

Thank you for your contribution to this important research!

Please take a few moments to answer the following questions and return this questionnaire to the person who gave it to you.

About Your Trip

1. Are you: ₁ Ship's passenger ₂ Ship's crew (SKIP TO Q6)
2. On this cruise, are you traveling: *(Please select all that apply.)*
₁ By yourself ₂ As a couple ₃ As a family ₄ With business associates ₅ With friends ₆ Other
3. Including yourself, how many people are in your **immediate** travel party on this cruise? *(Please only include those individuals you are traveling with as a group.)* _____ # OF PEOPLE IN PARTY
4. How many people from your travel party accompanied you **off the ship on this visit**? *(Again, please only include the people you are traveling with. If no one accompanied you, please write "0.")*: _____ # OF OTHER PEOPLE WITH YOU, OFF SHIP
5. How important was **this area** in your decision to take this cruise or select this itinerary?

Not at all Important				Extremely Important
<input type="checkbox"/> ₁ 1	<input type="checkbox"/> ₂ 2	<input type="checkbox"/> ₃ 3	<input type="checkbox"/> ₄ 4	<input type="checkbox"/> ₅ 5

6. Which local communities did you visit while you were off the ship, and how long did you stay there?

<i>(Please select all that apply.)</i>	Communities Visited	Number of Hours Spent in Community
a. Downtown Rockland	<input type="checkbox"/> ₁ No <input type="checkbox"/> ₂ Yes →	_____ hours
b. Downtown Camden	<input type="checkbox"/> ₁ No <input type="checkbox"/> ₂ Yes →	_____ hours
c. Owl's Head	<input type="checkbox"/> ₁ No <input type="checkbox"/> ₂ Yes →	_____ hours
d. Boothbay	<input type="checkbox"/> ₁ No <input type="checkbox"/> ₂ Yes →	_____ hours
e. Any other area (Please list them here:)	<input type="checkbox"/> ₁ No <input type="checkbox"/> ₂ Yes →	_____ hours

7. What form(s) of transportation did you use after leaving the pier? *(Please select all that apply.)*
₁ Walking ₂ Cab/Uber/Lyft ₃ Bus provided as part of a shore excursion
₄ Local bus/public transportation ₅ Ferry ₆ Some other form of transportation
8. How many times, in all, have you left (or do you expect to leave) your cruise ship on your visit to Rockland today?
₁ 1 time ₂ 2 times ₃ 3 times or more
9. Did you take a shore excursion today that you paid your cruise line extra for?
₁ No ₂ Yes → **How much did you pay for the excursion for your travel party (and just the excursion)?** \$ _____

10. How much did your travel party spend **during your time off the ship today** on the following types of purchases?

Please estimate your spending for the whole day. If you did not spend anything on the items below, please write "0."	Amount Spent
a. Food and Beverages (restaurant meals, snacks, groceries, beer/wine/liquor)	\$
b. Recreation or Entertainment (activities, tours, cultural site admissions, event tickets)	\$
c. Shopping (souvenirs, clothing, household items)	\$
d. Transportation NOT INCLUDING THE COST OF CRUISE OR CRUISE-RUN EXCURSIONS (e.g., taxis, bus fares)	\$
e. Everything else (Please specify: _____)	\$

11. Which of the following specific activities did you participate in after leaving the ship? *(Please select all that apply.)*

Exploring/Experiencing the Area	Visiting	Shopping
<input type="checkbox"/> ₁ Sightseeing	<input type="checkbox"/> ₇ Historic sites	<input type="checkbox"/> ₁₃ At stores outside of malls
<input type="checkbox"/> ₂ Dining out/Eating in restaurants	<input type="checkbox"/> ₈ Art museums	<input type="checkbox"/> ₁₄ At malls (NOT outlet centers/malls)
<input type="checkbox"/> ₃ Guided tours of communities or sites	<input type="checkbox"/> ₉ Art galleries	<input type="checkbox"/> ₁₅ At outlet centers
<input type="checkbox"/> ₄ Nature tour/Viewing wildlife	<input type="checkbox"/> ₁₀ Museums	<input type="checkbox"/> ₁₆ For antiques, arts, crafts
<input type="checkbox"/> ₅ Visiting/Touring lighthouses	<input type="checkbox"/> ₁₁ State Parks	Outdoor Activities
<input type="checkbox"/> ₆ Attending fairs or festivals	<input type="checkbox"/> ₁₂ Beaches	<input type="checkbox"/> ₁₇ Hiking/Biking
Other Activities		<input type="checkbox"/> ₁₈ Boating
<input type="checkbox"/> ₂₀ Other activities not listed above? Please tell us here: _____		<input type="checkbox"/> ₁₉ Swimming

12. How did you get information about this area?

- ₁ Cruise line (inc. website, crew)
 ₂ Internet (non-social media)
 ₃ Social media
 ₄ Travel magazine article
₅ Print advertisement
 ₆ TV advertisement
 ₇ Word of mouth
 ₈ Information at pier
₉ Did not get information
 ₁₀ Somewhere else (Please tell us where: _____)

13. How likely would you say you are to return to Maine in the next five years **by cruise** (not including this trip)?

Definitely Will Not		May or May Not		Definitely Will
<input type="checkbox"/> ₁ 1	<input type="checkbox"/> ₂ 2	<input type="checkbox"/> ₃ 3	<input type="checkbox"/> ₄ 4	<input type="checkbox"/> ₅ 5

14. How likely would you say you are to return to Maine – **by methods besides a cruise** – in the next five years?

Definitely Will Not		May or May Not		Definitely Will
<input type="checkbox"/> ₁ 1	<input type="checkbox"/> ₂ 2	<input type="checkbox"/> ₃ 3	<input type="checkbox"/> ₄ 4	<input type="checkbox"/> ₅ 5

15. How satisfied would you say you are, overall, with your experience on shore during this visit to the area?

Not at all Satisfied				Extremely Satisfied
<input type="checkbox"/> ₁ 1	<input type="checkbox"/> ₂ 2	<input type="checkbox"/> ₃ 3	<input type="checkbox"/> ₄ 4	<input type="checkbox"/> ₅ 5

16. Based on your experience on shore, if asked, how likely would you be to recommend a trip to Maine to others?

Definitely Will Not		May or May Not		Definitely Will
<input type="checkbox"/> ₁ 1	<input type="checkbox"/> ₂ 2	<input type="checkbox"/> ₃ 3	<input type="checkbox"/> ₄ 4	<input type="checkbox"/> ₅ 5

17. Overall, how would you rate the area(s) you visited while you were off the ship in terms of the following?

	Poor	Fair	Good	Very Good	Excellent	Don't Know
a. Providing a warm, welcoming atmosphere	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
b. Providing good service in shops and restaurants	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
c. Providing a clean, well-kept environment	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
d. Providing natural beauty	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

18. Have you **ever** been to Maine prior to this cruise (regardless of how you arrived)?

- ₁ Yes → Total number of **previous visits** to Maine ___
 ₂ No

19. Have you taken previous **cruises** that have stopped in Maine?

- ₁ Yes → Number of **previous cruises** to Maine ___
 ₂ No

About You

20. Are you currently a resident of:

- ₁ **The United States** → Current home ZIP Code: _____
 ₂ **Canada** → Province: _____
₃ **Another country** → Please specify: _____

21. Are you: ₁ Male ₂ Female ₃ Prefer not to say

22. What is your age? _____ years old ₀₁ Prefer not to say

23. Are you currently: ₁ Married/Living with partner ₂ Single (never married) ₃ Divorced/Separated/Widowed

24. What is your total annual household income before taxes?

- ₁ Under \$50,000 ₂ \$50,000 - \$74,999 ₃ \$75,000 - \$99,999 ₄ \$100,000 - \$149,999 ₅ \$150,000+ ₆ Prefer not to say

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

- ₁ High school or less ₂ Some college/technical school ₃ College/technical school graduate ₄ Graduate school

THANK YOU FOR YOUR HELP!

For validation purposes only, we will randomly contact some participants to verify their answers. Your personal information will **never** be sold or used for marketing. In order to help us ensure the quality of this research, please provide the following information:

Name: _____ **Phone Number:** (_____) _____ - _____

For research purposes only, may we contact you for limited and brief follow-up research? You will **never** be contacted for marketing of any kind, and participation in any future research would be completely voluntary. If we may contact you for limited additional surveys, please provide your email address here: **Email:** _____ @ _____ . _____