

Your Italian Travel Vision: A Pre-Trip Planning Questionnaire



Congratulations on your upcoming trip to Italy! Use this detailed questionnaire to start dreaming about your journey and discover your unique travel style. If you will travel with others, this can ensure that in your planning, you don't make the incorrect assumption that everyone has the same expectations. To determine your group's overall travel profile, ask each traveler to complete this, giving careful thought to each question. Happy travelers = a happy travel experience!

Section I: The Basics

1. When are you thinking of traveling?

- Specific Dates: _____, *or*
- Flexible Timeframe: _____

2. Which city or cities are calling to you? (List your top choices below)

3. What is the ideal duration of a trip to Italy? _____ Days / _____ Nights

4. What is the range of your overall travel budget? (Check one)

- ☐ Below \$3,000 per person
- ☐ \$3,000 - \$5,000 per person
- ☐ \$5,000 - \$8,000 per person
- ☐ \$8,000 - \$12,000 per person
- ☐ Above \$12,000 per person
- ☐ Flexible based on value and experience

5. Who is in your travel group? (Answer all that apply)

- Adults: _____
- Children/Teens: _____ (Ages: _____)
- Seniors: _____

6. Have you traveled internationally before? (Check one)

- ☐ Yes
 - ☐ No
 - If you answered “No,” is there any aspect of international travel that concerns you?
-

7. Have you made sure your passport will not expire within 6 months of your return date?

- ☐ Yes
 - ☐ No
- (If you answered “No,” do this immediately!)
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Section II: Your Preferences

8. What's your travel goal for *this* trip? (Check the one that best describes your goal)

- ☐ Rest and relaxation with slow, thoughtful exploration.
- ☐ See as much as possible in the time available (fast-paced).
- ☐ A balance of both.
- ☐ Other: _____

9. What's your preferred mode of transportation *within* Italy? (Public transportation, train, rental car, private driver, etc.)

10. What are your main interests for this trip? (Rank your top 3 choices from the list below, with #1 being your highest interest)

_____ History	_____ Art & Architecture	_____ Food and Wine
_____ Culture & Traditions	_____ Unusual hidden gems	_____ Shopping
_____ Photo opportunities	_____ Outdoors	_____ Nightlife
_____ Hands-on activities (e.g., cooking classes)		

11. What's your preferred accommodation style? (Check all that apply)

- ☐ Luxury Hotel
- ☐ Boutique Hotel
- ☐ Mid-range Hotel
- ☐ Apartment/Rental
- ☐ Bed & Breakfast
- ☐ Something else: _____

12. How okay are you with being outside your comfort zone? (Check one)

- ☐ I prefer to stick to what I know.
- ☐ I'm open to some new experiences, but prefer a mix.
- ☐ I love trying new things and embracing cultural differences!

13. What kind of schedule do you enjoy on vacation? (Check all that apply)

- ☐ Leisurely mornings.
- ☐ Leisurely evenings.
- ☐ Evenings out.
- ☐ More time allotted to relaxed, unplanned exploration.
- ☐ Full days packed with activities and sightseeing.
- ☐ A balanced mix of all of the above.

14. What statements best describe you in terms of food and drink? (Check all that apply.)

- ☐ I prefer foods I'm already familiar with.
- ☐ I'm generally a picky eater.
- ☐ I'm generally an adventurous eater.
- ☐ I love trying new wines and/or cocktails.
- ☐ I'm not really a drinker.
- ☐ I'm a coffee-lover.
- ☐ I'm interested in local ingredients and fare.
- ☐ I want to sample as many flavors of gelato as I can!

15. Do you have any dietary restrictions or preferences? (Please list specifically.)

Section III: Cultural Immersion

16. How do you prefer to learn about your destination before you go? (Reading books, watching movies, documentaries, podcasts, etc.)

17. What aspects of cultural "immersion" are most appealing to you? (Check all that apply)

- ☐ Deep dives into *specific* historical or cultural topics, such as:

- ☐ Language practice/learning
- ☐ Local cuisine and dining experiences
- ☐ Understanding daily life and routines
- ☐ Connecting with locals
- ☐ Learning about the music and theater of the destination
- ☐ Learning about the geography or horticulture of the destination
- ☐ Other: _____

18. What is your current level of Italian language proficiency? (Check one)

- ☐ None
- ☐ Basic (a few phrases, greetings)
- ☐ Conversational
- ☐ Fluent

Do you plan to practice before you travel? _____

19. In terms of tours, sightseeing, and performances, rate your tolerance for the following, with 5 being high tolerance and 1 being low tolerance.

- _____ Walking (duration)
- _____ Walking (speed)
- _____ Standing
- _____ Information Intake
- _____ Wearing an audio headset
- _____ Stairclimbing/Hill climbing
- _____ Noise
- _____ Cold or Heat

20. Is there anything else important to you that you wish to achieve, experience or avoid on this trip?

Well done! Use your (or your travel group's) responses to this questionnaire as a guide while you plan your Italian get-away. The answers will help you make intentional and informed decisions as you plan your itinerary and pre-travel preparations.

Remember to visit www.beautifulhistories.com for more inspiration and information.

Wishing you a beautiful travel experience!

