

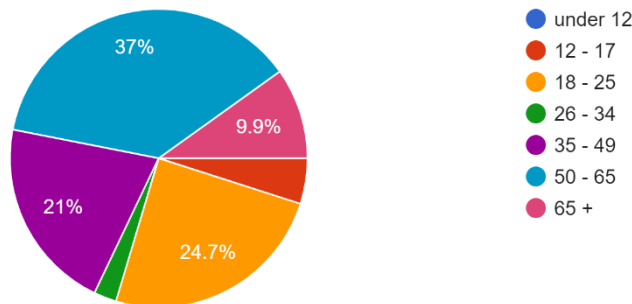
Survey Results

This survey was conducted to see if there is a market for our product service system. How would our possible target group look at our idea? We wanted to know if they would be interested in an interactive city tour which could also be suited for their children, and how much they would be willing to pay for it. The survey can be found [here](#).

Responses

What is your age?

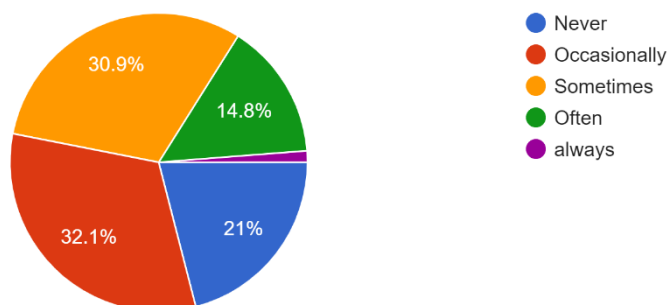
81 responses



We focus on families with younger children. The group 26-34 is rather smaller than expected, but it can be that this group is not targeted by the survey. The survey was sent to other students and our families, so parents 35-49 and 50-65 are the most targeted. However, the group 50-65 can do the tour with grandchildren in a few years. Students could also be targeted but they are not yet our focus point. In general, the tour itself is suitable for the ages between 6 and 80.

How often do you walk a city tour when visiting a city?

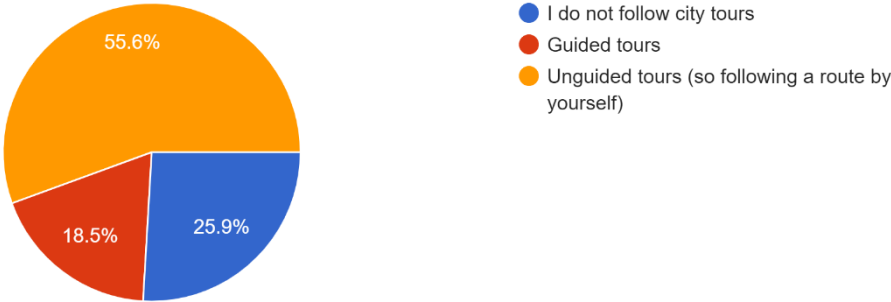
81 responses



Majority of the questioned group sometimes, occasionally or often follows a city tour when visiting a city, which is positive for our project. This means there is a market that could be targeted to provide a tour.

What kind of city tours do you follow mostly?

81 responses

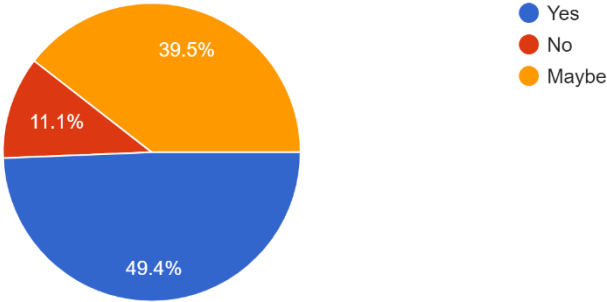


More than the half of the people follows a route by themselves. This group could easily favour our concept as it is an unguided tour but with some guidelines to make it more fun.

At this place in the survey, there was a short explanation of our concept.

Reading the information above, would you be interested in following an interactive city tour?

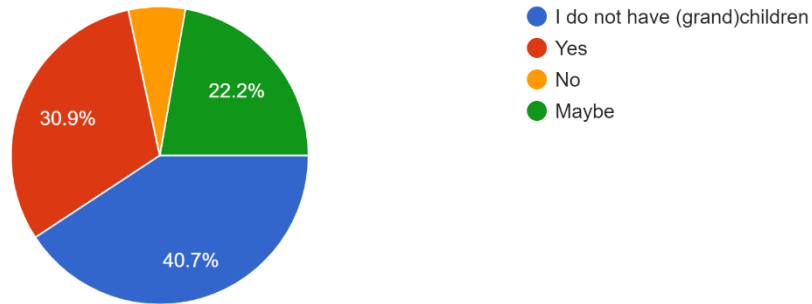
81 responses



About 90% indicates to be interested in the concept of the tour. This means that promotion has to be done well and this will lead in a reasonable quantity of interest.

If you have (grand)children, would you be interested in following an interactive city tour with your (grand)children?

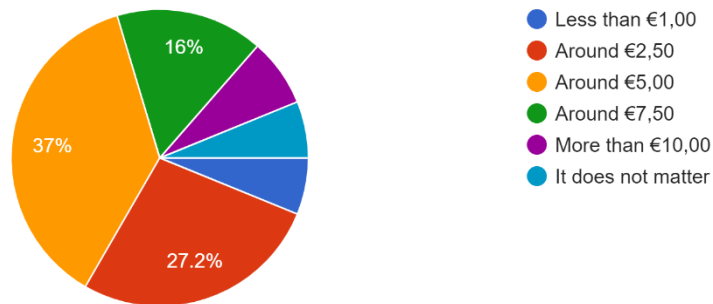
81 responses



Looking at the people that have children or grandchildren, most of them would consider doing the tour together with them, which is positive for our concept.

The interactive city tours would be available for a small fee. How much would you be willing to pay for one tour? (One tour can be walked by an average of 4 people)

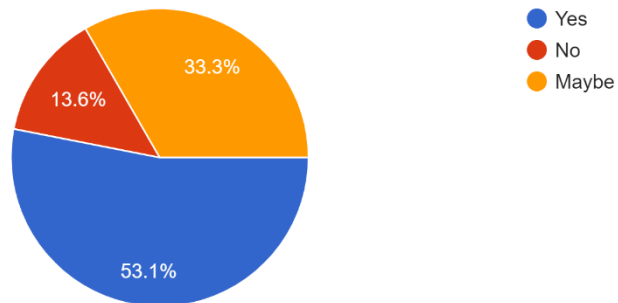
81 responses



This information helps us to get an overview of how much people are willing to pay for our tour. Looking at the results it could be said that the price should lie between €2,50 and €5,00. The price will also depend on all the other costs of the product service system.

Would you be interested in following an interactive tour in combination with a museum visit or a dinner/hotel visit?

81 responses



The majority is interested to combine these tours with a dinner/hotel visit. This means that the combination can be included in the market strategy, in order to involve local restaurants and hotels.

End Conclusion

We received 81 responses and we hereby also targeted our possible target group. The survey showed that people do sometimes follow city tours and that there is an audience for our product service system. There is an opportunity to enter the market. (Grand)parents would consider taking children with them which is our main target group. The surveyed group is eager to pay about €5,00 for our tour that could be followed by 4 persons. This price will be considered in the further development.