision by themselves on the spot.

Nonetheless, in study 1, at morning time, morningness was marginally negatively related to the likelihood of visiting the tourist destination, while eveningness (the other extreme of the same construct) was positively related to the likelihood of visiting the tourist destination. As demonstrated by previous research, morning represented the optimal time-of-day for morning persons and the sub-optimal time-of-day for evening persons (Horne, Brass and Pettitt, 1980; Kerkhof, Korving, Willemsse-v.d. Geest and Rietveld, 1980; Natale, Alzani and Cicogna, 2003).

The results of the present research suggest that the likelihood of visiting the tourist destination (i.e., within the next two years) could be an impulsive decision at non-optimal times-of-day. It would be consistent with the finding that, in the morning, morningness was negatively related to intention to visit the destination, while eveningness was positively related to the production of a sudden desire to visit the tourist destination.

Therefore, individuals prone to eveningness should be aware that, in the morning, they may be more likely to express higher levels of behavioural intentions (i.e., intention to visit the tourist destination), since it represents a sub-optimal time-of-day for them (May, Hasher and Stoltzfus, 1993; May and Hasher 1998). To the contrary, morning represents an optimal time-of-day for individuals prone to morningness (May, Hasher and Stoltzfus, 1993; May and Hasher 1998), thus minimizing their impulse to express high levels of behavioural intentions (i.e., intention to visit and recommend the tourist destination).

Hypothesis 5: Mediating influence of overall satisfaction on chronotype and behavioural intentions

Hypothesis 6: Moderated mediation of time-of-day, overall satisfaction, chronotype and behavioural intentions.

Hypothesis 7: Mediating influence of overall satisfaction on chronotype and consumer lifetime value for the tourist destination (i.e., recency (R), frequency (F) and monetary value of spendings (M))

In neither of the two studies was overall satisfaction found to mediate the influence of chronotype on behavioural intentions and measures of the consumer lifetime value. Once again, the lack of predatory power of satisfaction could be explained by the wide range of extraneous factors that could have affected the overall satisfaction of visitors regarding their experience at the tourist destination.

Still, in both studies, overall satisfaction was found to be positively related to the likelihood of visiting the tourist destination and to the likelihood of recommending the tourist destination. In study 1, overall satisfaction was also positively related to the frequency of the visits to the tourist destination while, in study 2, overall satisfaction was positively related to the monetary value of spendings. These results were consistent with previous research which found that overall satisfaction was an antecedent of behavioural intentions (Cronin, Brady and Hult, 2000), such as revisiting the destination, remaining loyal and providing positive word-of-mouth recommendations (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005; Gonzalez, Comesaña and Brea, 2007; Moutinho, Albayrak and Caber, 2012; Yoon and Uysal, 2005). It was even considered to have the biggest influence on the decision of revisiting a destination (Campo-Martínez, Garau-Vadell and Martínez-Ruiz, 2010).

Chapter 8: Contributions

Managerial Contributions

Consumer

Transformative Consumer Research

This findings of thesis fall into the *Transformative Consumer Research* perspective, which aims at optimizing consumers' decision quality and protecting their interests (Mick, Pettigrew, Pechmann and Ozanne, 2011). It is hoped that they will help consumers understand that their chronotype and the time-of-day influence their behavioural intentions, as well as their “value” in the eyes of tourist destinations.

By understanding how chronotype influences their travel behaviours, consumers may use this information for self-segmentation purposes, which implies that they may consciously adapt their travel decisions, and their timing, including the choice of the destination, activities and itinerary, to best fit their circadian rhythms.

Chronotype and Travel Behaviours

Depending on their chronotype, consumers may differ from their travel companions in terms of planning behaviours and behavioural intentions (i.e., likelihood of visiting the tourist destination and likelihood of recommending the tourist destination). Those exhibiting a higher level of morningness are likely to plan their trip for a longer period of time ahead of their departure and to express a stronger intention to both visit the destination (i.e., within the next two years) and to recommend it to their family, a friend or a colleague than those exhibiting a higher level of eveningness.

Chronotype, Time-of-Day and Travel Behaviours

The findings also suggest that consumers could optimize their decisions and behaviours by synchronizing the timing to their chronobiological nature. More specifically, individuals prone to eveningness should be aware that, in the morning, they may be more likely to express higher levels of behavioural intentions (i.e., intention to visit the tourist destination), since it represents a sub-optimal time-of-day for them. To the contrary, morning represents an optimal time-of-day for individuals prone to morningness, thus minimizing their impulse to express high levels of

behavioural intentions.

Tourist Destinations

Chronotype and a Basis for Segmentation

To succeed, more than ever, tourist destinations need to segment their market and go after tourists who represent the best fit for their unique selling proposition. The findings of this thesis thus aim at providing a new way of segmenting consumers based on chronotype. Indeed, the fact that morningness was found to be negatively related to the frequency of visits and positively related to the monetary value of spendings during the last visit to the tourist destination suggests that morning and evening tourists travel for different reasons and take different types of trips. This proposition is supported by the fact that morning tourists spent on average significantly more nights at the last destination they visited than evening ones and stayed longer.

Chronotype and the Service-Dominant Logic

Destinations and organizations within the tourism industry need to consider and orient the design of the experiences to the specific characteristics and time preferences, particularly the circadian rhythms, of travellers. To do so, they must first understand chronotype and its influence on travel behaviours, which this research contributes to. Then, using this information, they must step away from a good-dominant logic and adopt a service-dominant one (Vargo, and Lusch 2004), in which tourists are co-creators of value and active partners in the development of mutually beneficial long-term quality relationships.

By orienting the design strategy of experiences around the circadian rhythms of visitors, tourist destinations and organizations contribute to helping tourists co-create more value out of their experiences by exploring the tourist destination and its attractions in the best conditions. It is expected that larks would prefer visiting earlier in the day, while owls would prefer later at night. These differences in terms of circadian rhythms could impact traveller behaviours, satisfaction and lifetime value for a destination, depending on whether the tourism offering (ex.: activity schedules, opening hours, etc.) is synchronized with their chronotype' optimal time-of-day. However, further research should be conducted to confirm the effectiveness of this time-related strategy.

Considering Chronotype to Optimize the Contextual Perceived Value

Adopting a different approach with morning and evening tourists could also contribute to increase the “contextual perceived value” offered by tourist destinations to their travellers (Lee and Jun 2007), thereby contributing to the creation of a sustainable non-price competitive advantage. To do so, results of this thesis suggest to tailor the timing of promotional and informational efforts to the chronotype of the target markets, a concept referred to as “target-oriented marketing” (Merz, Hanglberger, and Rucha 2008). For instance, tourist destinations could send out brochures and other informational documents to morning tourists earlier than to evening ones. They could also offer larks specific outlets to express their perception of the destination at all stages of their consumer journey, since they express a strong desire to recommend the tourist destination to others. To help with this strategy and simplify the task of identifying travellers’ chronotype, age could be used as a proxy for chronotype (Dacko 2012) given its strong positive correlation with morningness (Adan 1992; Kramer, Kerkhof, and Hofman 1999). Tourist destinations and organizations could also include a simple measure of chronotype on their online applications and websites to identify travellers’ chronotype.

Chronotype and the Social Responsibility of Tourist Destinations

It is also hoped that the results will contribute to the evolution of the social responsibility of tourist destinations, by helping them understand the impact of chronotype on behavioural intentions and overall satisfaction. This information could be helpful to develop stronger consumer relationships and consumer satisfaction based on a mutual respect and understanding of these effects.

Public Policy

The findings also pave the way for future public policy to protect at-risk consumers at non-optimal chronobiological times-of-day. Indeed, they imply that at-risk evening consumers should not be exposed to travel-related temptations in the morning, since they be more likely to express a desire to visit the destination at this time-of-day.

Theoretical Contributions

This thesis answers a call from marketing scholars to better understand intra-day consumer

behaviours and preferences, by investigating two time-related variables, chronotype and time-of-day, within the context of tourism.

Chronotype, Time-of-Day and Travel Behaviours

The findings contribute to the limited theoretical knowledge regarding the relationship between chronotype, a construct neglected in the marketing literature but receiving increasing attention in other fields such as biology and psychology, and consumer behaviour. They demonstrate that morningness is positively related to the length of trip planning, the likelihood of visiting, the likelihood of recommending as well as the monetary value of spendings during the last visit to the tourist destination, and is negatively related to the frequency of visits to the tourist destination. Moreover, time-of-day moderates the influence of chronotype on the likelihood of visiting the tourist destination. In the morning, morningness is marginally negatively related to the likelihood of visiting the tourist destination.

Overall Satisfaction with a Tourist Destination

The studies presented in this thesis also replicate the findings of previous research by demonstrating that overall satisfaction is positively related to the likelihood of visiting the tourist destination, the likelihood of recommending the tourist destination, the frequency of the visits to the tourist destination as well as to the monetary value of spendings (Bigné Alcañiz, Sánchez García and Sanz Blas, 2005; Cronin, Brady and Hult, 2000; Gonzalez, Comesaña and Brea, 2007; Moutinho, Albayrak and Caber, 2012; Yoon and Uysal, 2005).

Consumer Lifetime Value

Finally, this thesis provides a measure of consumer lifetime value for a tourist destination, by adapting a general measure to the specific context of tourism. To the best of this thesis researcher's knowledge, this was the first measure of CLV from a tourist destination standpoint.

The studies presented in this thesis shed light on the relationship between chronotype and consumer behaviours within the context of tourism. It is also hoped that the findings will pave the way for more research on the relationship between chronotype and consumer behaviours in a wide range of contexts.

Chapter 9: Limitations

The questionnaires in both studies contained 42 main questions and several sub-questions, which could be considered fairly long. Indeed, the average completion time were 18 and 30 minutes for study 1 and 2 respectively. It was thus possible that the length of the questionnaire influenced the attrition rate and attention level of participants, thereby impacting the representativeness and validity of the data collected. Unfortunately, information regarding the response rate and attrition rate of each sample were not available.

Moreover, the methodology itself presented some limitations. The data for **study 1** was collected through a third-party panel. Since participants had no ties to the Québec City area and received a small financial retribution for filling out the questionnaire (i.e., \$2.00 US), the seriousness and authenticity of their answers may have been negatively impacted. Moreover, some of the participants had visited the tourist destination more than five years ago. Their answers related to their last experience at the tourist destination (ex.: their overall satisfaction) may thus not have been as reliable as those of participants who visited it more recently.

Participants of **study 2** were invited to participate in the survey by partners of Québec City Tourism (i.e., restaurants, hotels and attractions) whose employees distributed bilingual coupons to their visitors living outside the Québec City area. It required that an employee interacts with the potential participants and asks them where they were from to determine their eligibility to participate in the study. Therefore, it was possible that tourists who visited the tourist destination during busy periods were not invited to participate in the study by lack of time on the employees' part. Some tourists may have declined to participate in the study and those who completed the 30-minute questionnaire despite the absence of a financial incentive may not have been representative of the majority of the tourists visiting this tourist destination.

These methodological limitations could possibly explain the lack of statistical significance of some of the analyses and the low explanatory power of chronotype and time-of-day. Moreover, given that survey answers are less reliable at non-optimal times-of-day (Hornik, and Tal 2010), it would be interesting, in future studies, to manipulate time-of-day by purposely asking participants to answer the survey at their most chronobiological optimal or least optimal time-of-day. It would also be appropriate to investigate decisions that may be taken on the spot, such as

grocery purchases, for instance. Indeed, as mentioned previously, the time at which the questionnaire was completed was used as a proxy for the time at which the decision was taken, which may not have reflected the actual decision-making process. Given the financial implications of travel-related decisions, it is possible that consumers think of their travel plans for an extended period of time and consult with their travel partners before committing to a plan, rather than make the decision by themselves on the spot.

Moreover, all the dependent variables were self-reports rather than observations, and some of them were behavioural intentions (i.e., likelihood of visiting and likelihood of recommending the tourist destination) rather than actual behaviours. Therefore, this research could be replicated using an observation longitudinal methodology and multiple tourist destinations to strengthen the findings.

In future studies, potential extraneous variables (ex.: quality of service offered by the accommodations, restaurants and activities, experience with the travel companions, etc.) could be measured and introduced as covariables in the model to reduce the effect of these potential confounding variables and to increase the explanatory power of chronotype as a predictor of behavioural intentions, overall satisfaction and consumer lifetime value.

Chapter 10: Future Research

It is hoped that this thesis will pave the way for more research on the relationship between chronotype and consumer behaviours in a wide range of contexts. Further research should be conducted to investigate the full implication of chronotype and time-of-day on the preferences and behaviours of consumers at each stage of their journey, including before, during and after a service experience, such as a trip. Strategies to optimize experiences based on the circadian rhythms of individuals, groups and communities should also be addressed.

Chronotype and Tourism

Within the context of tourism, it is possible that morning and evening consumers have different reasons for travelling and different travellers' profiles. These differences may impact the type of tourism experiences they look for when visiting a tourist destination. Therefore, the motivations, profiles and preferred activities of travellers based on their chronotype should be considered. The expectations of each chronotype towards a tourist destination could also be investigated to increase the likelihood that the trip will meet, and even surpass, their needs and desires.

Follow-up studies should also be conducted to understand how consumers plan their day when travelling. Considering that individuals rise in the morning and go to bed at night at different times depending on their chronotype (Horne and Österberg, 1976, 1977), it would be helpful to understand how these differences influence their schedule when visiting a tourist destination. It could help shed light on the best timing to plan for experiences based on chronotype. For instance, while a morning city tour may be optimal for individuals prone to morningness, a nighttime city tour could be preferable for individuals prone to eveningness.

Future research should also shed light on if and how travelling with companions of a different chronotype influences the experience at each stage of the consumer journey (before, during and after the trip). More research would also be needed to investigate if and how these relations are moderated by the self-construal (independent vs. interdependent) of consumers (Cross, Hardin, and Gercek-Swing, 2011).

A measure of chronotype specific to the tourism industry could also be developed to capture the essence of this individual difference variable (Haugtvedt, Liu, and Min, 2008) within the context of a trip.

Moreover, follow-up research could contribute to the development of strategies to attract and retain tourists based on both their consumer lifetime value and chronotype.

Chronotype and Lifestyles

Other studies should be conducted to understand the influence of chronotype on behaviours and decisions in a wider range of contexts including food, sports, shopping, time-management, etc.

To do so, given that the present study focused on situational behaviours related to an experience with a specific tourist destination, it would be wise to extend the study of chronotype to lifestyles, which are less dependent on a specific context. Examples of lifestyles that could be influenced by chronotype are personal finances, couponing, diet, weekly food purchases, general shopping habits, etc. These research projects could be approached using a qualitative methodology, such as in-depth interviews, ethnography or storytelling, to get rich consumer-centric details regarding the influence of chronotype on lifestyle behaviours.

Chapter 11: Overall Conclusions

As demonstrated in this thesis, chronotype and time-of-day influence behavioural intentions, as well as the frequency of visits to a tourist destination and the monetary value of spendings during the trip. Being “early to bed and early to rise” positively contributes to the length of trip planning, the likelihood of visiting the tourist destination, the likelihood of recommending the tourist destination as well as the monetary value of spendings. Therefore, it is not only “the early bird [that] gets the worm” as the common saying suggests. The tourist destinations also do when they target morning consumers and make sure to satisfy their needs and desires to develop a long-term mutually beneficial relationship with them.

However, that does not mean that the needs and desires of evening consumers should be not be considered as well. Indeed, eveningness is positively related to the frequency of visits to the tourist destination, suggesting that evening consumers have the potential to be repeat visitors if their needs and desires are met or even surpassed.

Moreover, time-of-day moderates the influence of chronotype on the likelihood of visiting the tourist destination. Therefore, given that time is the only finite resource nobody can get more of, regardless of finances, status or life situation, future research should further investigate how both chronotype and time-of-day impact a wider range of consumer behaviours. Indeed, it is clear that the influence of these variables goes well beyond sleeping schedules...

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Appendix 1: Study 1 Questionnaire

[BASE: All respondents]

Q1. You live in...

New York

California

Maine

Massachusetts

Illinois

Florida

New Hampshire

New Jersey

Elsewhere in the United States [TERMINATE]

The following questions are related to your travel habits, regardless of the destination.

[BASE: All respondents]

Q2. How many leisure trips*, involving at least one night of accommodation outside your state, did you take over the past 12 months?

Include all vacations except trips conducted for business purposes only and all-inclusive trips to the South.

[0-100] leisure trips

* The term “leisure trip” refers to a vacation or a short stay of at least one night away from home for personal reasons (excluding visits to your own secondary home and all-inclusive trips to the South).

[IF Q2 “0”, TERMINATE]

[BASE: All respondents]

Q3. More specifically, how many trips, involving at least one night of accommodation outside your state, did you take per year over the past five years?

Number of overnight trips:

	2015	2014	2013	2012	2011	2010
Leisure purposes only:						
Business purposes only:						
Leisure and business:						

* The term “leisure trip” refers to a vacation or a short stay of at least one night away from home for personal reasons (excluding visits to your own secondary home and all-inclusive trips to the South).

[NOTE: “Leisure purposes only 2015” + “Leisure purposes only 2014” must be > or = to Q2]

[BASE: All respondents]

Q4. What type of trips do you typically choose (regardless of the destination)?

Several answers possible.

[RANDOMIZE]

Family

Romantic

Culture and lifestyle (fine dining, shopping, etc.)

Heritage and history

Nature, sports, and adventure

Sun and beach / sea

Winter and snow

Health and well-being

Party and nightlife

Festivals and events

Cruises

Business

Other, specify: [OPEN BOX] [ALWAYS LAST]

We would like to find out more about your motivations and attitudes towards travel.

[BASE: All respondents]

Q5. Please indicate your level of agreement with each of the following statements.

Select one for each statement.

[RANDOMIZE]

[ROWS]

1. I like to be able to impress my friends with all of the 5 star hotels and resorts I have been to.
2. I just want to relax and not have to deal with any worries or obligations.
3. The part that makes me most uncomfortable about traveling is having to adjust to unfamiliar locations, foods, people, languages and a different way of doing things.
4. I have everything I need at home; there's no reason to spend money to travel.
5. I like to be able to take my time at a historic site or in a museum and not feel rushed.
6. I avoid taking uncomfortable rides such as packed local buses. If it means missing something we wanted to visit, so be it.
7. I find it enriching to be exposed to others engaging in their customs, routines and rituals in their own environment – to me, that is the authentic travel experience.
8. I live for travel.
9. I feel safer if a tour operator has organized the hotel, the restaurants to eat at and the sites to visit.
10. I am much more indulgent and carefree while on vacation than I am at home.
11. I'm more interested in understanding how my ancestors lived than in experiencing the culture as it exists now.
12. I want to get away from it all.

13. I prefer to visit places where I will be awe-struck by the sheer beauty of nature, the land, mountains, seas and wildlife.
14. You can't find real culture here at home; you have to travel abroad to find it.
15. I like to experience local foods, local locations, to see local architecture.
16. I feel more comfortable traveling with other people or a guide.
17. I don't need to see all the recommended tourist sites to feel as if I've really visited a place; in fact the best way to know a place is just to walk around and do everyday things like eating, shopping, socializing and relaxing, just as the locals would.
18. A family vacation is an important time to make family memories.
19. Wherever I go, I have to have the very best there is to offer: the best hotels, the best restaurants, the best shopping and the best service.
20. I want to come back from vacation feeling relaxed and refreshed.

[COLUMNS]

Strongly Agree
 Somewhat Agree
 Somewhat Disagree
 Strongly Disagree

Now please answer the following questions with your most recent leisure trip in mind.

[BASE: All respondents]

Q6. Please indicate the region(s), province(s), country(ies), or continent(s) you traveled to for your most recent leisure trip*.

Several answers possible.

* The term "leisure trip" refers to a vacation or a short stay of at least one night away from home for personal reasons (excluding visits to your own secondary home and all-inclusive trips to the South).

[ROWS]

Canada

Québec province

Montreal
 Québec City area
 Laurentians (Les Laurentides)
 Eastern Townships (Estrie)
 Charlevoix
 Outaouais
 Elsewhere in the Québec province

Rest of Canada

Ottawa
 Toronto
 Elsewhere in Ontario
 Maritime (New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland)

Prairies (Alberta, Saskatchewan, Manitoba)
British Columbia
North of Canada (Yukon, North West Territories, Nunavut)

United States

Northeastern United States (Maine, New Hampshire, New York, Vermont, Massachusetts, Rhode Island, Connecticut, Pennsylvania)
Elsewhere in the United States

Rest of the world

Mexico
Caribbean (Cuba, Dominican Republic, Jamaica, Bahamas, etc.)
South America
Europe
Asia
Africa
Australia-New Zealand
Elsewhere in the world

[BASE: All respondents]

Q7. At what time of year did you take your most recent leisure trip?

Mention the moment of your arrival at your destination if your trip overlaps more than one period.

[DROP DOWN MENU] [SINGLE PUNCH]

October 2014
November 2014
December 2014
January 2015
February 2015
March 2015
April 2015
May 2015
June 2015
July 2015
August 2015
September 2015
October 2015
November 2015

[BASE: All respondents]

Q8. What was the duration of your most recent leisure trip?

Number of night(s): [1-365] [OPEN BOX]

[BASE: All respondents]

Q9. What was the purpose of your most recent leisure trip?

Several answers possible.

[RANDOMIZE]

Family
Romantic
Culture and lifestyle (fine dining, shopping, etc.)
Heritage and history
Nature, sports, and adventure
Sun and beach / sea
Winter and snow
Health and well-being
Party and nightlife
Festivals and events
Cruises
Other, specify: [OPEN BOX] [ALWAYS LAST]

The following questions are related to your choice of destination for your most recent leisure trip.

[BASE: All respondents]

Q10. What made you choose this destination for your most recent leisure trip?

Several answers possible.

[RANDOMIZE]

The opportunity to discover a new destination I had never been to
I always wanted to visit this province / state / country
Past experience / familiarity with the destination
I found discounts / promotions / deals for this destination
Less expensive than another destination
Favorable exchange rate
The proximity of the destination, limited distance from my home
Limited time for the trip
Easier to organize than another destination
The ease of traveling to the resort / destination
Accessible by road
Visit family or friends
Recommendation from family / friends / colleagues
I wanted to do some of the activities offered by this destination
Festivals / events taking place at the destination
The option of doing outdoor activities during my stay
The opportunity to interact with and live like the locals during my stay
The open-mindedness of the locals
The opportunity to speak the language of the locals
Beauty of the landscape and of the destination
The prestige of the destination
The availability of a variety of fine dining establishments

The variety and vibrancy of the nightlife (bars, clubs, special events taking place near your destination)

The variety of stores and boutiques where I can go shopping

The suitability of the destination for a family with children

The variety of historical sites and museums

The cultural events taking place near your destination (concerts, musicals, theatre / plays, etc.)

Specific occasion taking place at the destination (e.g., wedding, family meeting, etc.)

Other, specify: [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q11. How long in advance did you choose this destination for your leisure trip?

[0-365] days

The following questions are related to the organization (planning and reservation) of your most recent leisure trip.

[BASE: All respondents]

Q12. What was your main source of information to organize your most recent leisure trip?

Only one answer possible.

[SINGLE PUNCH] [RANDOMIZE]

Internet

Social media (Facebook, Twitter, etc.)

Tourist leaflets / brochures

Travel / vacation guides

Magazines

Dailies / newspapers

Travel agent

Phone, call center

Friends / family

Mobile application(s)

I already knew the area

Other, specify: [OPEN BOX] [ALWAYS LAST]

Do not know [ALWAYS LAST]

[BASE: All respondents]

Q12a. What other sources of information did you use to organize your most recent leisure trip?

Several answers possible.

[RANDOMIZE]

[ELIMINATE CHOICE Q12]

Internet

Social media (Facebook, Twitter, etc.)

Tourist leaflets / brochures

Travel / vacation guides

Magazines
Dailies / newspapers
Travel agent
Phone, call center
Friends / family
Mobile application(s)
Other, specify: [OPEN BOX] [ALWAYS LAST]
None [ALWAYS LAST]
Do not know [ALWAYS LAST]

[IF Q12 OR Q12a “Internet”, ASK Q12b]

[BASE: Respondents who used Internet as a source of information to organize their leisure trip]

Q12b. Which type of websites did you consult?

(What other sources of information did you use to organize your most recent leisure trip?)

Several answers possible.

[RANDOMIZE]

Tourist destination websites (region, city, etc.)
Internet search engines (e.g., Google, Yahoo, etc.)
Reservation / shopping portals (plane, hotels, cars, etc.)
Resort / hotel websites
Critic / review websites of destinations, hotels (ex.: trip advisor, etc.)
Blog
Activities / attractions websites of the destination
Festivals / events websites of the destination
Online itinerary planner (e.g., Triplt.com)
Other website, specify: [ALWAYS LAST]
Do not know [ALWAYS LAST]

[BASE: All respondents]

Q13. How long in advance did you plan your most recent leisure trip (ex.: made reservations, etc.)?

[0-365] days

[BASE: All respondents]

Q14. Which transactional method(s) did you use to book your trip?

Several answers possible.

[RANDOMIZE]

[ROWS]

Phone, call center: reservation with an agent
Internet using computer: booking or online purchase
Internet using smartphone / tablet: booking or online purchase
Travel agency
Other, specify: [OPEN BOX] [ALWAYS LAST]

No reservation [ALWAYS LAST]

Do not know [ALWAYS LAST]

[COLUMNS]

Accommodations

Attractions and activities

Restaurants / meals

Transportation

[IF Q14 “Internet using computer” for “Accommodations” OR “Internet using smartphone / tablet” for “Accommodations”, ASK Q14a]

[BASE: Respondents who used the Internet to book their accommodations]

Q14a. Which type(s) of booking websites did you use?

Several answers possible.

[RANDOMIZE]

Multi-product booking portal (plane, hotels, cars, etc.)

Hotel, hotel chain website

Private rental accommodation sites (Airbnb, HomeAway, FlipKey, etc.)

Hotel booking portal (booking.com, trivago.com, etc.)

Other, specify: [OPEN BOX] [ALWAYS LAST]

Do not know [ALWAYS LAST]

The following questions are related to your experience during your most recent leisure trip.

[BASE: All respondents]

Q15. Which type of accommodation did you stay at during your most recent leisure trip?

Several answers possible.

Hotel / inn, 4 stars or more

Hotel / inn, 3 stars

Hotel / inn, 2 stars or less

Motel

Bed & breakfast

Homestay: bedroom, apartment or private residence (private rental) (e.g., Airbnb.com,

HomeAway.com, VRBO, FlipKey, etc.)

Commercial rental: apartment hotel, cabin or country condo / house

Ice hotel

Residence, cabin or country condo / house (own secondary residence or owned by a family member)

Campground, caravan park or wilderness camping

Hostel

Home of friends or family

Cruise ship

Other, specify: [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q16. What cultural or entertainment activities did you take part in during your most recent leisure trip?

Several answers possible.

[RANDOMIZE]

Museum, interpretation centre

Historical site

Spa / massage

Shopping

Sightseeing / walking around the site or the city

Nightclubs / pubs / bars

Agritourism (visiting a farm or a farmer, vineyard, etc.)

Thematic tours (tourist routes: wineries, antiquarians, etc.)

Attending festivals and events

Fine dining restaurant

Activities within the Aboriginal community

The performing arts (theater / play, concert)

Learning activities (course, tasting)

Day cruise / boat excursion (river, lake, whale watching, etc.)

Cruise (longer than a day)

Visiting religious sites (church, basilica, temple, etc.)

Visiting a zoo / botanical garden

Casino

Sugar shack

Another activity, specify: [OPEN BOX] [ALWAYS LAST]

No cultural or entertainment activity [ALWAYS LAST]

[BASE: All respondents]

Q17. What sports activities did you take part in during your most recent leisure trip?

Several answers possible.

[RANDOMIZE]

Hiking

Snow tubing

Alpine skiing / snowboarding

Ice skating

Cross-country skiing

Snowshoeing

Dog sledding

Camping

Fishing

Hunting

Snowmobile / ATV (all-terrain vehicle)

Visiting a natural park or a wildlife reserve

Visiting an attraction park / a water park
Attending a competition / sporting event
Participating in a competition / sporting event
Mountain biking
Road biking
Golf
Motorized water activities (jet ski, water skiing, etc.)
Bird watching
Canoeing / kayaking / rowing / rafting / paddleboarding / windsurfing / surfing
Aerial courses / zipline / adventure trails / climbing
Another activity, specify: [OPEN BOX] [ALWAYS LAST]
No sports or outdoors activity [ALWAYS LAST]

[BASE: All respondents]

Q18. Were you traveling independently or as part of an organized group during your most recent leisure trip? [SINGLE PUNCH]

Independently
Organized group
Both

[BASE: All respondents]

Q19. Which of the following best describes your traveling party during your stay?

Several answers possible.

Alone [SKIP to Q20]
Spouse
Children
Friend(s)
Colleague(s)
Extended family (brother, sister, parent, etc.)
Other, specify: [OPEN BOX] [ALWAYS LAST]

[IF Q19 “Spouse” and/or “Children” and/or “Friend(s)” and/or “Colleague(s)” and/or “Extended family (brother, sister, parent, etc.” and/or “Other”, ASK Q19a]

[BASE: Respondents who traveled with at least one other person]

Q19a. Excluding yourself, how many adults were part of your traveling party during your stay?
This refers to the number of people from your family and/or friends and/or colleagues traveling with you, not other travelers in an organized group.

Include children 18 years and older.

[0-50] adults

[IF Q19 “Children” and/or “Extended family (brother, sister, parent, etc.” and/or “Other”, ASK Q19b]

[BASE: Respondents who traveled with at least one other person, other than a spouse]

Q19b. How many children accompanied you during your most recent leisure trip?
[0-50] children

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q20a and Q20b]

Q20. Approximatively how much did you and your traveling party spend in total during your most recent leisure trip?

INCLUDING accommodations, restaurants and food, on-site transportation, shopping, leisure and entertainment, and all other expenses at the destination
EXCLUDING your transportation to reach the destination

Please include all expenses for your traveling party, which means all expenses for you and people accompanying you (family and friends), not other travelers in an organized group.

Estimated total expenses (including all your expenses at the destination, and excluding your transportation to reach the destination): \$[0-25 000]

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q20 and Q20b]

Q20a. Currency of your estimate: [SINGLE PUNCH]

American dollars

Canadian dollars

Euros

Other currency, specify: [OPEN BOX]

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q20 and Q20a]

Q20b. How many people do these expenses cover (including yourself)?

[1-50]

The following questions pertain to the Québec City area. “Québec City area is the orange area on the map.” [POSSIBILITY OF CLICKING ON A MAP TO SEE THE QUÉBEC CITY AREA TERRITORY]

[BASE: All respondents]

Q21. How familiar are you with the Québec City area (the city and its surroundings) as a tourist destination? [SINGLE PUNCH]

Very familiar

Somewhat familiar

Not very familiar

Not at all familiar

[IF Q21: “very familiar”, “somewhat familiar” or “not very familiar”]

[BASE: Respondents who are at least “not very familiar” with the Québec City area]

Q22. In your opinion, what are the main strengths of the Québec City area as a tourist destination? [OPEN BOX]

[IF Q21: “very familiar”, “somewhat familiar” or “not very familiar”]

[BASE: Respondents who are at least “not very familiar” with the Québec City area]

Q22a. At the risk of repeating yourself, what are the main strengths of the Québec City area as a tourist destination?

Several answers possible.

[RANDOMIZE]

Tourist information

Unilingual French displays

The option of communicating in a language other than French

Tourist and road signage

Road conditions

Taxis

Public transportation

Air connections to the Quebec City area

Accessibility of the Quebec City area (traffic, parking, etc.)

Cleanliness of the Quebec City area

The open-mindedness of the locals

The diversity of activities, events, and festivals

The diversity of large-scale events or attractions

The diversity of restaurants

The diversity of accommodations

Modernity of the infrastructure

The beauty of the region (aesthetically speaking)

Free Wi-Fi Internet access

Value compared to other high caliber North American cities

Heritage and history of the Quebec City area

French-Canadian culture

The weather/climate

No specific strength [OPEN BOX] [ALWAYS LAST]

Do not know [ALWAYS LAST]

[IF Q21: “very familiar”, “somewhat familiar” or “not very familiar”]

[BASE: Respondents who are at least “not very familiar” with the Québec City area]

Q23. In your opinion, what are the main weaknesses of the Québec City area as a tourist destination? [OPEN BOX]

[IF Q21: “very familiar”, “somewhat familiar” or “not very familiar”]

[BASE: Respondents who are at least “not very familiar” with the Québec City area]

Q23a. At the risk of repeating yourself, what are the main weaknesses of the Québec City area as a tourist destination?

Several answers possible.

[RANDOMIZE]

Tourist information

Unilingual French displays
The option of communicating in a language other than French
Tourist and road signage
Road conditions
Taxis
Public transportation
Air connections to the Quebec City area
Accessibility of the Quebec City area (traffic, parking, etc.)
Cleanliness of the Quebec City area
The open-mindedness of the locals
The diversity of activities, events, and festivals
The diversity of large-scale events or attractions
The diversity of restaurants
The diversity of accommodations
Modernity of the infrastructure
The beauty of the region (aesthetically speaking)
Free Wi-Fi Internet access
Value compared to other high caliber North American cities
Heritage and history of the Quebec City area
French-Canadian culture
The weather/climate
No specific weakness [OPEN BOX] [ALWAYS LAST]
Do not know [ALWAYS LAST]

[BASE: All respondents]

Q24. In your opinion, the Québec City area is primarily a tourist destination for which type of trip? [DOUBLE PUNCH]

Two answers possible.

[RANDOMIZE]

Family
Romantic
Culture and lifestyle (fine dining, shopping, etc.)
Heritage and history
Nature, sports, and adventure
Sun and beach / sea
Winter and snow
Health and well-being
Party and nightlife
Festivals and events
Cruises
Business
Other, specify: [OPEN BOX] [ALWAYS LAST]
Do not know [ALWAYS LAST]

[BASE: All respondents]

Q25. To what extent do you agree with the following statements?

Please provide an answer for each statement.

The Québec City area...

[RANDOMIZE]

[ROWS]

...is different and unique compared to other Canadian destinations.

...offers a better overall value than other Canadian destinations.

...is unlike any other international destination.

...is comparable to great international destinations in terms of tourist attractions and activities.

...is a destination that few international destinations can match in terms of value.

[COLUMNS]

Totally agree

Somewhat agree

Somewhat disagree

Totally disagree

Do not know

[BASE: All respondents]

Q26. In your opinion, which city(ies) in North America offer(s) a comparable tourism experience to the Québec City area? [OPEN BOX]

[BASE: All respondents]

Q27. Have you ever visited the Québec City area?

Yes

No

[IF Q27 “Yes”, ASK Q28]

[BASE: Respondents who visited the Québec City area]

Q28. In the past five years, how many times, if any, have you taken an overnight trip to the Québec City area (i.e., Québec City and its surroundings) for a leisure trip* (vacation or personal reasons) and/or a business trip?

Number of overnight trips to the Québec City area (i.e., Québec City and its surroundings):

	2015	2014	2013	2012	2011	2010	No trip to the Québec City area in the past 5 years
Leisure purposes only:							□
Business purposes only:							
Leisure and business:							

* The term “leisure trip” refers to a vacation or a short stay of at least one night away from home for personal reasons (excluding visits to your own secondary home and all-inclusive trips to the South).

[IF Q27 “Yes”, ASK Q29]

[BASE: Respondents who visited the Québec City area]

Q29. Overall, on a scale of 0 to 10, where 0 means “not at all satisfied” and 10 “extremely satisfied,” how satisfied were you with your most recent experience in the Québec City area?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not at all satisfied

Extremely satisfied

[IF Q27 “Yes” AND Q29 “0 to 8”, ASK Q30]

[BASE: Respondents who visited the Québec City area and whose level of satisfaction is 8 or less on an 11-point scale.]

Q30. Why were you not more satisfied with your most recent experience in the Québec City area? [OPEN BOX]

[BASE: All respondents]

Q31. On a scale of 0 to 10, where 0 means “not at all likely” and 10 “extremely likely,” how likely are you to visit the Québec City area in the next two years for a leisure trip (vacation or personal reasons)?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

I do not know

Not at all likely

Extremely likely

[IF Q31 “0 to 8”, ASK Q31a]

[BASE: Respondents evaluating their likelihood of taking a trip in the Québec City area at 8 or less on an 11-point scale.]

Q31a. Why are you not more interested in taking a trip to the Québec City area? [OPEN BOX]

[IF Q31 “1 to 10”, ASK Q31b]

[BASE: Respondents evaluating their likelihood of taking a trip in the Québec City area at 1 or more on an 11-point scale.]

Q31b. In which season(s) would you visit the Québec City area?

Several answers possible.

Fall

Winter

Spring

Summer

Do not know [ALWAYS LAST]

[BASE: All respondents]

Q32. Which of the following would entice you to take a trip to the Québec City area rather than traveling to another destination?

Several answers possible.

[RANDOMIZE]

- Warmer weather / climate
- More competitive prices / less expensive accommodations
- A wider range of activities or attractions to visit
- All-inclusive offers
- Better information regarding Québec City area attractions
- A more favorable exchange rate
- Friend and family comments
- A loyalty program, deals
- Absence of a language barrier
- Shorter road distance
- More air connections
- Cheaper gas prices
- Other, specify: [OPEN BOX] [ALWAYS LAST]

[IF Q27 “Yes”, ASK Q33]

[BASE: Respondents who visited the Québec City area]

Q33. Considering all your experiences during your stay in the Québec City area, on a scale of 0 to 10, where 0 means “not at all likely” and 10 means “extremely likely,” how likely are you to recommend the Québec City area to your family, a friend or a colleague for a leisure trip (vacation or personal reasons)?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not at all likely

Extremely likely

[IF Q33 “1 to 10”, ASK Q33a]

[BASE: Respondents evaluating their likelihood of recommending a trip to the Québec City area to their family, a friend or colleague at least 1 to 10 on an 11-point scale]

Q33a. To whom would you recommend a stay in the Québec City area?

Several answers possible.

[RANDOMIZE]

- People similar to me
- People older than me (e.g., my parents)
- People younger than me (e.g., my children)
- Families
- Couples
- A group of guys
- A group of girls
- Coworkers

Other, specify: [OPEN BOX] [ALWAYS LAST]
Do not know [ALWAYS LAST]

[IF Q33 “1 to 10”, ASK Q33b]

[BASE: Respondents evaluating their likelihood of recommending a trip to the Québec City area to their family, friend(s) or colleague(s) at 1 to 10 on an 11-point scale]

Q33b. How would you describe the destination to them? [OPEN BOX]

To enable us to classify the results, we have a few statistical questions to ask you.

[BASE: All respondents]

Q34. Which of the following statements best describes your household situation? [SINGLE PUNCH]

Single

Roommate(s)

Single with children at home

Couple with no children at home

Couple with children at home

Family member(s) (brother, sister, parent, etc.)

Other, specify: [OPEN BOX] [ALWAYS LAST]

[IF Q34 “Single with children at home” OR “Couple with children at home”, ASK Q34a]

[BASE: Respondents living with children]

Q34a. How many children less than 18 years old are there in your household?

[0-50]

[BASE: All respondents]

Q35. Which of the following best reflects your current employment situation? [SINGLE PUNCH]

Office worker, sales, services

Manual worker, technician

Professional, self-employed

Executive, manager

Business owner

Student

Unemployed or looking for a job

At home

Retired

Other, specify: [OPEN BOX] [ALWAYS LAST]

Prefer not to answer [ALWAYS LAST]

[BASE: All respondents]

Q36. You are... [SINGLE PUNCH]

A man

A woman

[BASE: All respondents]

Q37. What is the highest level of education you have completed? [SINGLE PUNCH]

Elementary or secondary (high school)
 College / cegep / technical school
 University – bachelor’s
 University – master’s or doctorate
 Prefer not to answer [ALWAYS LAST]

[BASE: All respondents]

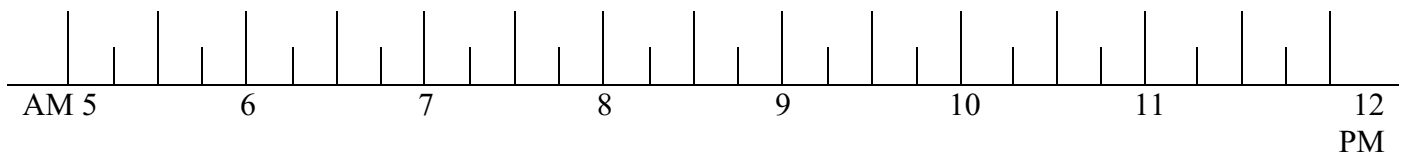
Q38. How old are you?

[18-99] years

Prefer not to answer [ALWAYS LAST]

[BASE: All respondents]

Q39a. Considering only your own rhythm, at approximately what time would you get up if you were entirely free to plan your day?



[BASE: All respondents]

Q39b. During the first half-hour after waking in the morning on weekdays, how do you feel?

[SINGLE PUNCH]

- Very tired
- Fairly tired
- Fairly refreshed
- Very refreshed

[BASE: All respondents]

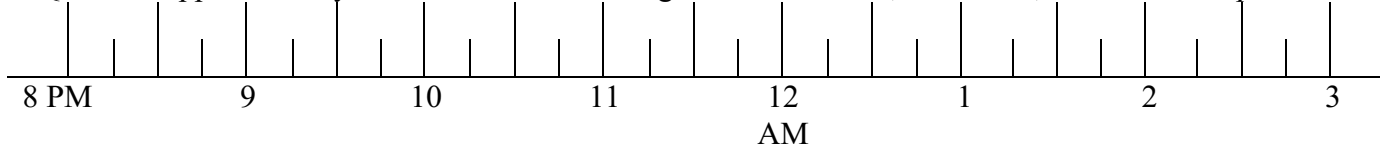
Q39c. During the first half-hour after waking in the morning on weekend days, how do you feel?

[SINGLE PUNCH]

- Very tired
- Fairly tired
- Fairly refreshed
- Very refreshed

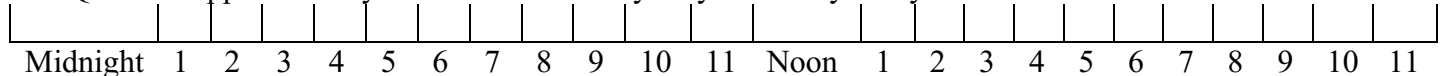
[BASE: All respondents]

Q39d. At approximately what time in the evening do feel tired and, as a result, in need of sleep?



[BASE: All respondents]

Q39e. At approximately what time of the day do you usually feel your best?



[BASE: All respondents]

Q39f. One hears about “morning” and “evening” people. Which one of these types do you consider yourself to be? [SINGLE PUNCH]

Definitely a “morning” type

Rather more a “morning” type than an “evening” type

Rather more an “evening” type than a “morning” type

Definitely an “evening” type

[BASE: All respondents]

Q40. In which of the following categories was your annual household income last year (before taxes)? [SINGLE PUNCH]

In US dollars (\$US)

Less than \$20,000

\$20,000 to \$39,999

\$40,000 to \$59,999

\$60,000 to \$79,999

\$80,000 to \$99,999

\$100,000 to \$119,999

\$120,000 to \$139,999

\$140,000 to \$159,999

\$160,000 or more

Prefer not to answer [ALWAYS LAST]

[BASE: All respondents]

Q41. What is your zip code?

[BASE: All respondents]

Q42. Do you have any other comments or suggestions that could help Québec City Tourism (i.e., The Office du tourisme de Québec) improve tourist experiences in the Québec City area?

[OPEN BOX]

Appendix 2: Study 2 Questionnaire (English)

[BASE: All respondents]

Préférez-vous répondre à ce questionnaire en français ou en anglais ? Would you prefer to complete the survey in English or in French?

Français

English

“I agree to answer the following survey questions truthfully and thoughtfully.”

Yes

No [TERMINATE]

The Office du tourisme de Québec thanks you for participating in this 20-minute study aimed at understanding your travel experience in the Québec City area. Your participation will contribute to improving the quality of the experience for tourists travelling to the Québec City area. All your answers will remain confidential.

Thank you for your valuable collaboration!

By answering all questions in this survey, you become eligible to enter a draw to win a GoPro camera.

To be eligible for the draw, you must:

1. Be 18 years or older
2. Have stayed one night or more in the Québec City area (i.e., the city and its surroundings)
3. Complete the survey

Click [here](#) to consult contest rules.

We offer you the possibility of filling out the questionnaire over several sessions if you do not have the time to complete it in a single sitting. To this end, please enter your email address below. A link will be sent to your email address to allow you to continue where you left off.

Your e-mail address will only be used for the purposes of this survey. You may, however, receive an e-mail to remind you to complete the questionnaire.

Your email address: [OPEN BOX]

I will fill out the questionnaire in one sitting.

[BASE: All respondents]

[Map of the Québec City area presented]

Q1. Where are you from (i.e., location of your primary residence)?

Click [here](#) to see the map of the cities within 40 km of Québec City (the 40 km or less radius is the green zone).

In the Québec City area (less than 40 km from Québec City) [TERMINATE]

Elsewhere in the province of Québec, more than 40 km away from Québec City
Outside the province of Québec

[BASE: All respondents]

[Invitation coupon presented]

[List of participating partners]

Q2. How were you informed of the present study or from which organization did you get this invitation coupon to participate in the present study?

Several answers possible.

The Office du tourisme de Québec website

Interviewer / Study representative

[List of participating partners]

Hotel establishments

Restaurants

Attractions

Tourist information offices

Québec's tourist information centre (in front of the Château Frontenac, in Old Québec)

Other organization, specify: [OPEN BOX]

I do not know / I do not remember

The following questions are related to your travel habits, regardless of the destination.

[BASE: All respondents]

[RANDOMIZE]

Q3. What type of trips do you typically go on (regardless of the destination)?

Several answers possible.

Business

Cruises

Culture and lifestyle (fine dining, shopping, etc.)

Family

Festivals and events

Winter and snow

Nature, sports and adventure

Partying and nightlife

Heritage and history

Romantic

Health and well-being

Sun and beach / sea

Other type(s) of trips, specify: [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q4. Please indicate your level of agreement with each of the following statements.

[RANDOMIZE]

[ROWS]

1. I like to be able to impress my friends with all of the 5 star hotels and resorts I have been to.
2. I just want to relax and not have to deal with any worries or obligations.
3. The part that makes me most uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people, languages and a different way of doing things.
4. I have everything I need at home; there's no reason to spend money to travel.
5. I like to be able to take my time at a historic site or in a museum and not feel rushed.
6. I avoid taking uncomfortable rides such as packed local buses. If it means missing something we wanted to visit, so be it.
7. I find it enriching to be exposed to others engaging in their customs, routines and rituals in their own environment – to me, that is the authentic travel experience.
8. I live for travel.
9. I feel safer if a tour operator has organized the hotel, the restaurants to eat at and the sites to visit.
10. I am much more indulgent and carefree while on vacation than I am at home.
11. I'm more interested in understanding how my ancestors lived than in experiencing the culture as it exists now.
12. I want to get away from it all.
13. I prefer to visit places where I will be awe-struck by the sheer beauty of nature, the land, mountains, seas and wildlife.
14. You can't find real culture here at home; you have to travel abroad to find it.
15. I like to experience local foods, local locations, to see local architecture.
16. I feel more comfortable travelling with other people or a guide.
17. I don't need to see all the recommended tourist sites to feel as if I've really visited a place; in fact the best way to know a place is just to walk around and do everyday things like eating, shopping, socializing and relaxing, just as the locals would.
18. A family vacation is an important time to make family memories.
19. Wherever I go, I have to have the very best there is to offer: the best hotels, the best restaurants, the best shopping and the best service.
20. I want to come back from vacation feeling relaxed and refreshed.

[COLUMNS]

Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree

The following questions are related to your travel habits in the Québec City area, excluding your most recent trip.

[BASE: All respondents]

Q5. In the past five years, how many times have you taken an overnight trip to the Québec City area (i.e., Québec City and its surroundings) for a leisure trip (vacation or personal reasons) and/or a business trip, excluding your most recent trip?

Please enter the number of trips to the Québec City area per year for each of the past five years.

Click [here](#) to see the map of the Québec City area.

Please note that the term “leisure trip” refers to a trip or a short stay of at least one night away from home for personal reasons (excluding visits to your own secondary home and all-inclusive trips to the South).

Number of trips (excluding the most recent trip) in...:

	2016 (excluding the most recent trip)	2015	2014	2013	2012	2011	No trip to the Québec City area other than the most recent trip
Leisure purposes only:							□
Business purposes only:							
Leisure and business:							

Now, please answer the following questions while keeping in mind your most recent leisure or business trip to the Québec City area (i.e., the city and its surroundings).

[BASE: All respondents]

Q6. At what time of year did you stay in the Québec City area?

Please indicate the time of your arrival in the Québec City area if your trip overlaps more than one period.

January 2016	[LINK TO JANUARY 2016 CALENDAR]
February 2016	[LINK TO FEBRUARY 2016 CALENDAR]
March 2016	[LINK TO MARCH 2016 CALENDAR]
April 2016	[LINK TO APRIL 2016 CALENDAR]
May 2016	[LINK TO MAY 2016 CALENDAR]
June 2016	[LINK TO JUNE 2016 CALENDAR]
July 2016	[LINK TO JULY 2016 CALENDAR]
August 2016	[LINK TO AUGUST 2016 CALENDAR]
September 2016	[LINK TO SEPTEMBER 2016 CALENDAR]
October 2016	[LINK TO OCTOBER 2016 CALENDAR]
November 2016	[LINK TO NOVEMBER 2016 CALENDAR]
December 2016	[LINK TO DECEMBER 2016 CALENDAR]
January 2017	[LINK TO JANUARY 2017 CALENDAR]
February 2017	[LINK TO FEBRUARY 2017 CALENDAR]

[BASE: All respondents]

Q7. What was the duration of your most recent trip to the Québec City area (number of nights spent specifically in the Québec City area)?

[1-365] nights

[IF Q7 > 50, ASK Q7a]

[BASE: Respondents who stayed more than 50 nights in the Québec City area during their most recent trip]

Q7a. What was the purpose of your most recent trip to the Québec City area?

For work or an internship [TERMINATE]

For school [TERMINATE]

For leisure

[BASE: All respondents]

Q8. Did you visit destinations (regions or cities) other than the Québec City area during this trip?

Yes

No

[IF Q8 “Yes”, ASK Q8a]

[BASE: Respondents who also visited other destinations than the Québec City area during their most recent trip]

Q8a. Which destination(s)?

(Did you visit destinations (regions or cities) other than the Québec City area during this trip?)

Several answers possible.

Province of Québec

Abitibi-Témiscamingue

Baie-James

Bas-Saint-Laurent (Kamouraska, Rivière-du-Loup, Les Basques, Témiscouata, Rimouski, La Mitis, La Matapédia, Matane)

Eastern Townships (Estrie)

Centre-du-Québec (Bécancour, Drummondville, Victoriaville)

Charlevoix

Chaudière-Appalaches (Thetford Mines, Lévis, Saint-Georges-de-Beauce, Sainte-Marie, Montmagny)

Côte-Nord Duplessis (Sept-Îles, Havre-Saint-Pierre, Natashquan, Fermont, Blanc-Sablon)

Côte-Nord Manicouagan (Tadoussac, Baie-Comeau, Baie-Trinité)

Gaspésie

Îles-de-la-Madeleine

Lanaudière

Laurentides (including Tremblant)

Laval

Mauricie (Trois-Rivières, Shawinigan, La Tuque, Saint-Alexis-des-Monts)

Montréal

Montréal

Nord-du-Québec and Nunavik

Outaouais / Gatineau

Saguenay-Lac-Saint-Jean

Rest of Canada

Toronto

Ottawa

Niagara Falls

Vancouver

Elsewhere in Canada, specify: [OPEN BOX]

United States

New York

Boston

Chicago

Elsewhere in the United States, specify: [OPEN BOX]

Rest of the world

Elsewhere in the world, specify: [OPEN BOX]

No other destination than the Québec City area

I do not know / I do not remember

[IF Q8 “Yes”, ASK Q8b]

[BASE: Respondents who also visited other destinations than the Québec City area during their most recent trip]

Q8b. What was the total duration of your trip (number of nights away from home, including those spent in the Québec City area)?

[1-365] nights

[BASE: All respondents]

Q9. Which means of transportation did you use to get to the Québec City area?

For example: If you flew to Montréal, and then went from Montréal to Québec City by train, the answer is train.

Private automobile (car owned by you or a family member / friend)

Bus

Rented automobile

Plane

Cruise ship

Pleasure boat

Camper / RV

Motorcycle

Taxi

Train

Bike

Other means of transportation, specify: [OPEN BOX]

[IF Q9 “Plane” OR “Train”, ASK Q9a]

[BASE: Respondents who got to the Québec City area by plane or train]

Q9a. From which city did you leave by plane or by train to get to the Québec City area?

Montréal

Ottawa

Toronto

New York

Chicago

Other city, specify: [OPEN BOX]

[BASE: All respondents]

Q10. During your last trip, were you in the Québec City area for leisure (vacation or personal reasons) and/or business purposes?

Leisure (vacation or personal reasons) only

Business only

Leisure and business

[IF Q10 “Business only”, ASK Q10a]

[BASE: Respondents whose most recent trip to the Québec City area was for business purposes only]

Q10a. Would you say you were in the Québec City area mostly for...?

Only one answer possible.

[RANDOMIZE]

Business reasons

Attending a conference

An incentive trip

Training

Other reason, specify: [OPEN BOX]

[IF Q10 “Leisure (vacation or personal reasons) only”, ASK Q10b]

[BASE: Respondents whose most recent trip to the Québec City area was for leisure purposes only]

Q10b. Would you say you were in the Québec City area mostly for...?

Only one answer possible.

[RANDOMIZE]

A family trip

A romantic trip

Visiting family or friends

Culture and lifestyle (fine dining, shopping, etc.)

Heritage and history

Nature, sports and adventure

Winter and snow

Health and well-being

Partying and nightlife

Festivals and events

Cruises

Other reason, specify: [OPEN BOX] [ALWAYS LAST]

[IF Q10 “Leisure and business”, ASK Q10c]

[BASE: Respondents whose most recent trip to the Québec City area was for leisure and business purposes]

Q10c. Would you say you were in the Québec City area mostly for...?

Two answers possible.

[RANDOMIZE]

Business reasons

Attending a conference

An incentive trip

Training

A family trip

A romantic trip

Visiting family or friends

Culture and lifestyle (fine dining, shopping, etc.)

Heritage and history

Nature, sports and adventure

Winter and snow

Health and well-being

Partying and nightlife

Festivals and events

Cruises

Other reason, specify: [OPEN BOX] [ALWAYS LAST]

The following questions are related to your choice of the Québec City area (i.e., Québec City and its surroundings) as your destination.

[BASE: All respondents]

Q11. What made you think of the Québec City area and choose it as the destination for your trip?

Several answers possible.

[RANDOMIZE]

Reading tourist leaflets, brochures

Reading travel, vacation guides

Reading magazines

Reading an article in a newspaper

Surfing online

Using social media (Facebook, Twitter, etc.)

Using one or more mobile applications

Visiting an exhibition, a fair

Seeing a billboard

A recommendation from family, friends, colleagues (word of mouth)

A travel agent
A television show
A television advertisement
I already knew the area
Other(s), specify: [OPEN BOX] [ALWAYS LAST]

[IF Q11 “Surfing online”, ASK Q11a]
[BASE: Respondents for whom Internet played a part in their choice of destination]
Q11a. Which type(s) of websites was it (were they)?

(What made you think of the Québec City area and choose it as the destination for your trip?)

Several answers possible.

[RANDOMIZE]

Blog
Internet search engine (Google, Yahoo, etc.)
Online itinerary planner (Triplt.com, etc.)
Reservation / shopping portal (plane, hotels, cars, etc.) (Expedia.ca, Travelocity.ca, Kayak.ca, etc.)
Hotel website
Hotel / destination review website (TripAdvisor, etc.)
Website for activities / attractions at the destination
Website for festivals / events at the destination
Québec province tourism website (QuebecOriginal.com, BonjourQuebec.com)
Canada tourism website (KeepExploring.canada.travel)
Québec City area official tourism website (Office du tourisme de Québec: QuebecRegion.com)
Other website(s), specify: [OPEN BOX] [ALWAYS LAST]

[IF Q11 “Using social media (Facebook, Twitter, etc.)”, ASK Q11b]
[BASE: Respondents for whom social media played a part in their choice of destination]
Q11b. Which social media was(were) it (they)?

(What made you think of the Québec City area and choose it as the destination for your trip?)

Several answers possible.

[RANDOMIZE]

Facebook
Flickr
Google+
Instagram
LinkedIn
Myspace
Pinterest
Twitter
YouTube

Other social media, specify: [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q12. How long in advance did you choose to come to the Québec City area for your trip (i.e., the number of days between your choice of the Québec City area as your destination and your trip)?

[0-365] days

[BASE: All respondents]

Q13. Which other destination(s) did you consider before choosing the Québec City area for your trip?

[OPEN BOX]

I did not consider any other destination for this trip

I do not know / I do not remember

[IF Q13 "OPEN BOX", ASK Q13a]

[BASE: Respondents who considered other destination(s) before choosing the Québec City area]

Q13a. What attracted you to this (these) destination(s)?

[OPEN BOX]

[BASE: All respondents]

Q14. What made you choose the Québec City area for your trip (motives, interests, triggers, etc.)?

[OPEN BOX]

[BASE: All respondents]

Q14a. At the risk of repeating yourself, what made you choose the Québec City area for your trip instead of travelling to another destination?

Several answers possible.

[RANDOMIZE]

Accessible by road

Past experience / familiarity with the Québec City area

I found discounts / promotions for the Québec City area

I had always wanted to visit the Québec City area

I wanted to do some of the activities offered by the Québec City area / availability of the activities I wanted to practice

The opportunity to interact with and live like the locals during my stay

The opportunity to discover a new destination I had never been to

The option of doing outdoor activities during my stay

The open-mindedness of the locals

The suitability of the destination for a family with children

The French-Canadian culture

The availability of a variety of fine dining establishments

The ease of travelling to the Québec City area

The French language

The possibility of doing urban and outdoor activities during the same stay
The proximity of the Québec City area, limited distance from my home
The variety of historical sites and museums
The variety of stores and boutiques where I can go shopping
The variety and vibrancy of the nightlife (bars, clubs, festivals, special events)
The prestige of the destination
The UNESCO World Heritage Site status of the Historic District of Old Québec
The cultural events (concerts, musicals, theatre / plays, etc.)
The festivals and events taking place in the Québec City area
Less expensive than another destination
Specific occasion taking place in the Québec City area (wedding, family meeting, etc.)
Easier to organize than another destination
The beauty of the landscape and of the destination
To visit family or friends
Recommendation from family, friends, colleagues
Limited time for the trip
Favourable exchange rate
Other incentive(s), specify: [OPEN BOX] [ALWAYS LAST]

The following questions are related to the organization (planning and reservation) of your trip to the Québec City area.

[BASE: All respondents]

Q15. What was the main resource you used to organize your trip to the Québec City area?

Only one answer possible.

[RANDOMIZE]

Travel agent
Family / friends / colleagues
Tourist leaflets, brochures
Travel, vacation guides
Internet
Magazines
Social media (Facebook, Twitter, etc.)
Dailies / newspapers
Phone, call centre
Mobile application(s)
I already knew the Québec City area
Other resource, specify: [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

[ELIMINATE CHOICE Q15]

Q15a. What other resource(s) did you use to organize your trip to the Québec City area?

Several answers possible.

[RANDOMIZE]

Travel agent
Family / friends / colleagues
Tourist leaflets, brochures
Travel, vacation guides
Internet
Magazines
Social media (Facebook, Twitter, etc.)
Dailies / newspapers
Phone, call centre
Mobile application(s)
Other resource(s), specify: [OPEN BOX] [ALWAYS LAST]
No other resource [ALWAYS LAST]

[IF Q15 or Q15a “Internet”, ASK Q15b]

[BASE: Respondents who used the Internet to organize their trip]

Q15b. Which type(s) of website was it (were they)?

(What resource(s) did you use to organize your trip to the Québec City area?)

Several answers possible.

[RANDOMIZE]

Blog
Internet search engine (Google, Yahoo, etc.)
Online itinerary planner (Triplt.com, etc.)
Reservation / shopping portal (plane, hotels, cars, etc.) (Expedia.ca, Travelocity.ca, Kayak.ca, etc.)
Hotel website
Hotel / destination review website (TripAdvisor, etc.)
Website for activities / attractions at the destination
Website for festivals / events at the destination
Québec province tourism website (QuebecOriginal.com, BonjourQuebec.com)
Canada tourism website (KeepExploring.canada.travel)
Québec City area official tourism website (Office du tourisme de Québec: QuebecRegion.com)
Other website(s), specify: [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q16. How long in advance did you plan your trip to the Québec City area (made reservations, etc.)?

[0-365] days

The following questions are related to your experience during your trip to the Québec City area.

[BASE: All respondents]

Q17. Which type of accommodation did you stay at during your trip to the Québec City area?

Several answers possible.

Hostel

Cruise ship

Bed & breakfast

Home of family or friends

Commercial rental: apartment hotel, cabin or country condo / house

Ice hotel

Hotel / inn, 2 stars or less

Hotel / inn, 3 stars

Hotel / inn, 4 stars or more

Homestay: bedroom, apartment or private residence (private rental) (e.g., Airbnb.com,

HomeAway.com, VRBO, FlipKey, etc.)

Motel

Residence, cabin or country condo / house (own secondary residence or owned by a family member)

Campground, caravan park or wilderness camping

Other type(s) of accommodation, specify: [OPEN BOX]

[IF Q17 “Hotel / inn, 4 stars or more” or “Hotel / inn, 3 stars” or “Hotel / inn, 2 stars or less”, ASK Q17a]

[BASE: Respondents who stayed at a “Hotel / inn, 4 stars or more” or a “Hotel / inn, 3 stars” or a “Hotel / inn, 2 stars or less” during their trip to the Québec City area]

Q17a. Which commercial establishment were you staying at?

Several answers possible.

[List of participating hotels]

Other commercial establishment(s), specify: [OPEN BOX]

I do not know / I do not remember

[BASE: All respondents]

Q18. Amongst the following tourist sites and attractions, which one(s) did you visit during your trip to the Québec City area?

Several answers possible.

[RANDOMIZE]

Aquarium du Québec

Notre-Dame de Québec Basilica-Cathedral (Church and Holy Door)

Canyon Sainte-Anne

Cathedral of the Holy Trinity

Les Galeries de la Capitale shopping centre and Méga Parc

Stoneham ski station

Videotron Centre (to attend a show or a sports event)

Shopping centres (Laurier Québec, Place de la Cité and Place Ste-Foy)

Château Frontenac

Citadelle de Québec (Musée Royal 22^e Régiment, Residence of the Governor General, etc.)
Parliament Hill and Parliament Building
Ice hotel
Île d'Orléans
Massif de Charlevoix (alpine skiing centre)
Mont-Sainte-Anne
Grosse Île and the Irish Memorial National Historic Site of Canada
German Christmas Market
Monastère des Augustines and its museum
Musée de la civilisation
Musée national des beaux-arts du Québec
Observatoire de la Capitale
Montmorency Falls Park
Parc national de la Jacques-Cartier
Plains of Abraham
Promenade Samuel-De Champlain (along the St. Lawrence River)
Petit-Champlain District and Place Royale
Shrine of Sainte-Anne-de-Beaupré
Station touristique Duchesnay
Dufferin Terrace and Lieu historique national des Forts-et-Châteaux-Saint-Louis
A festival or an event
Vallée Bras-du-Nord
Québec City's Old Port
Old Québec and Fortifications of Québec
Valcartier Vacation Village (Village Vacances Valcartier)
Wendake (reserve and Huron-Wendat Museum)
Other tourist site(s) or attraction(s), specify: [OPEN BOX] [ALWAYS LAST]
No site or attraction [ALWAYS LAST]

[IF Q18 "A festival or an event", ASK Q18a1]

[BASE: Respondents who visited the Québec City area for a festival or an event]

Q18a1. Which festival(s) or event(s) was it (were they)?

Several answers possible.

[OPEN BOX]

[IF Q6 "May 2016 to October 2016", ASK Q18a]

[BASE: Respondents who visited the Québec City area during the summer]

Q18a. During your trip to the Québec City area, what cultural or entertainment activities did you take part in?

Several answers possible.

[RANDOMIZE]

Learning activities (course, tasting)

Activities within the Aboriginal community

Agritourism (visiting a farm or an agricultural producer, a vineyard, etc.)
The performing arts (theatre / play, concert)
Bars / nightclubs / pubs
Thematic tours (tourist routes: wineries, antiquarians, etc.)
Day cruise / boat excursion (river, lake, whale watching, etc.)
Cruise (longer than a day)
Festivals and events (Festival d'été, etc.)
Shopping
Museum, interpretation centre
Fine dining restaurant
Historical sites
Spa / massage
Sightseeing / walking around to discover the city
Visiting religious sites (church, basilica, temple, etc.)
Other cultural or entertainment activity(ies), specify: [OPEN BOX] [ALWAYS LAST]
No cultural or entertainment activity [ALWAYS LAST]

[IF Q6 "May 2016 to October 2016", ASK Q18b]

[BASE: Respondents who visited the Québec City area during the summer]

Q18b. During your trip to the Québec City area, what sports or outdoors activities did you take part in?

Several answers possible.

[RANDOMIZE]

Pleasure boating
Biking (trekking and road bike)
Camping
Canoeing / kayaking / rowing / rafting / paddleboarding / windsurfing / surfing
Hunting
Rock climbing
Sporting event (as a spectator)
Sporting event (as a participant)
Golf
Bird watching
Aerial courses / zipline / adventure trails / climbing
Water park (Village Vacances Valcartier, etc.)
Fishing
Hiking
Mountain biking
Visiting a natural park or a wildlife reserve / nature watching
Other sports or outdoors activity(ies), specify: [OPEN BOX] [ALWAYS LAST]
No sports or outdoors activity [ALWAYS LAST]

[IF Q6 "January 2016 to April 2016 OR November 2016 to February 2017", ASK Q18c]

[BASE: Respondents who visited the Québec City area during the winter]

Q18c. During your trip to the Québec City area, what cultural or entertainment activities did you take part in?

Several answers possible.

[RANDOMIZE]

Learning activities (course, tasting)

Activities within the Aboriginal community

Agritourism (visiting a farm or an agricultural producer, a vineyard, etc.)

The performing arts (theatre / play, concert)

Bars / nightclubs / pubs

Sugar shack

Thematic tours (tourist routes: wineries, antiquarians, etc.)

Day cruise / boat excursion (river, lake, whale watching, etc.)

Cruise (longer than a day)

Festivals and events (Carnaval de Québec, Red Bull Crashed Ice, etc.)

Ice hotel

Shopping

Museum, interpretation centre

Fine dining restaurant

Historical sites

Spa / massage

Sightseeing / walking around to discover the city

Visiting religious sites (church, basilica, temple, etc.)

Other cultural or entertainment activity(ies), specify: [OPEN BOX] [ALWAYS LAST]

No cultural or entertainment activity [ALWAYS LAST]

[IF Q6 “January 2016 to April 2016 OR November 2016 to February 2017”, ASK Q18d]

[BASE: Respondents who visited the Québec City area during the winter]

Q18d. During your trip to the Québec City area, what sports or outdoors activities did you take part in?

Several answers possible.

[RANDOMIZE]

Winter camping (tent, yurt, etc.)

Hunting

Ice climbing

Sporting event (as a spectator)

Sporting event (as a participant)

Snow tubing (Village Vacances Valcartier, etc.)

Snowmobiling

Ice skating

Ice fishing

Hiking

Snowshoeing

Alpine skiing / snowboarding

Cross-country skiing
Dog sledding
Visiting a natural park or a wildlife reserve / nature watching
Other sports or outdoors activity(ies), specify: [OPEN BOX] [ALWAYS LAST]
No sports or outdoors activity [ALWAYS LAST]

[BASE: All respondents]

Q19. Did you do more or fewer activities than you were planning at the beginning of your trip to the Québec City area?

More activities
Fewer activities
The same number of activities

[BASE: All respondents]

Q20. Were you travelling independently or as part of an organized group during your trip to the Québec City area?

Independently
Organized group
Both

[BASE: All respondents]

Q21. Which of the following best describe(s) your travelling party during your stay in the Québec City area?

Several answers possible.

Alone
Spouse
Children
Friend(s)
Colleague(s)
Other family member(s) (brother(s) / sister(s), parent(s), etc.)
Other

[IF Q21 “Spouse” and/or “Children” and/or “Friend(s)” and/or “Colleague(s)” and/or “Other family member(s) (brother(s) / sister(s), parent(s), etc.)” and/or “Other”, ASK Q21a]

[BASE: Respondents who traveled with at least another person]

Q21a. Excluding yourself, how many adults were part of your travelling party during your stay in the Québec City area? This refers to the number of people from your family and/or friends and/or colleagues travelling with you, not other travellers in an organized group.

Include children 18 years and older.

[0-50] adults

[IF Q21 “Children” and/or “Other family member(s) (brother(s)/sister(s), parent(s), etc.)” and/or “Other”, ASK Q21b]

[BASE: Respondents who traveled with at least one child]

Q21b. How many children younger than 18 years accompanied you during your trip to the Québec City area?

[0-50] children

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q22a and Q22b]

Q22. Approximately how much did you and your travelling party spend in total during your trip to the Québec City area?

INCLUDING accommodations, restaurants and food, on-site transportation, shopping, leisure and entertainment, and all other expenses

EXCLUDING your transportation to reach the Québec City area.

Please include all expenses for your travelling party, which means all expenses for you and people accompanying you (family and friends), not other travellers in an organized group.

Estimated total expenses in Canadian currency (including all your expenses in the Québec City area, and excluding your transportation to reach the Québec City area): \$[0-25000]

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q22 and Q22b]

Q22a. Expenses in Canadian currency for:

Accommodations: \$[0-5000]

Restaurants and food: \$[0-5000]

On-site transportation: \$[0-5000]

Shopping: \$[0-5000]

Leisure and entertainment: \$[0-5000]

Other expense(s): \$[0-5000]

[NOTE: the addition of all amounts at Q22a must be = to Q22]

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q22 and Q22a]

Q22b. Number of people covered by these expenses (INCLUDING yourself):

[1-50] people

The following questions are related to your satisfaction with your most recent trip to the Québec City area.

[BASE: All respondents]

Q23. Overall, on a scale of 0 to 10, where 0 means “not at all satisfied” and 10 “extremely satisfied,” how satisfied were you with your most recent experience in the Québec City area?

0	1	2	3	4	5	6	7	8	9	10
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Not at all satisfied

Extremely satisfied

[IF Q23 “9 or less”, ASK Q23a]

[BASE: Respondents who visited the Québec City area and whose level of satisfaction is 8 or less on an 11-point scale.]

Q23a. Why were you not more satisfied with your most recent experience in the Québec City area?

[OPEN BOX]

[BASE: All respondents]

Q24. In your opinion, what are the main strengths of the Québec City area as a tourist destination?

[OPEN BOX]

[BASE: All respondents]

[Rotation des choix de réponse]

Q24a. At the risk of repeating yourself, what are the main strengths of the Québec City area as a tourist destination?

Several answers possible.

[RANDOMIZE]

The tourist information

The free Wi-Fi Internet access

The accessibility of the Québec City area (traffic, parking, etc.)

The unilingual French displays

The road conditions

The opportunity to interact with and live like the locals during my stay

The open-mindedness of the locals

The beauty of the landscape and of the destination (aesthetically speaking)

The suitability of the destination for a family with children

The French-Canadian culture

The availability of a variety of fine dining establishments

The diversity of accommodations

The variety of outdoor activities

The modernity of the infrastructure

The option of communicating in a language other than French

The possibility of doing both urban and outdoor activities during the same stay

The cleanliness of the Québec City area

The tourist and road signage

The weather / climate

The variety of historical sites and museums

The variety of stores and boutiques where I can go shopping

The variety and vibrancy of the nightlife (bars, clubs, festival, special events)

The heritage and history of the Québec City area

The prestige of the destination

The value compared to other high-calibre North American cities
The cultural events (concerts, musicals, theatre / plays, etc.)
The festivals and events taking place in the Québec City area
The UNESCO World Heritage Site status of the Historic District of Old Québec
Public transportation
The air connections to the Québec City area
The taxis
Other strength(s), specify: [OPEN BOX] [ALWAYS LAST]
No strength in particular [ALWAYS LAST]

[BASE: All respondents]

Q25. In your opinion, what are the main weaknesses of the Québec City area as a tourist destination?

[OPEN BOX]

[BASE: All respondents]

Q25a. At the risk of repeating yourself, what are the main weaknesses of the Québec City area as a tourist destination?

Several answers possible.

[RANDOMIZE]

The tourist information
The free Wi-Fi Internet access
The accessibility of the Québec City area (traffic, parking, etc.)
The unilingual French displays
The road conditions
The opportunity to interact with and live like the locals during my stay
The open-mindedness of the locals
The beauty of the landscape and of the destination (aesthetically speaking)
The suitability of the destination for a family with children
The French-Canadian culture
The availability of a variety of fine dining establishments
The diversity of accommodations
The variety of outdoor activities
The modernity of the infrastructure
The option of communicating in a language other than French
The possibility of doing both urban and outdoor activities during the same stay
The cleanliness of the Québec City area
The tourist and road signage
The weather / climate
The variety of historical sites and museums
The variety of stores and boutiques where I can go shopping
The variety and vibrancy of the nightlife (bars, clubs, festival, special events)
The heritage and history of the Québec City area
The prestige of the destination
The value compared to other high-calibre North American cities

The cultural events (concerts, musicals, theatre / plays, etc.)
The festivals and events taking place in the Québec City area
The UNESCO World Heritage Site status of the Historic District of Old Québec
Public transportation
The air connections to the Québec City area
The taxis
Other weakness(es), specify: [OPEN BOX] [ALWAYS LAST]
No weakness in particular [ALWAYS LAST]

[BASE: All respondents]

Q26. In your opinion, the Québec City area is primarily a tourist destination for which type of trip?

Two answers possible.

[RANDOMIZE]

Business
Cruises
Culture and lifestyle (fine dining, shopping, etc.)
Family
Festivals and events
Winter and snow
Nature, sports and adventure
Partying and nightlife
Heritage and history
Romantic
Health and well-being
Other(s), specify: [OPEN BOX]

[BASE: All respondents]

Q27. To what extent do you agree with the following statements?

The Québec City area...

[RANDOMIZE]

[ROWS]

...is different and unique compared to other Canadian destinations.
...offers a better overall value (quality vs. price) than other Canadian destinations.
...is unlike any other international destination.
...is comparable to great international destinations in terms of tourist attractions and activities.
...is a destination that few international destinations can match in terms of value (quality vs. price).

[COLUMNS]

Totally agree
Somewhat agree
Somewhat disagree

Totally disagree

[BASE: All respondents]

Q28. In your opinion, which city(ies) in North America offer(s) a comparable tourism experience to the Québec City area?

[OPEN BOX]

[BASE: All respondents]

Q29. On a scale of 0 to 10, where 0 means “not at all likely” and 10 “extremely likely,” how likely are you to visit the Québec City area in the next two years for a leisure trip (vacation or personal reasons)?

0	1	2	3	4	5	6	7	8	9	10	I do not know
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Not at all likely

Extremely likely

[IF Q29 “1 to 10”, ASK Q29a]

[BASE: All respondents]

Q29a. Would you be interested in coming back to the Québec City area during the winter (December to March)?

Definitely

Probably

Probably not

Definitely not

[BASE: All respondents]

Q30. Which of the following elements would entice you to take another trip to the Québec City area rather than travelling to another destination?

Several answers possible.

[RANDOMIZE]

Absence of a language barrier

Friend and family comments

Cheaper gas prices

Better information regarding Québec City area’s tourism offering

Warmer weather / climate

All-inclusive offers

More air connections

More competitive prices / less expensive accommodations

A loyalty program, deals

Shorter road distance

A wider range of activities or attractions to visit

A more favourable exchange rate

Other incentive(s), specify: [OPEN BOX] [ALWAYS LAST]

Nothing, I don’t have an interest in travelling to the Québec City area anymore [ALWAYS LAST]

Nothing, I would like to visit other destinations / take advantage of other opportunities
[ALWAYS LAST]

Now think about how you shared or will share your experience following your trip to the Québec City area.

[BASE: All respondents]

Q31. After your stay, how did you share or how will you share your experience?

Several answers possible.

[ALWAYS LAST]

Showing pictures to my family / friends / colleagues

Talking with my peers

Talking during parties, cocktails, happy hours, etc.

Posting comments on review websites (TripAdvisor, etc.)

Posting comments on social media (Facebook, Twitter, etc.)

Posting pictures on social media (Facebook, Flickr, Instagram, etc.)

Writing a blog

Other(s), specify: [OPEN BOX] [ALWAYS LAST]

I did not share or do not intend to share my experience [ALWAYS LAST]

[BASE: All respondents]

Q32. Considering all your experiences during your stay in the Québec City area, on a scale of 0 to 10, where 0 means “not at all likely” and 10 means “extremely likely,” how likely are you to recommend the Québec City area to your family, a friend or a colleague for a leisure trip (vacation or personal reasons)?

0	1	2	3	4	5	6	7	8	9	10
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Not at all likely

Extremely likely

[IF Q32 “1 to 10”, ASK Q32a]

[BASE: Les répondants envisageant de recommander un séjour dans la région de Québec à leurs parents ou amis]

[Rotation des choix de réponse]

Q32a. To whom would you recommend a trip to the Québec City area?

Several answers possible.

Coworkers

Couples

Families

People younger than me (e.g., my children)

People older than me (e.g., my parents)

People similar to me

A group of girls

A group of guys

Other(s), specify: [OPEN BOX]

[IF Q32 “1 à 10”, ASK Q32b]

[BASE: Respondents evaluating their likelihood of recommending a trip to the Québec City area to their family, a friend or colleague at least 1 to 10 on an 11-point scale]

Q32b. How will you describe to them the Québec City area as a tourist destination?

[OPEN BOX]

To enable us to classify the results, we have a few statistical questions to ask you.

[BASE: All respondents]

Q33. Which country do you live in?

Canada

United States

Germany

Australia

Brazil

China

Spain

France

Italy

Japan

Mexico

United Kingdom

Other country, specify: [OPEN BOX]

[IF Q33 “Canada”, ASK Q33a]

[BASE: Respondents from Canada]

Q33a. Which province or territory do you live in?

Québec

Ontario

Alberta

British Columbia

Prince Edward Island

Manitoba

New Brunswick

Nova Scotia

Nunavut

Saskatchewan

Newfoundland

Northwest Territories

Yukon

[IF Q33 “Québec”, ASK Q33b]

[BASE: Respondents from the province of Québec]

Q33b. Which region of the province of Québec do you live in?

Abitibi-Témiscamingue

Baie-James
Bas-Saint-Laurent
Eastern Townships (Estrie)
Centre-du-Québec
Charlevoix
Chaudière-Appalaches
Duplessis (Côte-Nord)
Gaspésie
Îles-de-la-Madeleine
Lanaudière
Laurentides
Laval
Manicouagan (Côte-Nord)
Mauricie
Montérégie
Montréal
Nord-du-Québec
Outaouais
Québec (Capitale-Nationale)
Saguenay-Lac-Saint-Jean

[IF Q33 “United States”, ASK Q33c]
[BASE: Respondents from the United States]

Q33c. Which state do you live in?

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota

Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

[IF Q31 “Canada” or “United States”, otherwise skip to Q34]

[BASE: Respondents from Canada or the United States]

Q34. What is your postal code or zip code?

[OPEN BOX]

I do not have a postal code or a zip code.

[BASE: All respondents]

Q35. Which of the following statements best describes your household situation?

Single

Roommate(s)

Single with children

Couple with no children at home

Couple with children at home

Living with family member(s) (brother, sister, parent, etc.)

Other, specify: [OPEN BOX]

I prefer not to answer

[IF Q35 “Single with children” and/or “Couple with children at home” and/or “Living with family member(s) (brother, sister, parent, etc.)”, ASK Q35a]

[BASE: Respondents living with children]

Q35a. How many children less than 18 years old are there in your household?
[0-50] children

[BASE: All respondents]

Q36. What is your current main occupation?

Office worker, sales, services

Manual worker, technician

Professional, self-employed

Executive, manager

Business owner

Student

Unemployed or looking for a job

At home

Retired

Other

I prefer not to answer

[BASE: All respondents]

Q37. You are ...?

... A man

... A woman

[BASE: All respondents]

Q38. What is the highest level of education you have completed?

Elementary or secondary (high school)

College / CEGEP / technical school

University – bachelor's degree

University – master's degree or doctorate

I prefer not to answer

[BASE: All respondents]

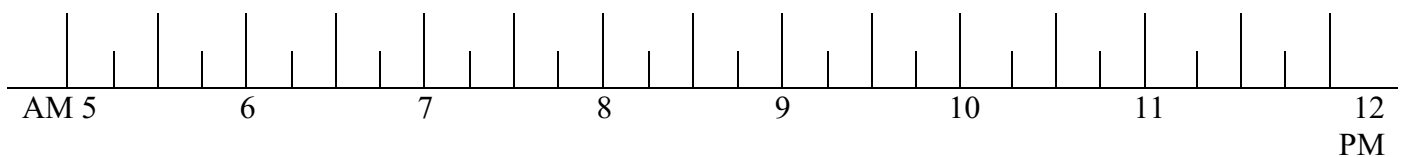
Q39. How old are you?

[18-99] years old

I prefer not to answer

[BASE: All respondents]

Q40a. Considering only your own rhythm, at approximately what time would you get up if you were entirely free to plan your day?



[BASE: All respondents]

Q40b. During the first half-hour after waking in the morning on weekdays, how do you feel?

- Very tired
- Fairly tired
- Fairly refreshed
- Very refreshed

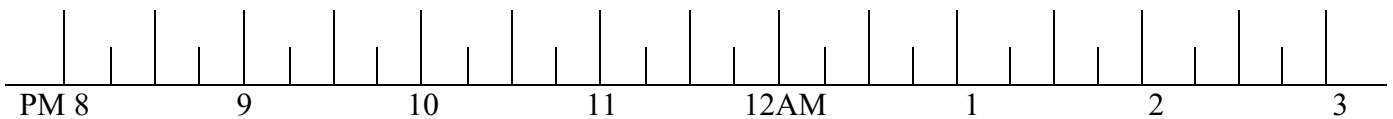
[BASE: All respondents]

Q40c. During the first half-hour after waking in the morning on weekend days, how do you feel?

- Very tired
- Fairly tired
- Fairly refreshed
- Very refreshed

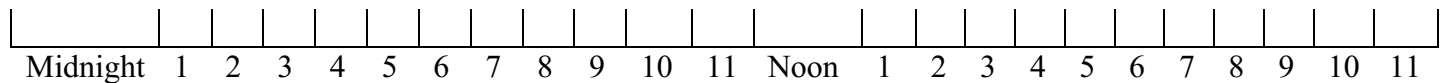
[BASE: All respondents]

Q40d. At approximately what time in the evening do feel tired and, as a result, in need of sleep?



[BASE: All respondents]

Q40e. At approximately what time of the day do you usually feel your best?



[BASE: All respondents]

Q40f. One hears about “morning” and “evening” people. Which one of these types do you consider yourself to be?

- Definitely a “morning” type
- Rather more a “morning” type than an “evening” type
- Rather more an “evening” type than a “morning” type
- Definitely an “evening” type

[BASE: All respondents]

Q41. In which of the following categories was your annual household income last year (before taxes)?

If you are not from Canada, provide an approximate figure, in CANADIAN dollars (\$CAN), AMERICAN dollars (\$US) or EUROS (€).

In CANADIAN dollars (\$CAN)	In AMERICAN dollars (CANS1 = US\$0.80)	In EUROS (€) (CANS1 = €0.70)
Less than \$25,000	Less than \$20,000	Less than €17,500
\$25,000 to \$49,999	\$20,000 to \$39,999	€17,500 to €34,999
\$50,000 to \$74,999	\$40,000 to \$59,999	€35,000 to €52,499
\$75,000 to \$99,999	\$60,000 to \$79,999	€52,500 to €69,999
\$100,000 to \$124,999	\$80,000 to \$99,999	€70,000 to €87,499

\$125,000 to \$149,999	\$100,000 to \$119,999	€87,500 to €104,999
\$150,000 to \$174,999	\$120,000 to \$139,999	€105,000 to €122,499
\$175,000 to \$199,999	\$140,000 to \$159,999	€122,500 to €139,999
\$200,000 or more	\$160,000 or more	€140,000 or more

I prefer not to answer

[BASE: All respondents]

Q42. Do you have any other comments or suggestions that could help the Office du tourisme de Québec improve the quality of the experience for tourists travelling to the Québec City area?

[OPEN BOX]

To participate in the draw to win a GoPro camera, please enter your email address. This information will remain strictly confidential. Only the winners will be contacted.

Your email address: [OPEN BOX]

I do not want to register for the draw.

The Office du tourisme de Québec thanks you for participating in this study. Your answers will contribute to improving the quality of the experience for tourists travelling to the Québec City area. Thank you for your valuable collaboration!

Appendix 3: Study 2 Questionnaire (French)

[BASE: All respondents]

Préfereriez-vous répondre à ce questionnaire en français ou en anglais? Would you prefer to complete the survey in English or in French?

Français

English

« J'accepte de répondre honnêtement et de façon réfléchie aux questions du sondage qui suit. »

Oui

Non [TERMINATE]

L'Office du tourisme de Québec vous remercie de votre participation à cette étude d'une durée de 20 minutes visant à mieux comprendre votre expérience de voyage dans la région de Québec. Votre participation contribuera à améliorer la qualité de l'expérience des touristes séjournant dans la région de Québec. Toutes vos réponses demeureront confidentielles.

Merci de votre précieuse collaboration !

En répondant à toutes les questions de ce sondage, vous devenez admissible à participer à un tirage pour courir la chance de gagner une caméra GoPro.

Pour être admissible au tirage, vous devez :

1. Être âgé de 18 ans et plus ;
2. Avoir séjourné une nuit et plus dans la région de Québec (c'est-à-dire la ville de Québec et ses environs) ;
3. Compléter le sondage.

Pour consulter les règlements du concours, cliquez [ici](#).

Nous vous offrons la possibilité de remplir le questionnaire en plusieurs fois si vous n'avez pas le temps de le compléter en une seule séance. À cette fin, veuillez entrer votre adresse courriel ci-dessous. Un lien vous sera alors envoyé à votre adresse courriel afin de vous permettre de reprendre le questionnaire là où vous l'avez laissé.

L'utilisation de votre adresse courriel ne sert qu'aux fins de ce sondage. Un courriel pourra toutefois vous être envoyé pour vous rappeler de compléter le questionnaire.

Votre adresse courriel : [OPEN BOX]

Je vais remplir le questionnaire en une seule fois.

[BASE: All respondents]

[Map of the Québec City area presented]

Q1. D'où venez-vous (i.e., lieu de votre résidence principale) ?

Cliquez [ici](#) pour voir la carte des villes incluses dans le 40 km et moins de la ville de Québec (le rayon de 40 km et moins est la zone en vert).

De la région de Québec (à moins de 40 km de la ville de Québec) [TERMINATE]
D'ailleurs dans la province de Québec, à plus de 40 km de la ville de Québec
De l'extérieur de la province de Québec

[BASE: All respondents]

[Invitation coupon presented]

[List of participating partners]

Q2. De quelle manière avez-vous été informé(e) de la présente étude ou de quelle organisation avez-vous obtenu le coupon d'invitation à participer à la présente étude ?

Plusieurs réponses possibles.

Site web de l'Office du tourisme de Québec

Intervieweur / représentant de l'étude

[List of participating partners]

Établissements hôteliers

Restaurants

Attrait

Bureaux d'information touristique

Centre infotouriste de Québec (en face du Château Frontenac, dans le Vieux-Québec)

Autre organisation, précisez : [OPEN BOX]

Je ne sais pas / Je ne me souviens plus

Les questions qui suivent traitent de vos habitudes générales de voyage, peu importe la destination.

[BASE: All respondents]

[RANDOMIZE]

Q3. Quel(s) type(s) de séjour(s) effectuez-vous généralement (peu importe la destination) ?

Plusieurs mentions possibles.

Affaires

Croisières

Culture et art de vivre (gastronomie, magasinage, etc.)

Familial

Festivals et événements

Hiver et neige

Nature, sport et aventure

Fête et vie nocturne

Patrimoine et histoire

Romantique

Santé et bien-être

Soleil et plage / mer

Autre(s) type(s) de séjour, précisez : [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q4. Veuillez indiquer votre degré d'accord avec chacun des énoncés suivants.

[RANDOMIZE]

[ROWS]

1. J'aime pouvoir impressionner mes amis avec tous les hôtels cinq étoiles et les centres de villégiature que j'ai visités.
2. Je veux seulement me détendre et ne pas avoir à m'inquiéter ni à penser à mes obligations.
3. La partie qui me rend le plus mal à l'aise dans les voyages est d'avoir à m'adapter à des endroits, des aliments, des personnes, des langues et un mode de vie différents.
4. J'ai tout ce dont j'ai besoin à la maison; il n'y a pas de raison de dépenser de l'argent pour voyager.
5. J'aime bien prendre mon temps quand je visite un site historique ou un musée et ne pas me sentir pressé(e).
6. J'évite de prendre des moyens de transport non confortables tels que des autobus locaux bondés. Si cela signifie rater quelque chose que nous voulions visiter, tant pis.
7. Je trouve qu'il est enrichissant d'être exposé(e) à d'autres cultures; prendre part à leurs coutumes, leurs habitudes et leurs rituels, dans leur propre milieu. Pour moi, c'est là que se trouve l'expérience authentique du voyage.
8. Je ne vis que pour voyager.
9. Je me sens plus en sécurité si l'organisateur de voyages a prévu l'hôtel, les restaurants et les sites à visiter.
10. J'ai beaucoup plus tendance à me gâter et à être insouciant(e) en vacances qu'à la maison.
11. Je souhaite davantage comprendre comment vivaient mes ancêtres que faire l'expérience de la culture telle qu'elle existe à l'heure actuelle.
12. Je veux m'évader de tout.
13. Je préfère visiter des endroits où je serai émerveillé(e) par la grande beauté de la nature, les terres, les montagnes, les océans, ainsi que la flore et la faune.
14. On ne peut pas vraiment trouver de culture exotique chez soi, il faut se rendre à l'étranger pour la trouver.
15. J'aime faire l'expérience de la cuisine locale, des endroits locaux et de voir l'architecture locale.
16. Je me sens plus à l'aise de voyager avec d'autres ou en compagnie d'un guide.
17. Je n'ai pas besoin de visiter tous les sites touristiques recommandés pour avoir l'impression d'avoir vraiment visité un endroit. De fait, la meilleure façon de connaître un endroit consiste simplement à marcher et à faire des choses de tous les jours telles que manger ou faire des courses, des rencontres sociales et se détendre, tout comme le feraient les gens de l'endroit.
18. Des vacances en famille sont des moments importants pour créer des souvenirs de famille.
19. Partout où je vais, je dois avoir le meilleur de ce qu'un endroit peut offrir : les meilleurs hôtels, les meilleurs restaurants, les meilleures boutiques et le meilleur service.
20. À mon retour de vacances, je veux me sentir détendu(e) et reposé(e).

[COLUMNS]

Totalement en accord

Plutôt en accord

Plutôt en désaccord

Totalement en désaccord

Les questions qui suivent traitent de vos habitudes générales de voyage dans la région de Québec, en excluant votre plus récent séjour.

[BASE: All respondents]

Q5. Au cours des cinq dernières années, combien de fois êtes-vous venu dans la région de Québec (c'est-à-dire la ville de Québec et ses environs) pour un voyage d'agrément (vacances ou motifs personnels) et/ou d'affaires pour un séjour d'au moins une nuit, excluant votre plus récent séjour ?

Veillez indiquer le nombre de séjours dans la région de Québec par année pour chacune des cinq dernières années.

Veillez cliquer [ici](#) pour voir la carte de la région de Québec.

Veillez noter que le terme « voyage d'agrément » fait référence à un voyage ou un court séjour d'au moins une nuit à l'extérieur de son domicile pour des raisons personnelles (excluant les visites à sa propre résidence secondaire ou les voyages tout-inclus dans le sud).

Nombre de séjours (excluant le plus récent séjour) en ... :

	2016 (excluant le plus récent séjour)	2015	2014	2013	2012	2011	Pas de séjour dans la région de Québec autre que le plus récent séjour
Agrément seulement :							□
Affaires seulement :							
Agrément et affaires :							

Veillez maintenant répondre aux prochaines questions en gardant en tête le plus récent séjour d'agrément ou d'affaires que vous avez effectué dans la région de Québec (c'est-à-dire la ville de Québec et ses environs).

[BASE: All respondents]

Q6. À quelle période de l'année avez-vous effectué ce séjour dans la région de Québec ?

Veillez indiquer le moment d'arrivée dans la région de Québec si votre séjour chevauche plus d'une période.

Janvier 2016
Février 2016
Mars 2016
Avril 2016
Mai 2016

[[LINK TO JANUARY 2016 CALENDAR](#)]
[[LINK TO FEBRUARY 2016 CALENDAR](#)]
[[LINK TO MARCH 2016 CALENDAR](#)]
[[LINK TO APRIL 2016 CALENDAR](#)]
[[LINK TO MAY 2016 CALENDAR](#)]

Juin 2016	[LINK TO JUNE 2016 CALENDAR]
Juillet 2016	[LINK TO JULY 2016 CALENDAR]
Août 2016	[LINK TO AUGUST 2016 CALENDAR]
Septembre 2016	[LINK TO SEPTEMBER 2016 CALENDAR]
Octobre 2016	[LINK TO OCTOBER 2016 CALENDAR]
Novembre 2016	[LINK TO NOVEMBER 2016 CALENDAR]
Décembre 2016	[LINK TO DECEMBER 2016 CALENDAR]
Janvier 2017	[LINK TO JANUARY 2017 CALENDAR]
Février 2017	[LINK TO FEBRUARY 2017 CALENDAR]

[\[BASE: All respondents\]](#)

Q7. Quelle était la durée de votre dernier séjour dans la région de Québec (en nombre de nuitée(s) passées spécifiquement dans la région de Québec) ?

[1-365] nuitées

[\[IF Q7 > 50, ASK Q7a\]](#)

[\[BASE: Respondents who stayed more than 50 nights in the Québec City area during their most recent trip\]](#)

Q7a. Quel était le motif de ce dernier séjour dans la région de Québec ?

Pour le travail ou un stage [\[TERMINATE\]](#)

Pour les études [\[TERMINATE\]](#)

Pour le plaisir

[\[BASE: All respondents\]](#)

Q8. Avez-vous visité d'autres destinations (régions ou villes) que la région de Québec durant ce dernier séjour ?

Oui

Non

[\[IF Q8 "Oui", ASK Q8a\]](#)

[\[BASE: Respondents who also visited other destinations than the Québec City area during their most recent trip\]](#)

Q8a. Quelle(s) étai(en)t cette(ces) autre(s) destination(s) ?

(Avez-vous visité d'autres destinations (régions ou villes) que la région de Québec durant ce dernier séjour ?)

Plusieurs mentions possibles.

Province de Québec

Abitibi-Témiscamingue

Baie-James

Bas-Saint-Laurent (Kamouraska, Rivière-du-Loup, Les Basques, Témiscouata, Rimouski, La Mitis, La Matapédia, Matane)

Cantons de l'Est (Estrie)

Centre-du-Québec (Bécancour, Drummondville, Victoriaville)

Charlevoix

Chaudière-Appalaches (Thetford Mines, Lévis, Saint-Georges-de-Beauce, Sainte-Marie, Montmagny)
Côte-Nord Duplessis (Sept-Îles, Havre-Saint-Pierre, Natashquan, Fermont, Blanc-Sablon)
Côte-Nord Manicouagan (Tadoussac, Baie-Comeau, Baie-Trinité)
Gaspésie
Îles-de-la-Madeleine
Lanaudière
Laurentides (incluant Tremblant)
Laval
Mauricie (Trois-Rivières, Shawinigan, La Tuque, Saint-Alexis-des-Monts)
Montréal
Montréal
Nord-du-Québec et Nunavik
Outaouais / Gatineau
Saguenay-Lac-Saint-Jean

Reste du Canada

Toronto
Ottawa
Niagara Falls
Vancouver
Ailleurs au Canada, précisez : [OPEN BOX]

États-Unis

New York
Boston
Chicago
Ailleurs aux États-Unis, précisez : [OPEN BOX]

Reste du monde

Ailleurs dans le monde, précisez : [OPEN BOX]

Aucune autre destination que la région de Québec
Je ne sais pas / Je ne me souviens plus

[IF Q8 “Oui”, ASK Q8b]

[BASE: Respondents who also visited other destinations than the Québec City area during their most recent trip]

Q8b. Quelle était la durée totale de votre séjour (nombre de nuitées passées à l'extérieur de votre domicile, incluant celles passées dans la région de Québec) ?

[1-365] nuitées

[BASE: All respondents]

Q9. Quel moyen de transport avez-vous utilisé pour vous rendre dans la région de Québec ?

Par exemple : si vous êtes venu(e) en avion jusqu'à Montréal et vous avez fait de Montréal à Québec en train, la réponse est train.

Automobile privée (véhicule vous appartenant ou appartenant à la famille / des amis)
Autobus
Automobile louée
Avion
Bateau de croisière
Bateau de plaisance
Campeur / VR
Motocyclette
Taxi
Train
Vélo
Autre(s) moyen(s) de transport, précisez : [OPEN BOX]

[IF Q9 “Avion” OR “Train”, ASK Q9a]

[BASE: Respondents who got to the Québec City area by plane or train]

Q9a. De quelle ville êtes-vous parti(e) en avion ou en train pour vous rendre dans la région de Québec ?

Montréal
Ottawa
Toronto
New York
Chicago
Autre ville, précisez : [OPEN BOX]

[BASE: All respondents]

Q10. Lors de votre dernier séjour, étiez-vous dans la région de Québec pour un voyage d'agrément (c'est-à-dire pour des vacances ou des motifs personnels) et/ou d'affaires ?

Agrément (vacances ou motifs personnels) uniquement
Affaires uniquement
Agrément et affaires

[IF Q10 “Affaires uniquement”, ASK Q10a]

[BASE: Respondents whose most recent trip to the Québec City area was for business purposes only]

Q10a. Diriez-vous que vous êtes surtout venu(e) dans la région de Québec pour ... ?

Une seule mention possible.

[RANDOMIZE]

Des raisons d'affaires
Assister à un congrès
Un voyage de motivation
Une formation
Autre raison, précisez : [OPEN BOX]

[IF Q10 “Agrément (vacances ou motifs personnels) uniquement”, ASK Q10b]

[BASE: Respondents whose most recent trip to the Québec City area was for leisure purposes only]

Q10b. Diriez-vous que vous êtes surtout venu(e) dans la région de Québec pour ... ?

Une seule mention possible.

[RANDOMIZE]

Un séjour familial

Un séjour romantique

Visiter de la famille ou des amis

La culture et art de vivre (gastronomie, magasinage, etc.)

Le patrimoine et l'histoire

La nature, le sport et l'aventure

L'hiver et la neige

La santé et le bien-être

La fête et la vie nocturne

Les festivals et les événements

Les croisières

Autre raison, précisez : [OPEN BOX] [ALWAYS LAST]

[IF Q10 "Agrément et affaires", ASK Q10c]

[BASE: Respondents whose most recent trip to the Québec City area was for leisure and business purposes]

Q10c. Diriez-vous que vous êtes surtout venu(e) dans la région de Québec pour ... ?

Deux mentions possibles.

[RANDOMIZE]

Des raisons d'affaires

Assister à un congrès

Un voyage de motivation

Une formation

Un séjour familial

Un séjour romantique

Visiter de la famille ou des amis

La culture et art de vivre (gastronomie, magasinage, etc.)

Le patrimoine et l'histoire

La nature, le sport et l'aventure

L'hiver et la neige

La santé et le bien-être

La fête et la vie nocturne

Les festivals et les événements

Les croisières

Autre raison, précisez : [OPEN BOX] [ALWAYS LAST]

Les questions qui suivent traitent du choix de la région de Québec (c'est-à-dire la ville de Québec et ses environs) en tant que destination.

[BASE: All respondents]

Q11. Comment la région de Québec vous est-elle venue à l'esprit pour la choisir comme destination pour votre séjour ?

Plusieurs mentions possibles.

[RANDOMIZE]

En consultant des brochures, dépliants touristiques
En consultant des guides de voyages, vacances
En consultant des magazines
En consultant un article de journal
En naviguant sur Internet
En utilisant les médias sociaux (Facebook, Twitter, etc.)
En utilisant une/des application(s) mobile(s)
En visitant des salons, foires
En voyant des panneaux d'affichage
Par recommandation de la famille, des amis, de collègues (bouche à oreille)
Par un agent de voyage
Par une émission à la télévision
Par une publicité à la télévision
Je connaissais déjà la région
Autre(s), précisez : [OPEN BOX] [ALWAYS LAST]

[IF Q11 "En naviguant sur Internet", ASK Q11a]

[BASE: Respondents for whom Internet played a part in their choice of destination]

Q11a. De quel(s) type(s) de sites Internet s'agissait-il ?

(Comment la région de Québec vous est-elle venue à l'esprit pour la choisir comme destination pour votre séjour ?)

Plusieurs mentions possibles.

[RANDOMIZE]

Blogue
Outil de recherche Internet (Google, Yahoo, etc.)
Planificateur d'itinéraire en ligne (TripIt.com, etc.)
Portail de réservation / magasinage (avion, hôtels, autos, etc.) (Expedia.ca, Travelocity.ca, Kayak.ca, etc.)
Site d'hôtels
Site de critiques / évaluation des destinations, hôtels (TripAdvisor, etc.)
Site des attraits touristiques ou activités de la destination
Site des festivals / événements de la destination
Site touristique de la province de Québec (QuebecOriginal.com, BonjourQuebec.com)
Site touristique du Canada (KeepExploring.canada.travel)
Site touristique officiel de la région de Québec (Office du tourisme de Québec : QuebecRegion.com)
Autre(s) site(s) Internet, précisez : [OPEN BOX] [ALWAYS LAST]

[IF Q11 “En utilisant les médias sociaux (Facebook, Twitter, etc.)”, ASK Q11b]
[BASE: Respondents for whom social media played a part in their choice of destination]
Q11b. De quel(s) type(s) de médias sociaux s’agissait-il ?

(Comment la région de Québec vous est-elle venue à l’esprit pour la choisir comme destination pour votre séjour ?)

Plusieurs mentions possibles.

[RANDOMIZE]

Facebook

Flickr

Google+

Instagram

LinkedIn

Myspace

Pinterest

Twitter

YouTube

Autres médias sociaux, précisez : [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q12. Combien de temps à l’avance avez-vous décidé de venir dans la région de Québec pour votre séjour (c’est-à-dire le nombre de jours entre le choix de la région de Québec comme destination et votre séjour) ?

[0-365] jours

[BASE: All respondents]

Q13. Quelle(s) autre(s) destination(s) avez-vous considérée(s) avant d’arrêter votre choix sur la région de Québec pour votre séjour ?

[OPEN BOX]

Je n’ai considéré aucune autre destination pour ce séjour

Je ne sais pas / Je ne me souviens plus

[IF Q13 “OPEN BOX”, ASK Q13a]

[BASE: Respondents who considered other destination(s) before choosing the Québec City area]

Q13a. Qu’est-ce qui vous attirait de cette(ces) autre(s) destination(s) ?

[OPEN BOX]

[BASE: All respondents]

Q14. Qu’est-ce qui vous a fait choisir la région de Québec pour votre séjour (motifs, intérêts, éléments déclencheurs, etc.) ?

[OPEN BOX]

[BASE: All respondents]

Q14a. Au risque de vous répéter, qu’est-ce qui vous a incité à séjourner dans la région de Québec plutôt que de voyager vers une autre destination ?

Plusieurs mentions possibles.

[RANDOMIZE]

Accessible par la route

Expérience passée avec la destination / la familiarité avec la région de Québec

J'ai trouvé des rabais / promotions pour la région de Québec

J'ai toujours voulu visiter la région de Québec

Je voulais pratiquer certaines activités offertes dans la région de Québec / disponibilité des activités que je voulais pratiquer

L'opportunité d'interagir et de vivre comme les locaux durant mon séjour

L'opportunité de découvrir une nouvelle destination où je n'avais jamais été

L'option de faire des activités extérieures durant mon séjour

L'ouverture d'esprit des habitants locaux

La capacité de la destination à accueillir une famille avec des enfants

La culture canadienne-française

La disponibilité d'une variété de restaurants de fine cuisine

La facilité de voyager vers la région de Québec

La langue française

La possibilité de pratiquer des activités urbaines et de plein air lors d'un même séjour

La proximité de la région de Québec, distance réduite par rapport à mon domicile

La variété de sites historiques et des musées

La variété des magasins et boutiques où je peux aller magasiner

La variété et la vitalité de la vie nocturne (bars, discothèques, festivals, événements spéciaux)

Le prestige de la destination

Le statut de site du patrimoine mondial de l'UNESCO de l'arrondissement historique du Vieux-Québec

Les activités culturelles (concerts, comédie musicale, théâtre, etc.)

Les festivals et événements ayant lieu dans la région de Québec

Moins cher qu'une autre destination

Occasion spécifique ayant lieu dans la région de Québec (mariage, rencontre familiale, etc.)

Plus facile à organiser par rapport à une autre destination

Pour la beauté des paysages et de la destination

Pour visiter des parents ou des amis

Recommandation de parents, amis, collègues

Temps limité pour effectuer le séjour

Un taux de change favorable

Autre(s) incitatif(s), précisez : [OPEN BOX] [ALWAYS LAST]

Les questions qui suivent traitent de l'organisation (planification et réservation) de votre séjour dans la région de Québec.

[BASE: All respondents]

Q15. Quelle est la principale ressource que vous avez utilisée pour organiser votre séjour dans la région de Québec ?

Une seule mention possible.

[RANDOMIZE]

Agent de voyages

Famille / amis / collègues

Brochures, dépliants touristiques

Guides de voyages, vacances

Internet

Magazines

Médias sociaux (Facebook, Twitter, etc.)

Quotidiens / journaux

Téléphone, centre d'appels

Une/des application(s) mobile(s)

Je connaissais déjà la région de Québec

Autre ressource, précisez : [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

[ELIMINATE CHOICE Q15]

Q15a. Quelle(s) autre(s) ressource(s) avez-vous utilisée(s) pour organiser votre séjour dans la région de Québec ?

Plusieurs mentions possibles.

[RANDOMIZE]

Agent de voyages

Famille / amis / collègues

Brochures, dépliants touristiques

Guides de voyages, vacances

Internet

Magazines

Médias sociaux (Facebook, Twitter, etc.)

Quotidiens / journaux

Téléphone, centre d'appels

Une/des application(s) mobile(s)

Autre(s) ressource(s), précisez : [OPEN BOX] [ALWAYS LAST]

Aucune autre ressource [ALWAYS LAST]

[IF Q15 or Q15a "Internet", ASK Q15b]

[BASE: Respondents who used the Internet to organize their trip]

Q15b. De quel(s) type(s) de site(s) Internet s'agissait-il ?

(Quelle(s) ressource(s) avez-vous utilisée(s) pour organiser votre séjour dans la région de Québec ?)

Plusieurs mentions possibles.

[RANDOMIZE]

Blogue

Outil de recherche Internet (Google, Yahoo, etc.)

Planificateur d'itinéraire en ligne (TripIt.com, etc.)
Portail de réservation / magasinage (avion, hôtels, autos, etc.) (Expedia.ca, Travelocity.ca, Kayak.ca, etc.)
Site d'hôtels
Site de critiques / évaluation des destinations, hôtels (TripAdvisor, etc.)
Site des attraits touristiques ou activités de la destination
Site des festivals / événements de la destination
Site touristique de la province de Québec (QuebecOriginal.com, BonjourQuebec.com)
Site touristique du Canada (KeepExploring.canada.travel)
Site touristique officiel de la région de Québec (Office du tourisme de Québec : QuebecRegion.com)
Autre(s) site(s) Internet, précisez : [OPEN BOX] [ALWAYS LAST]

[BASE: All respondents]

Q16. Combien de temps à l'avance avez-vous planifié votre séjour dans la région de Québec (effectuer les réservations, etc.) ?

[0-365] jours

Les questions qui suivent traitent des détails de votre expérience durant votre séjour dans la région de Québec.

[BASE: All respondents]

Q17. Dans quel type d'hébergement avez-vous séjourné durant votre séjour dans la région de Québec ?

Plusieurs mentions possibles.

Auberge de jeunesse
Bateau de croisière
Bed and breakfast (gîte)
Chez de la famille ou des amis
Hôtel appartement, chalet ou condo / maison de villégiature commercial loué
Hôtel de glace
Hôtel / auberge 2 étoiles et moins
Hôtel / auberge 3 étoiles
Hôtel / auberge 4 étoiles et plus
Location d'une chambre, d'un appartement ou de la résidence privée d'une tierce personne (Airbnb.com, HomeAway.com, VRBO, FlipKey, etc.)
Motel
Résidence, chalet ou condo / maison de villégiature (propre résidence secondaire ou celle d'un membre de la famille)
Terrain de camping, parc de roulotte ou camping sauvage
Autre(s) type(s) d'hébergement, précisez : [OPEN BOX]

[IF Q17 "Hôtel / auberge 4 étoiles et plus" or "Hôtel / auberge 3 étoiles" or "Hôtel / auberge 2 étoiles et moins", ASK Q17a]

[BASE: Respondents who stayed at a “Hôtel / auberge 4 étoiles et plus” or a “Hôtel / auberge 3 étoiles” or a “Hôtel / auberge 2 étoiles et moins” during their trip to the Québec City area]

Q17a. Dans quel(s) établissement(s) commercial(aux) séjournez-vous ?

Plusieurs mentions possibles.

[List of participating hotels]

Autre(s) établissement(s) commercial(aux), précisez : [OPEN BOX]

Je ne sais pas / Je ne me souviens plus

[BASE: All respondents]

Q18. Parmi les lieux et attractions touristiques suivants, lequel / lesquels avez-vous visité(s) durant votre séjour dans la région de Québec ?

Plusieurs mentions possibles.

[RANDOMIZE]

Aquarium du Québec

Basilique-cathédrale Notre-Dame de Québec (Église et Porte Sainte)

Canyon Sainte-Anne

Cathédrale de la Sainte-Trinité

Centre commercial des Galeries de la Capitale et Méga-Parc

Centre de ski Stoneham

Centre Vidéotron (pour assister à un spectacle ou un événement sportif)

Centres commerciaux (Laurier Québec, Place de la Cité et Place Ste-Foy)

Château Frontenac

Citadelle de Québec (Musée Royal 22e Régiment, Résidence du gouverneur général, etc.)

Colline parlementaire et Parlement de Québec

Hôtel de glace

Île d'Orléans

Le Massif de Charlevoix (centre de ski alpin)

Le Mont-Saint-Anne

Lieu historique national de la Grosse-Île-et-le-Mémorial-des-Irlandais

Marché de Noël allemand

Monastère et Musée des Augustines

Musée de la civilisation

Musée national des beaux-arts du Québec

Observatoire de la Capitale

Parc de la Chute-Montmorency

Parc national de la Jacques-Cartier

Plaines d'Abraham

Promenade Samuel-de-Champlain (le long du Fleuve Saint-Laurent)

Quartier Petit Champlain et Place Royale

Sanctuaire Sainte-Anne-de-Beaupré

Station touristique Duchesnay

Terrasse Dufferin et lieu historique national des Forts-et-Châteaux-Saint-Louis

Un festival ou un événement

Vallée-Bras-du-Nord
Vieux-Port de Québec
Vieux-Québec et Fortifications-de-Québec
Village Vacances Valcartier
Wendake (réserve et Musée Huron-Wendat)
Autre(s) lieu(x) ou attrait(s) touristique(s), précisez : [OPEN BOX] [ALWAYS LAST]
Aucun lieu ou attrait [ALWAYS LAST]

[IF Q18 “Un festival ou un événement”, ASK Q18a1]
[BASE: Respondents who visited the Québec City area for a festival or an event]
Q18a1. De quel(s) festival(s) ou événement(s) s’agissait-il ?

Plusieurs mentions possibles.

[OPEN BOX]

[IF Q6 “Mai 2016 to Octobre 2016”, ASK Q18a]
[BASE: Respondents who visited the Québec City area during the summer]
Q18a. Durant votre séjour dans la région de Québec, quelles activités culturelles ou de divertissement avez-vous pratiquées ?

Plusieurs mentions possibles.

[RANDOMIZE]
Activités d’apprentissage (cours, dégustation)
Activités en milieu autochtone
Agrotourisme (visite d’une ferme ou d’un producteur agricole, vignoble, etc.)
Arts de la scène (Théâtre, concert)
Bars / discothèques / pubs
Circuits thématiques (routes touristiques : vignobles, antiquaires, etc.)
Croisière d’un jour (fleuve, rivière, lac, observation de baleines, etc.)
Croisière de plus d’une journée
Festivals et événements (Festival d’été, etc.)
Magasinage
Musée, centre d’interprétation
Repas dans un restaurant de fine cuisine
Sites historiques
Spa / massage
Visite d’une ville / marche pour découvrir la ville
Visite de sites religieux (églises, basiliques, temples, etc.)
Autre(s) activité(s) culturelle(s) ou de divertissement, précisez : [OPEN BOX] [ALWAYS LAST]
Aucune activité culturelle ou de divertissement [ALWAYS LAST]

[IF Q6 “Mai 2016 to Octobre 2016”, ASK Q18b]
[BASE: Respondents who visited the Québec City area during the summer]

Q18b. Durant votre séjour dans la région de Québec, quelles activités sportives ou de plein air avez-vous pratiquées ?

Plusieurs mentions possibles.

[RANDOMIZE]

Bateau de plaisance

Bicyclette (randonnée et vélo de route)

Camping

Canot / kayak / aviron / rafting / paddleboard / planche à voile / surf à pagaie

Chasse

Escalade

Événement sportif (comme spectateur)

Événement sportif (comme participant)

Golf

Observation d'oiseaux

Parc aérien / tyrolienne / hébertisme / escalade

Parc aquatique (Village Vacances Valcartier, etc.)

Pêche

Randonnée pédestre

Vélo de montagne

Visite d'un parc naturel ou un site préservé / observation de la nature

Autre(s) activité(s) sportive(s) ou de plein air, précisez : [OPEN BOX] [ALWAYS LAST]

Aucune activité sportive ou de plein air [ALWAYS LAST]

[IF Q6 "Janvier 2016 to Avril 2016 OR Novembre 2016 to Février 2017", ASK Q18c]

[BASE: Respondents who visited the Québec City area during the winter]

Q18c. Durant votre séjour dans la région de Québec, quelles activités culturelles ou de divertissement avez-vous pratiquées ?

Plusieurs mentions possibles.

[RANDOMIZE]

Activités d'apprentissage (cours, dégustation)

Activités en milieu autochtone

Agrotourisme (visite d'une ferme ou d'un producteur agricole, vignoble, etc.)

Arts de la scène (théâtre, concert)

Bars / discothèques / pubs

Cabane à sucre

Circuits thématiques (routes touristiques : vignobles, antiquaires, etc.)

Croisière d'un jour (fleuve, rivière, lac, observation de baleines, etc.)

Croisière de plus d'une journée

Festivals et événements (Carnaval de Québec, Red Bull Crashed Ice, etc.)

Hôtel de glace

Magasinage
Musée, centre d'interprétation
Repas dans un restaurant de fine cuisine
Sites historiques
Spa / massage
Visite d'une ville / marche pour découvrir la ville
Visite de sites religieux (églises, basiliques, temples, etc.)
Autre(s) activité(s) culturelle(s) ou de divertissement, précisez : [OPEN BOX] [ALWAYS LAST]
Aucune activité culturelle ou de divertissement [ALWAYS LAST]

[IF Q6 "Janvier 2016 to Avril 2016 OR Novembre 2016 to Février 2017", ASK Q18d]
[BASE: Respondents who visited the Québec City area during the winter]
Q18d. Durant votre séjour dans la région de Québec, quelles activités sportives ou de plein air avez-vous pratiquées ?

Plusieurs mentions possibles.

[RANDOMIZE]
Camping d'hiver (tente, yourte, etc.)
Chasse
Escalade de glace
Événement sportif (comme spectateur)
Événement sportif (comme participant)
Glissades sur tube (Village Vacances Valcartier, etc.)
Motoneige
Patin sur glace
Pêche sur glace
Randonnée pédestre
Raquette
Ski alpin / planche à neige
Ski de fond
Traîneau à chien
Visite d'un parc naturel ou un site préservé / observation de la nature
Autre(s) activité(s) sportive(s) ou de plein air, précisez : [OPEN BOX] [ALWAYS LAST]
Aucune activité sportive ou de plein air [ALWAYS LAST]

[BASE: All respondents]
Q19. Avez-vous pratiqué plus ou moins d'activités que vous pensiez au début de votre séjour à Québec ?
Plus d'activités
Moins d'activités
Le même nombre d'activités

[BASE: All respondents]
Q20. Voyagez-vous de façon autonome ou en groupe organisé durant votre séjour dans la région de Québec ?

Autonome
Groupe organisé
Les deux

[BASE: All respondents]

Q21. Lequel(s) des énoncés suivants décri(en)t le mieux qui vous accompagnait lors de votre séjour dans la région de Québec ?

Plusieurs mentions possibles.

Seul(e)
Mon(ma) conjoint(e)
Enfant(s)
Ami(s)
Collègue(s)
Autre(s) membre(s) de ma famille (frère(s) / sœur(s), parent(s), etc.)
Autre

[IF Q21 “Mon(ma) conjoint(e)” and/or “Enfant(s)” and/or “Ami(s)” and/or “Collègue(s)” and/or “Autre(s) membre(s) de ma famille (frère(s) / sœur(s), parent(s), etc.)” and/or “Autre”, ASK Q21a]

[BASE: Respondents who traveled with at least another person]

Q21a. En vous excluant, combien d’adultes faisaient partie de votre cellule de voyage durant votre séjour dans la région de Québec ? Il s’agit ici du nombre de personnes de la famille et/ou des amis et/ou des collègues, et non des autres voyageurs faisant partie d’un groupe organisé.

Veillez inclure les enfants âgés de 18 ans et plus.

[0-50] adultes

[IF Q21 “Enfant(s)” and/or “Autre(s) membre(s) de ma famille (frère(s) / sœur(s), parent(s), etc.)” and/or “Autre”, ASK Q21b]

[BASE: Respondents who traveled with at least one child]

Q21b. Combien d’enfants âgés de moins de 18 ans vous accompagnaient durant votre séjour dans la région de Québec ?

[0-50] enfants

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q22a and Q22b]

Q22. Veuillez indiquer, approximativement, quelles ont été les dépenses totales associées à votre cellule de voyage lors de ce séjour dans la région de Québec ?

INCLUANT l’hébergement, la restauration / alimentation, le transport sur place, le magasinage, les loisirs et le divertissement, de même que toutes autres dépenses
EXCLUANT le transport pour vous rendre dans la région de Québec.

Veillez inclure toutes les dépenses pour votre cellule de voyage, c'est-à-dire les dépenses pour vous et les gens qui vous accompagnaient (famille et amis) et non des personnes faisant partie d'un groupe organisé.

Dépenses totales estimée en devise canadienne (incluant toutes vos dépenses dans la région de Québec et excluant votre transport pour vous y rendre) : [0-25000]\$

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q22 and Q22b]

Q22a. Dépenses en devise canadienne pour :

Hébergement : [0-5000]\$

Restauration et alimentation : [0-5000]\$

Transport sur place : [0-5000]\$

Magasinage : [0-5000]\$

Loisirs et divertissement : [0-5000]\$

Autre(s) dépense(s) : [0-5000]\$

[NOTE: the addition of all amounts at Q22a must be = to Q22]

[BASE: All respondents]

[SHOULD APPEAR AT THE SAME TIME AS Q22 and Q22a]

Q22b. Nombre de personnes couvertes par ces dépenses (en vous INCLUANT) :

[1-50] personnes

Les questions qui suivent traitent de votre satisfaction de votre plus récent séjour dans la région de Québec.

[BASE: All respondents]

Q23. Globalement, sur une échelle de 0 à 10, où 0 signifie « pas du tout satisfait(e) » et 10 « extrêmement satisfait(e) », à quel point étiez-vous satisfait(e) de votre plus récente expérience dans la région de Québec ?

0	1	2	3	4	5	6	7	8	9	10
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Pas du tout
satisfait(e)

Extrêmement
satisfait(e)

[IF Q23 "9 or less", ASK Q23a]

[BASE: Respondents who visited the Québec City area and whose level of satisfaction is 8 or less on an 11-point scale.]

Q23a. Pourquoi n'étiez-vous pas plus satisfait(e) de votre plus récente expérience dans la région de Québec ?

[OPEN BOX]

[BASE: All respondents]

Q24. Selon vous, quelles sont les principales forces de la région de Québec en tant que destination touristique ?

[OPEN BOX]

[BASE: All respondents]

[Rotation des choix de réponse]

Q24a. Au risque de vous répéter, quelles sont les principales forces de la région de Québec en tant que destination touristique ?

Plusieurs mentions possibles.

[RANDOMIZE]

L'information touristique

L'accès à une connexion Internet WiFi gratuite

L'accessibilité de la région de Québec (trafic, stationnement, etc.)

L'affichage unilingue en français

L'état des routes

L'opportunité d'interagir et de vivre comme les locaux durant mon séjour

L'ouverture d'esprit des habitants locaux

La beauté des paysages et de la destination (d'un point de vue esthétique)

La capacité de la destination à accueillir une famille avec des enfants

La culture canadienne-française

La disponibilité d'une variété de restaurants de fine cuisine

La diversité de l'offre d'hébergement

La diversité des activités extérieures

La modernité des infrastructures

La possibilité de communiquer dans une langue autre que le français

La possibilité de pratiquer à la fois des activités urbaines et de plein air lors d'un même séjour

La propreté de la région de Québec

La signalisation touristique et routière

La température / climat

La variété de sites historiques et des musées

La variété des magasins et boutiques où je peux aller magasiner

La variété et la vitalité de la vie nocturne (bars, discothèques, festivals, événements spéciaux)

Le patrimoine et l'histoire de la région de Québec

Le prestige de la destination

Le rapport qualité-prix comparativement à d'autres villes d'envergure en Amérique du Nord

Les activités culturelles (concerts, comédie musicale, théâtre, etc.)

Les festivals et événements ayant lieu dans la région Québec

Le statut de site du patrimoine mondial de l'UNESCO de l'arrondissement historique du Vieux-Québec

Le transport en commun

Les liaisons aériennes vers la région de Québec

Les taxis

Autre(s) force(s), précisez : [OPEN BOX] [ALWAYS LAST]

Aucune force en particulier [ALWAYS LAST]

[BASE: All respondents]

Q25. Selon vous, quelles sont les principales faiblesses de la région de Québec en tant que destination touristique ?

[OPEN BOX]

[BASE: All respondents]

Q25a. Au risque de vous répéter, quelles sont les principales faiblesses de la région de Québec en tant que destination touristique ?

Plusieurs mentions possibles.

[RANDOMIZE]

L'information touristique

L'accès à une connexion Internet WiFi gratuite

L'accessibilité de la région de Québec (trafic, stationnement, etc.)

L'affichage unilingue en français

L'état des routes

L'opportunité d'interagir et de vivre comme les locaux durant mon séjour

L'ouverture d'esprit des habitants locaux

La beauté des paysages et de la destination (d'un point de vue esthétique)

La capacité de la destination à accueillir une famille avec des enfants

La culture canadienne-française

La disponibilité d'une variété de restaurants de fine cuisine

La diversité de l'offre d'hébergement

La diversité des activités extérieures

La modernité des infrastructures

La possibilité de communiquer dans une langue autre que le français

La possibilité de pratiquer à la fois des activités urbaines et de plein air lors d'un même séjour

La propreté de la région de Québec

La signalisation touristique et routière

La température / climat

La variété de sites historiques et des musées

La variété des magasins et boutiques où je peux aller magasiner

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Les taxis

Autre(s) faiblesse(s), précisez : [OPEN BOX] [ALWAYS LAST]

Aucune faiblesse en particulier [ALWAYS LAST]

[BASE: All respondents]

Q26. Selon vous, la région de Québec est avant tout une destination touristique pour quel type de séjour ?

Deux mentions possibles.

[RANDOMIZE]

Affaires

Croisières

Culture et art de vivre (gastronomie, magasinage, etc.)

Familial

Festivals et événements

Hiver et neige

Nature, sport et aventure

Fête et vie nocturne

Patrimoine et histoire

Romantique

Santé et bien-être

Autre(s), précisez : [OPEN BOX]

[BASE: All respondents]

Q27. À quel point êtes-vous en accord avec les énoncés suivants ?

La région de Québec ...

[RANDOMIZE]

[ROWS]

... est une destination différente et unique comparativement aux autres destinations canadiennes.

... est une destination qui offre globalement un meilleur rapport qualité-prix que les autres destinations canadiennes.

... ne ressemble à aucune autre destination internationale.

... est comparable aux grandes destinations internationales en termes d'attrait et d'activités touristiques.

... est une destination que peu de destinations internationales peuvent égaler en termes de qualité-prix.

[COLUMNS]

Totalement en accord

Plutôt en accord

Plutôt en désaccord

Totalement en désaccord

[BASE: All respondents]

Q28. Selon vous, quelle(s) ville(s) en Amérique du Nord offre(nt) une expérience touristique comparable à celle de la région de Québec ? [OPEN BOX]

[BASE: All respondents]

Q29. Sur une échelle de 0 à 10, où 0 signifie « pas du tout probable » et 10 « extrêmement probable », quelle est la probabilité que vous visitiez la région de Québec au cours des deux prochaines années pour un séjour d'agrément (vacances ou motifs personnels) ?

0	1	2	3	4	5	6	7	8	9	10	Je ne sais pas
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Pas du tout probable Extrêmement probable

[IF Q29 “1 to 10”, ASK Q29a]

[BASE: All respondents]

Q29a. Seriez-vous intéressé à revenir visiter la région de Québec durant l’hiver (décembre à mars) ?

Certainement

Probablement

Probablement pas

Certainement pas

[BASE: All respondents]

Q30. Parmi les éléments suivants, lequel(lesquels) vous inciterai(en)t à séjourner de nouveau dans la région de Québec plutôt que de voyager vers une autre destination ?

Plusieurs mentions possibles.

[RANDOMIZE]

Absence de barrière linguistique

Commentaires de mes amis ou de mes proches

Coût du carburant moins élevé

De meilleures informations sur l’offre touristique de la région de Québec

Météo plus clémente, plus chaude

Offre de forfaits de type « tout inclus »

Plus de liaisons aériennes

Prix plus compétitifs, hébergement moins dispendieux

Programme de fidélisation, rabais

Routes moins longues

Un éventail plus riche d’activités ou d’attrait à visiter

Un taux de change plus favorable pour la région de Québec

Autre(s) incitatif(s), précisez : [OPEN BOX] [ALWAYS LAST]

Rien, je n’ai plus d’intérêt pour les voyages dans la région de Québec [ALWAYS LAST]

Rien, je voudrais visiter d’autres destinations / tirer avantage d’autres opportunités [ALWAYS LAST]

Pensez maintenant à la façon dont vous avez partagé ou allez partager votre expérience à la suite de votre séjour dans la région de Québec.

[BASE: All respondents]

Q31. Après votre séjour, de quelle(s) façon(s) avez-vous partagé ou allez-vous partager votre expérience ?

Plusieurs mentions possibles.

[ALWAYS LAST]

En montrant mes photos à mes parents / amis / collègues

En parlant avec mes pairs

En parlant lors de soirées, cocktails, 5 à 7, etc.

En publiant des commentaires sur des sites de critique et d’évaluation (Trip Advisor, etc.)

En publiant des commentaires sur des sites sociaux (Facebook, Twitter, etc.)
En publiant des photos sur des sites sociaux (Facebook, Flickr, Instagram, etc.)
En rédigeant un blogue
Autre(s), précisez : [OPEN BOX] [ALWAYS LAST]
Je n'ai pas partagé ou ne compte pas partager mon expérience [ALWAYS LAST]

[BASE: All respondents]

Q32. En considérant toutes vos expériences durant votre séjour dans la région de Québec, sur une échelle de 0 à 10, où 0 signifie « pas du tout probable » et 10 « extrêmement probable », quelle est la probabilité que vous recommandiez un séjour dans la région de Québec à votre famille, un ami ou un collègue pour un séjour d'agrément (vacances ou motifs personnels) ?

0	1	2	3	4	5	6	7	8	9	10
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Pas du tout probable

Extrêmement probable

[IF Q32 "1 to 10", ASK Q32a]

[BASE: Les répondants envisageant de recommander un séjour dans la région de Québec à leurs parents ou amis]

[Rotation des choix de réponse]

Q32a. À qui recommanderiez-vous de faire un séjour dans la région de Québec ?

Plusieurs mentions possibles.

À des collègues de travail

À des couples

À des familles

À des gens moins âgés que moi (ex. mes enfants)

À des gens plus âgés que moi (ex. mes parents)

À des gens qui me ressemblent

À un groupe de filles

À un groupe de garçons

Autre(s), précisez : [OPEN BOX]

[IF Q32 "1 à 10", ASK Q32b]

[BASE: Respondents evaluating their likelihood of recommending a trip to the Québec City area to their family, a friend or colleague at least 1 to 10 on an 11-point scale]

Q32b. Comment allez-vous leur décrire la région de Québec en tant que destination touristique ?

[OPEN BOX]

Afin de nous permettre de classer les résultats, nous avons quelques questions d'ordre statistique à vous poser.

[BASE: All respondents]

Q33. Dans quel pays résidez-vous ?

Canada

États-Unis

Allemagne
Australie
Brésil
Chine
Espagne
France
Italie
Japon
Mexique
Royaume-Uni
Autre pays, précisez : [OPEN BOX]

[IF Q33 “Canada”, ASK Q33a]

[BASE: Respondents from Canada]

Q33a. Dans quelle province ou quel territoire résidez-vous ?

Québec
Ontario
Alberta
Colombie-Britannique
Île-du-Prince-Édouard
Manitoba
Nouveau-Brunswick
Nouvelle-Écosse
Nunavut
Saskatchewan
Terre-Neuve
Territoires du Nord-Ouest
Yukon

[IF Q33 “Québec”, ASK Q33b]

[BASE: Respondents from the province of Québec]

Q33b. Dans quelle région du Québec résidez-vous ?

Abitibi-Témiscamingue
Baie-James
Bas-Saint-Laurent
Cantons-de-l’Est (Estrie)
Centre-du-Québec
Charlevoix
Chaudière-Appalaches
Duplessis (Côte-Nord)
Gaspésie
Îles-de-la-Madeleine
Lanaudière
Laurentides
Laval
Manicouagan (Côte-Nord)
Mauricie

Montréal
Montréal
Nord-du-Québec
Outaouais
Québec (Capitale-Nationale)
Saguenay-Lac-Saint-Jean

[IF Q33 “États-Unis”, ASK Q33c]
[BASE: Respondents from the United States]

Q33c. Dans quel État résidez-vous ?

Alabama
Alaska
Arizona
Arkansas
Californie
Colorado
Connecticut
Delaware
Floride
Géorgie
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiane
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
Nouveau Mexique
New York
Caroline du Nord
Dakota du Nord
Ohio
Oklahoma
Oregon

Pennsylvanie
Rhode Island
Caroline du Sud
Dakota du Sud
Tennessee
Texas
Utah
Vermont
Virginie
Washington
Virginie-Occidentale
Wisconsin
Wyoming

[IF Q31 “Canada” or “États-Unis”, otherwise skip to Q34]

[BASE: Respondents from Canada or the United States]

Q34. Quel est votre code postal ou code zip?

[OPEN BOX]

Je n’ai pas de code postal ou de code zip

[BASE: All respondents]

Q35. Lequel des énoncés suivants décrit le mieux votre situation ?

Seul

En collocation

Seul avec enfant(s)

En couple sans enfant à la maison

En couple avec enfant(s) à la maison

Avec un(des) membre(s) de ma famille (frère, sœur, parent, etc.)

Autre, précisez : [OPEN BOX]

Je préfère ne pas répondre

[IF Q35 “Seul avec enfant(s)” and/or “En couple avec enfant(s) à la maison” and/or “ Avec un(des) membre(s) de ma famille (frère, sœur, parent, etc.)”, ASK Q35a]

[BASE: Respondents living with children]

Q35a. Combien avez-vous d’enfants de moins de 18 ans dans votre foyer?

[0-50] enfants

[BASE: All respondents]

Q36. Quelle est votre principale occupation actuelle ?

Employé de bureau, vente, services

Travailleur manuel, technicien

Professionnel, travailleur autonome

Cadre, gestionnaire

Propriétaire d’entreprise

Étudiant

Sans emploi ou à la recherche d’un emploi

Au foyer

Retraité
Autre
Je préfère ne pas répondre

[BASE: All respondents]

Q37. Vous êtes ... ?

... Un homme
... Une femme

[BASE: All respondents]

Q38. Quel est le niveau d'éducation le plus élevé que vous avez complété ?

Primaire ou secondaire
Collégial / cégep / école technique
Universitaire - baccalauréat
Universitaire - maîtrise ou doctorat
Je préfère ne pas répondre

[BASE: All respondents]

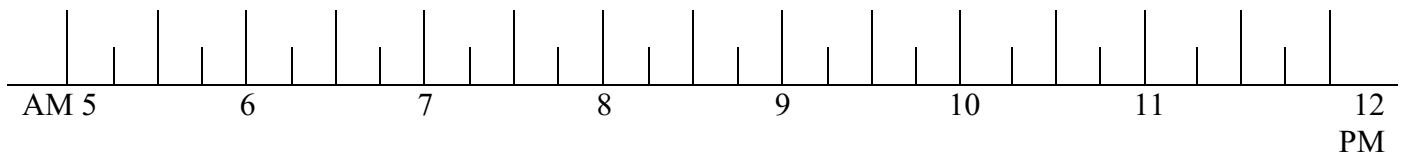
Q39. Quel âge avez-vous ?

[18-99] ans

Je préfère ne pas répondre

[BASE: All respondents]

Q40a. En considérant seulement votre propre rythme, à approximativement quelle heure vous lèveriez-vous si vous étiez entièrement libre de planifier votre journée ?



[BASE: All respondents]

Q40b. Durant la première demi-heure après votre réveil les matins de semaine, comment vous sentez-vous ?

Très fatigué(e)
Relativement fatigué(e)
Relativement reposé(e)
Très reposé(e)

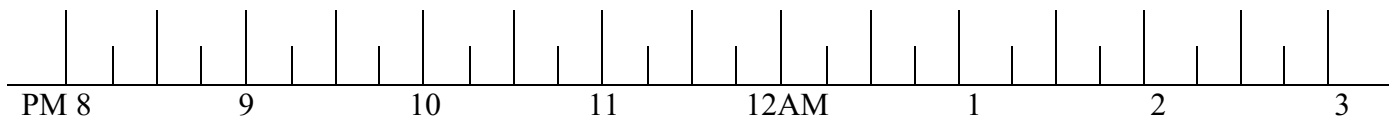
[BASE: All respondents]

Q40c. Durant la première demi-heure après votre réveil les matins de la fin de semaine, comment vous sentez-vous ?

Très fatigué(e)
 Relativement fatigué(e)
 Relativement reposé(e)
 Très reposé(e)

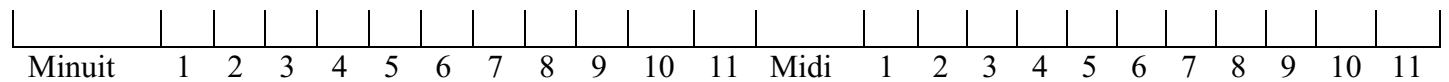
[BASE: All respondents]

Q40d. À approximativement quelle heure le soir vous sentez-vous fatigué(e) et avez-vous donc besoin de dormir ?



[BASE: All respondents]

Q40e. À approximativement quelle heure de la journée vous sentez-vous habituellement à votre meilleur ?



[BASE: All respondents]

Q40f. On entend parler des gens de type « matin » (matinaux) et des gens de type « soir ». Lequel de ces types considérez-vous être ?

- Définitivement un type « matin »
- Plus un type « matin » qu'un type « soir »
- Plus un type « soir » qu'un type « matin »
- Définitivement un type « soir »

[BASE: All respondents]

Q41. Dans laquelle des catégories suivantes se situent le revenu familial de votre ménage pour la dernière année (avant impôts) ?

Si vous provenez de l'extérieur du Canada, notez un montant approximatif en dollars canadiens (\$CAN), en dollars AMÉRICAINS (\$US) ou en EUROS (€).

En dollars CANADIENS (\$CAN)	En dollars AMÉRICAINS (\$CAN = 0.80 \$US)	En EUROS (€) (1 \$CAN = 0.70 €)
Moins de 25 000 \$	Moins de 20 000\$	Moins de 17 500€
De 25 000 \$ à 49 999 \$	20 000\$ à 39 999\$	17 500€ à 34 999€
De 50 000 \$ à 74 999 \$	40 000\$ à 59 999\$	35 000€ à 52 499€
De 75 000 \$ à 99 999 \$	60 000\$ à 79 999\$	52 500€ à 69 999€
De 100 000 \$ à 124 999 \$	80 000\$ à 99 999\$	70 000€ à 87 499€
De 125 000 \$ à 149 999 \$	100 000\$ à 119 999\$	87 500€ à 104 999€
De 150 000 \$ à 174 999 \$	120 000\$ à 139 999\$	105 000€ à 122 499€
De 175 000 \$ à 199 999 \$	140 000\$ à 159 999\$	122 500€ à 139 999€
200 000 \$ ou plus	160 000\$ ou plus	140 000€ ou plus

Je préfère ne pas répondre

[BASE: All respondents]

Q42. Avez-vous d'autres commentaires ou suggestions qui permettraient à l'Office du tourisme de Québec d'améliorer la qualité de l'expérience des touristes séjournant dans la région de Québec ? [OPEN BOX]

Pour participer au tirage qui vous offrira la possibilité de gagner une caméra GoPro, merci d'indiquer votre adresse courriel. Cette information demeurera strictement confidentielle. Seules les personnes gagnantes seront contactées.

Votre adresse courriel : [OPEN BOX]

Je ne désire pas m'inscrire au concours.

L'Office du tourisme de Québec vous remercie de votre participation à cette étude. Vos réponses contribueront à améliorer la qualité de l'expérience des touristes séjournant dans la région de Québec. Merci de votre précieuse collaboration !