

Name	Description	Remarks
Processd No.	Processed questionnair identifier	Data type: Numeric, Acceptable values: 0 to 9999
Location	Interview location	Data type: Text
Gender	Gender of interviewed tourist	Data type: Numeric, Acceptable values: 0 - Female 1 - Male 999 - unknown
Province	Where do the interviewed tourist come from? (Province)	Data type: Text
City	Where do the interviewed tourist come from? (City)	Data type: Text
IVS	Do the interviewed tourist come to Hong Kong under the Individual Visit Scheme (IVS)?	Data type: Numeric, Acceptable values: 0 - L-visa but clamied as IVS 1 - IVS 2 - Not specified but clamied as IVS 3 - Claimed as non-IVS
Age	Age of the interviewed tourist	Data type: Numeric, Acceptable values: 1 - 18-25 2 - 26-35 3 - 36-45 4 - 46-55 5 - 56-65 6 - 65 above 999 - unknown
Monthly Income	Monthly income of the interviewed tourist	Data type: Numeric, Acceptable values: 1 - below 5,000 2 - 5,000-9,999 3 - 10,000-19,999 4 - 20,000-49,999 5 - 50,000-79,999 6 - 80,000 above 7 - Reject to response
First visit	Is it the first time the interviewed tourist come to Hong Kong?	Data type: Numeric, Acceptable values: 1 - Yes 0 - No
No of visit	How many times did the interviewed tourist visit Hong Kong	Data type: Numeric, Acceptable values: 1 - Less than 3 times 2 - 3-5 times 3 - 6-9 times 4 - 10 times and above 999 - unknown
Time stay	Number of day to be stayed in Hong Kong	Data type: Numeric Acceptable values: 999 - Reject to response
Main purpose	What is the main purpose of the interviewed tourist for this trip?	Data type: Numeric, Acceptable values: 1 - Leisure 2 - Visiting friends 3 - Shopping 4 - Business 5 - Transfer 6 - Training 7 - Others 999 - Reject to response
Companion	Who is the travelling partner of the interviewed tourist?	Data type: Numeric, Acceptable values: 1 - Family 2 - Friends 3 - Colleagues 4 - Alone 5 - Others 999 - Reject to response
Spot-1	Did the interviewed tourist visit The Peak?	Data type: Numeric, Acceptable values: 1 - Yes 2 - No 999 - Reject to response
Spot-2	Did the interviewed tourist visit Ngong Ping and the Big Buddha?	
Spot-3	Did the interviewed tourist visit Disney Hong Kong?	
Spot-4	Did the interviewed tourist visit The Ocean Park?	
Spot-5	Did the interviewed tourist visit Mong Kok?	
Spot-6	Did the interviewed tourist visit Golden Bauhinia Square?	
Spot-7	Did the interviewed tourist visit The Tower and Avenue of Stars?	
Spot-8	Did the interviewed tourist visit Lan Kwai Fong?	
Spot-9	Did the interviewed tourist visit Shopping Malls?	
Spot-10	Did the interviewed tourist visit other places?	
Mode-1	Did the interviewed tourist visit the tourist spot by walk?	Data type: Numeric, Acceptable values: 1 - Yes 2 - No 999 - Reject to response
Mode-2	Did the interviewed tourist visit the tourist spot by cycling?	
Mode-3	Did the interviewed tourist visit the tourist spot by MTR?	
Mode-4	Did the interviewed tourist visit the tourist spot by bus?	
Mode-5	Did the interviewed tourist visit the tourist spot by minibus?	
Mode-6	Did the interviewed tourist visit the tourist spot by taxi?	
Mode-7	Did the interviewed tourist visit the tourist spot by coach?	
Mode-8	Did the interviewed tourist visit the tourist spot by ferry?	
Mode-9	Did the interviewed tourist visit the tourist spot by tram?	
Mode-10	Did the interviewed tourist visit the tourist spot by other transport modes?	
Level-1	What is the tourist's satisfactory level on fare?	Data type: Numeric, Acceptable values: 5 - Very satisfied 4 - Satisfied 3 - Neutral 2 - Dissatisfied 1 - Very dissatisfied
Level-2	What is the tourist's satisfactory level on accessibility?	
Level-3	What is the tourist's satisfactory level on journey speed?	
Level-4	What is the tourist's satisfactory level on level of crowding?	
Level-5	What is the tourist's satisfactory level on safety and security?	
Level-6	What is the tourist's satisfactory level on vehicle condition?	
Level-7	What is the tourist's satisfactory level on information provision?	
Level-8	What is the tourist's satisfactory level on customer support?	
Measure-1	Is "promotion of cruise tourism" an important tourism measures for sustainable tou	Data type: Numeric, Acceptable values: 0 - Least likely 5 - Most likely 999 - No opinion
Measure-2	Is "promotion of heritage tourism" an important tourism measures for sustainable t	
Measure-3	Is "promotion of ecotourism" an important tourism measures for sustainable touris	
Measure-4	Is "development of arts and culture facilities " an important tourism measures for su	
Measure-5	Is "development of spa and resort facilities " an important tourism measures for subs	
Measure-6	Is "expansion of theme parks " an important tourism measures for sustainable touri	
Measure-7	Is "implementation of new infrastructure " an important tourism measures for subst	
Measure-8	Is "provision of boundary shopping center " an important tourism measures for subs	
Measure-9	Is "promotion of self-driving " an important tourism measures for sustainable touri	
Measure-10	Is "re-instatement of the "multiple-entry" Individual Visit Endorsements " an impor	