2018年度　極上の会津ガイドブック　アンケート分析

**（４）全体の回答**

**設問７　直近で会津地域を訪れた方への質問**

**Ａ　会津を訪れた目的　（回答数：1,319）**

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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 歴史 | 304 | 23% | | 2 | 自然 | 299 | 23% | | 3 | 食 | 133 | 10% | | 4 | 温泉 | 394 | 30% | | 5 | その他 | 189 | 14% | |  |

**Ｂ　宿泊期間　（回答数：1,262）**

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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 日帰り | 326 | 26% | | 2 | 1泊 | 642 | 51% | | 3 | 2泊 | 238 | 19% | | 4 | 3泊 | 35 | 3% | | 5 | 4泊以上 | 21 | 2% | |  |

**Ｃ　旅行同伴者　（回答数：1,285）**

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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 1人 | 169 | 13% | | 2 | 恋人 | 23 | 2% | | 3 | 夫婦 | 493 | 38% | | 4 | 家族 | 314 | 24% | | 5 | 友人 | 226 | 18% | | 6 | その他 | 60 | 5% | |  |

**Ｄ　会津地域までの交通手段（回答数：1,478）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | JR | 326 | 22% | | 2 | 東武（会津）鉄道 | 126 | 9% | | 3 | バス | 152 | 10% | | 4 | 自家用車 | 799 | 54% | | 5 | レンタカー | 41 | 3% | | 6 | バイク | 7 | 0% | | 7 | その他 | 27 | 2% | |  |

**Ｅ　会津地域内での交通手段（回答数：1,584）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | JR | 176 | 11% | | 2 | 会津鉄道 | 130 | 8% | | 3 | バス | 286 | 18% | | 4 | 自家用車 | 780 | 49% | | 5 | レンタカー | 79 | 5% | | 6 | タクシー | 75 | 5% | | 7 | バイク | 5 | 0% | | 8 | その他 | 53 | 3% | |  |

**Ｆ　観光中に困ったこと（回答数：1,356）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 公共交通機関の利用 | 146 | 11% | | 2 | 案内板・地図 | 176 | 13% | | 3 | Wi-Fi | 52 | 4% | | 4 | スタッフとのコミュニケーション | 16 | 1% | | 5 | トイレ | 138 | 10% | | 6 | 道路 | 55 | 4% | | 7 | なし | 682 | 50% | | 8 | その他 | 91 | 7% | |  |

**設問８　今後パンフレットで知りたい情報（３つまで回答可）（回答数：4,063）**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| |  |  |  |  | | --- | --- | --- | --- | |  | 選択 | 回答数 | 割合 | | 1 | 歴史 | 420 | 10% | | 2 | 自然 | 389 | 10% | | 3 | 食 | 503 | 12% | | 4 | 酒 | 169 | 4% | | 5 | 温泉 | 556 | 14% | | 6 | 観光情報 | 516 | 13% | | 7 | 交通情報 | 177 | 4% | | 8 | イベント情報 | 390 | 10% | | 9 | 体験 | 90 | 2% | | 10 | 神社・仏閣 | 377 | 9% | | 11 | 伝統工芸 | 231 | 6% | | 12 | 文化施設 | 178 | 4% | | 13 | その他 | 67 | 2% | |  |