



## How other travel & tourism businesses use Online Survey.

### And how their experience can help you.

We know that our travel and tourism customers get revealing and valuable insights from our Online Survey tool. That's why we've pulled together examples of what's working for them, so that you can use this information to help your travel and tourism business too! **In fact, here are the two types of Online Surveys we see our travel and tourism customers use – and you can see the questions they're asking on the following pages.**

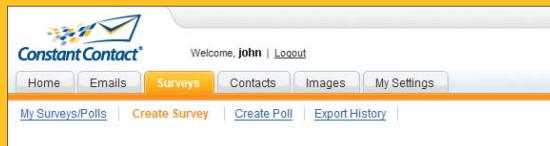
**Survey 1: Hotel/Resort – Guest Satisfaction**

**Survey 2: Tours – Customer Satisfaction**

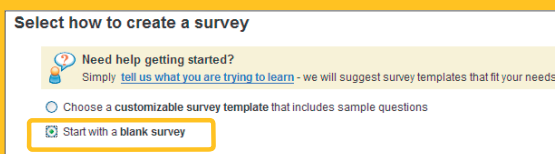
Now it's time for you to create your survey from the following pages. It's easy!

1. Log into your Constant Contact account at **ConstantContact.com** (If you don't have an account, you'll need to sign up for our **FREE 60-day trial**).

2. Under the *Surveys* tab, click on *Create Survey*.



3. **Important!** Under *Select how to create a survey*, check the second button: *Start with a blank survey*.



4. Now, **scroll down this page, or print it out, choose your questions, and use them** in your blank survey!



5. Now that you've created your Online Survey, here's how to get your audience to participate.

1. Send them an email invitation.
2. Put a link on your website.
3. Place a URL that links to your Online Survey on customers' receipts.

# Survey 1: Hotel/Resort – Guest Satisfaction

Choose from these questions on your blank survey to get customer's feedback.

Question type	Question and answer options
Single select multiple choice	<p><b>How would you rate your overall level of satisfaction with us?</b></p> <p>Highly satisfied Somewhat satisfied Neutral Somewhat dissatisfied Highly dissatisfied <i>Include comment box</i></p>
Single select multiple choice	<p><b>Prior to your recent visit, had you stayed with us before?</b></p> <p>Yes, 1 to 2 times before Yes, 3 to 5 times before Yes, 6 or more times before No, this was my first time</p>
Rate items on a scale Number of ratings: 5 Poor – Excellent	<p><b>Please rate the following attributes of your stay.</b></p> <p>Making the reservation Check-in experience Check-out experience Room cleanliness at check-in Housekeeping service Maintenance of grounds Helpfulness of staff Value received for price paid <i>Include comment box</i></p>
Single select multiple choice	<p><b>How many nights did you stay with us during your last visit?</b></p> <p>One night Two nights Three or more nights</p>
Single select multiple choice	<p><b>If you were returning to the area, how likely would you be to stay with us again?</b></p> <p>Very likely Somewhat likely Neutral Somewhat unlikely Very unlikely</p>

## Remember!

As your survey responses come in, be sure to put them to good use (our online survey reporting tools make it a snap to read and interpret your results). For example, other travel and tourism businesses – using the results of their survey – have made enhancements like:

- Identified and tailored marketing to peak and slow periods
- Announced new exhibits and rides
- Improved appearance of grounds
- Enhanced customer service

## Survey 1: Hotel/Resort – Guest Satisfaction; *continued*

Question type	Question and answer options
Single select multiple choice	<p>How likely is it that you would recommend us to a friend or colleague?</p> <ul style="list-style-type: none"><li>Very likely</li><li>Somewhat likely</li><li>Neutral</li><li>Somewhat unlikely</li><li>Very unlikely</li></ul>
Open ended	<p>Please share any suggestions for improvement.</p> <p><i>Include comment box</i></p>

## Survey 2: Tours – Customer Satisfaction

Choose from these questions on your blank survey to get customer feedback on a recent travel experience.

Question type	Question and answer options
Multi select multiple choice	<p><b>Where did you hear about us? <i>Select all that apply.</i></b></p> <ul style="list-style-type: none"> <li>A friend or family member told me about you</li> <li>A hotel recommended you</li> <li>I picked up a brochure</li> <li>I found you online</li> <li>I saw you in a magazine</li> <li>I heard about you on the radio</li> <li><i>Include an "Other" choice</i></li> </ul>
Single select multiple choice	<p><b>Was your tour on a weekend or a weekday?</b></p> <ul style="list-style-type: none"> <li>Weekday</li> <li>Weekend</li> </ul>
Single select multiple choice	<p><b>Who was your tour guide or guides?</b></p> <p>List tour guide name (s) / nickname(s)</p>
Single select multiple choice	<p><b>How would you rate your overall level of satisfaction with us?</b></p> <ul style="list-style-type: none"> <li>Highly satisfied</li> <li>Somewhat satisfied</li> <li>Neutral</li> <li>Somewhat dissatisfied</li> <li>Highly dissatisfied</li> <li><i>Include comment box</i></li> </ul>
Single select multiple choice	<p><b>How entertaining was the overall experience?</b></p> <ul style="list-style-type: none"> <li>Very entertaining</li> <li>Somewhat entertaining</li> <li>Neutral</li> <li>Somewhat boring</li> <li>Very boring</li> <li><i>Include comment box</i></li> </ul>
Single select multiple choice	<p><b>How much information did you feel you learned on the tour?</b></p> <ul style="list-style-type: none"> <li>I learned absolutely nothing</li> <li>I expected to learn more, but I learned some</li> <li>I got a great general overview of the city</li> <li>I learned a lot of interesting facts and history</li> </ul>

### See what our customers are saying:

*"We just sent out our first survey, got an amazing return, and learned a lot of things about our readers that we can use in future marketing campaigns."*

*– Jan Ramsey, OffBeat Publications*

## Survey 2: Tours – Customer Satisfaction; *continued*

Question type	Question and answer options
Single select multiple choice	<p><b>How satisfied were you with your tour guide?</b></p> <ul style="list-style-type: none"><li>Highly satisfied</li><li>Somewhat satisfied</li><li>Neutral</li><li>Somewhat dissatisfied</li><li>Highly dissatisfied</li></ul> <p><i>Include comment box</i></p>
Single select multiple choice	<p><b>How would you rate your overall experience with the ticket booth staff?</b></p> <ul style="list-style-type: none"><li>Highly satisfied</li><li>Somewhat satisfied</li><li>Neutral</li><li>Somewhat dissatisfied</li><li>Highly dissatisfied</li></ul> <p><i>Include comment box</i></p>
Single select multiple choice	<p><b>Would you tour with us again?</b></p> <ul style="list-style-type: none"><li>Yes, I will tour again this year.</li><li>Yes, I will tour again in the next few years.</li><li>Yes, I will tour next time I am in that city.</li><li>Yes, I will tour next time I have friends/family in town.</li><li>No, I do not want to tour with you again.</li></ul> <p><i>Include comment box</i></p>
Single select multiple choice	<p><b>How likely is it that you would recommend us to a friend or colleague?</b></p> <ul style="list-style-type: none"><li>Very likely</li><li>Somewhat likely</li><li>Neutral</li><li>Somewhat unlikely</li><li>Very unlikely</li></ul>
Open ended	<p><b>Please share any suggestions for improvement.</b></p> <p><i>Include comment box</i></p>