

# CUSTOMER INFOPOINT 2019-2020

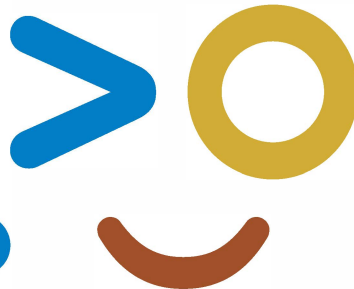
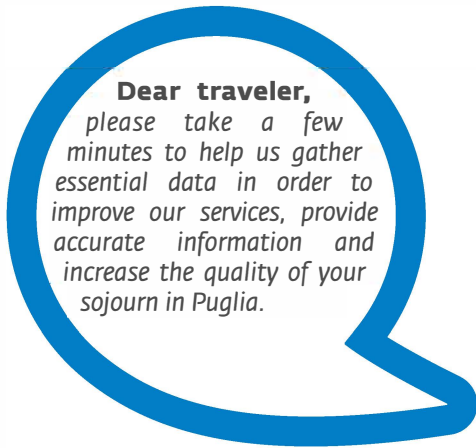
## A Pugliapromozione Survey

### CUSTOMER INFO

- 1. Age**
- < 18
- 18 - 30
- 31 - 45
- 46 - 55
- > 55

- 2. Gender**
- Male  Female

- 3. Country/Region of origin**
- Puglia (specify Province)
- \_\_\_\_\_
- Italy (specify Region)
- \_\_\_\_\_
- Foreign (specify Country)
- \_\_\_\_\_



### MORE INFORMATION ON YOUR SOJOURN IN PUGLIA

#### 4. Have you visited Puglia in the last 5 years?

- Yes  No  Puglia resident

#### 5. Reason for traveling

- Holiday  Business  Other (specify) \_\_\_\_\_

#### 6. How did you plan your trip?

- Own online booking
- Travel agency
- OTA (Online travel agency)
- Tour operator
- Word of mouth from returning travelers
- Other (specify) \_\_\_\_\_

#### 7. Why did you choose Puglia as a destination? (Max 2 answers)

- Direct flight from my point of origin
- Competitive prices
- Climate
- Food variety & offer
- Oil & wine recognition
- UNESCO cultural heritage
- Typical locations and rural landscapes
- Bike & walking routes/Camino trails
- Entertainment & happenings
- Live events & shows
- The sea
- Wedding & honeymoon
- Authenticity & hospitality
- Business
- Other (specify) \_\_\_\_\_

#### 8. Transportation means to reach Puglia

- Own car  Car rental  Train  Plane  Bus  Boat/ferry
- Other (specify) \_\_\_\_\_

#### 9. Transportation means within Puglia

- Own car  Car rental  Train  Plane  Bus  Bicycle, walking
- Other (specify) \_\_\_\_\_



#WEAREINPUGLIA

**10. Infopoint information focus (multiple choice, max 3 answers)**

- Transport timetables (train or bus)
- Arts & Culture
- Nature (parks, protected areas, etc.)
- Camino trails & bike routes
- The sea & beaches
- Restaurants & food outlets
- Wine cellars & olive oil mills
- Religious sites
- Sports events & activities
- SPAs/thermal baths & wellness
- Traditional street fests & events
- Concerts & live performances
- Exhibits
- Guided tours
- Other (specify) \_\_\_\_\_

**11. Please grade your Infopoint quality satisfaction, using the following range of values**

**1 = Not at all satisfied 4 = Extremely satisfied**

	1	2	3	4	don't know
Helpful and kind personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personnel's knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of provided information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waiting times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Info-Point tidiness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Type of provided information material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. Notes and suggestions**

---

---

---

---

---

---

---

