

## Survey: Daily trips to Simos beach (Elafonisos)

Dear accommodation owner, manager, receptionist,

thank you for agreeing to take part in this important survey and filling it out. It should only take you 3 to 5 minutes to complete.

None answer is wrong answer.

By filling out this survey you will help me to graduate marketing studies at university in Czech Republic and improve providing and advertising our daily boat trips to Simos beach (Elafonisos) to your customers so they will be much more satisfied with your service.

In some questions you are supposed to decide between YES or NO only, some questions (like what nationality are your customers) allows you to choose more answers that matches with your accommodation.

Thank you in advance, I hope you will find these 5 minutes time to help me. Please don't forget that the time of filling the survey out is limited. If it is possible I need your answers before the end of February so I can add them in my work.

I'm looking forward to our cooperation and the amazing summer holidays with many of your customers on board next year.

Be aware: to get to the next page fill out email address of your hotel

Michaela & Theo Fardoulis

**\*Required**

1. **Email address \***

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2. **Do you know boat trips to Simos beach (Elafonisos) providing from Agia Pelagia by Theo Fardoulis? \***

*Mark only one oval.*

YES

NO

3. **Do you cooperate with us or did you cooperate with us in the past? \***

*Mark only one oval.*

YES     *Skip to question 3.*

NO     *Skip to question 12.*

*Skip to question 3.*

### How do you cooperate with us? (part 1)

4. **Do you advertise boat trips to Simos in your accommodation? \***

*Mark only one oval.*

YES     *Skip to question 4.*

NO     *Skip to question 12.*

## How do you cooperate with us? (part 2)

5. **When you advertise the trips describe with few words how you do it? \***

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6. **Can your guests share their experiences with other people from your accommodation? \***

*Mark only one oval.*

- YES (during the dinner, at the swimming pool, ...)
- NO (they don't meet each other)

## What do your customers say about the trip?

7. **Do your customers ask for the trips to Simos themselves? \***

*Mark only one oval.*

- YES
- NO (they don't ask in accommodation)

8. **How many of your customers ask about trips to Simos during the summer season? (say in % approximately)**

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9. **Do usually ask you more women or men about trips to Simos? \***

*Mark only one oval.*

- MOSTLY WOMEN
- MOSTLY MEN
- SOMETIMES MEN, SOMETIMES WOMEN (HALF - HALF)
- Other: \_\_\_\_\_

10. **When they try to decide if they go on trip or not what do they usually ask about? (you can choose more than one possibility) \***

*Tick all that apply.*

- PRICE OF THE TRIP
- HOW LONG WILL THEY STAY ON THE BEACH
- SERVICE ON THE BEACH (food, umbrellas to rent, etc.
- I DON'T KNOW, I DON'T TALK TO MY GUESTS
- Other: \_\_\_\_\_

11. **What do your customers say about the trip when they return back to accommodation? \****Mark only one oval.*

- THEY ARE SATISFIED WITH THE TRIP
- THEY ARE COMPLAINING ABOUT SOMETHING
- I DON'T KNOW
- Other: \_\_\_\_\_

12. **What do they usually complain about after return to the accommodation? \****Mark only one oval.*

- PRICE OF THE TRIP
- SERVICE IN THE BOAT
- SERVICE ON THE BEACH
- DEPARTURE TIME FROM KYTHIRA / ARRIVAL TIME TO KYTHIRA
- I DON'T KNOW
- NOTHING
- Other: \_\_\_\_\_

**Would you like to advertise the trips with us?**13. **Do you think we should advertise trips with the boat in Kythira? \****Mark only one oval.*

- YES
- NO

14. **Would you like to offer boat trips to Simos to your customers in the future too? \****Mark only one oval.*

- YES     *Skip to question 15.*
- NO     *Skip to question 14.*

**Why don't you advertise the trips in your accommodation?**15. **I don't advertise the boat trips because... (choose more than one possibility if you need) \****Tick all that apply.*

- I'm not interested in offering services of the other people from the island
- I don't think my customers would be interested
- My accommodation is not big enough (not enough rooms and customers who can be interested in this services)
- I'm thinking to close the business in the near future
- I don't think it is necessary to advertise daily boat trips
- I didn't know there are these trips
- I'm thinking to join you next season
- Other: \_\_\_\_\_

*Skip to question 18.*

## Commission fee and advertising

16. **How should we advertise our trips in your accommodation? (choose more possibilities if you like) \***

*Tick all that apply.*

- Poster with phone number at the reception on informational board
- Business cards at the reception
- Facebook profile
- Web page
- It is not necessary to advertise the trips
- Other: \_\_\_\_\_

17. **Do you think there should be commission fee for the advertising boat trips in your accommodation? \***

*Mark only one oval.*

- YES *Skip to question 17.*
- NO *Skip to question 18.*

## How high should be the commission fee?

18. **How high should be the commission fee in your opinion? \***

*Mark only one oval.*

- 10 %
- 5 %
- 0 % but happy customers who can share their experiences from holidays in Kythira
- Other: \_\_\_\_\_

## General information about accommodation

19. **What country are your customers from? (choose more possibilities if necessary) \***

*Tick all that apply.*

- GREECE
- AUSTRALIA
- ITALY
- HOLLAND
- FRANCE
- Other: \_\_\_\_\_

**20. How old are your guests usually? (choose more possibilities if necessary) \****Tick all that apply.*

- Young couples or friends without kids (25 - 35 years old)
- Couples or families with kids
- Couples or friends without kids (35 - 55 years old)
- Retired people
- One person (without family or friends)
- Organized groups of tourists (busses, etc.)
- Other: \_\_\_\_\_

**21. Where is your accommodation in Kythira? \****Mark only one oval.*

- AGIA PELAGIA
- KAPSALI
- DIAKOFTI
- Other: \_\_\_\_\_

**22. How many rooms do you have in your accommodation? \***

\_\_\_\_\_

**23. How long is season of your accommodation for tourists during the summer time? \****Mark only one oval.*

- All the year
- From April to October
- Only in June, July, August
- Other: \_\_\_\_\_

**24. In your opinion what is the biggest problem in Kythira ?***Tick all that apply.*

- THE SUMMER SEASON IS TOO SHORT
- TOURISTS COMING TO THE ISLAND
- NOT ENOUGH FLIGHTS FROM ABROAD
- RUNWAY AT THE AIRPORT
- Other: \_\_\_\_\_