
GUEST QUESTIONNAIRE

Dear Guest!

We hope you will find time to answer some questions related to your stay at this hotel. With your help we may be able to develop and improve the offers for a pleasant hotel stay in Norway. All information will be kept confidential.

1. Name and location of the hotel where you got his questionnaire?

.....

2. Date when you and your company arrived at the hotel

.....

3. How many nights will you stay?

.....

4. Home country (name)?

5. Gender Circle your answer

- 1. Female
- 2. Male

6. How long do you plan to stay in Norway?

.....

7. Who do you travel with? Circle your answer

- 1. Alone
- 2. Family with children age 15 or below
- 3. Group/ Package tour
- 4. Friends
- 5. Family without children or with children above 15
- 6. Spouse/Partner
- 7. Others

8. How many in your company (children included) are:

- | | | | |
|----------------|---------------|--------------------|---------------|
| Under 7 years | persons | 25 - 31 years: | persons |
| 7 - 14 years: | persons | 35 - 44 years: | persons |
| 15 - 19 years: | persons | 45 - 66 years: | persons |
| 20 - 24 years: | persons | 67 years or more : |persons |

9. How was your vacation trip organized? Circle our answer

1. Packaged tour/Group arranged by travel agency, organizationr etc.
2. Individually planned tour, wholly or partly booked through a travel agency
3. Individually planned tour without booking through a travel agency

10 When did you decide to have your vacation in Norway? Circle our answer

- | | | |
|---|---------------------------------------|---|
| 1 More than three months before departure | 2 Between 1-3 months before departure | 3. Less than one month before departure |
|---|---------------------------------------|---|

11. How important is the following factors to you for a successful stay?

For each factor circle your graded opinion on the scale from 1 to 7.

	Totally irrelevant					Extremely relevant	
1. Accommodating attitude at check in	1	2	3	4	5	6	7
2. Information about activities offered at the location by brochures posters etc.	1	2	3	4	5	6	7
3. The hotel location	1	2	3	4	5	6	7
4. Activities available at the hotel (e.g. swimming, trim, minigolf, solarium...)	1	2	3	4	5	6	7
5. Personnel politeness	1	2	3	4	5	6	7
6. Food at the hotel	1	2	3	4	5	6	7
7. Hotel interior appearance	1	2	3	4	5	6	7
8. Culture and entertainment at the location (e.g. concerts, plays, exhibitions,)	1	2	3	4	5	6	7
9. Serviceminded personnel	1	2	3	4	5	6	7
10. Opening hours of bar and restaurant	1	2	3	4	5	6	7
11. Size of bathroom	1	2	3	4	5	6	7
12. Hiking possibilities at the location	1	2	3	4	5	6	7
13. Personnel available to inform about activities in neighborhood	1	2	3	4	5	6	7
14. Variation in the menu	1	2	3	4	5	6	7

15.	The bed comfort	1	2	3	4	5	6	7
16.	Nightlife and evening entertainment	1	2	3	4	5	6	7
17.	Personnel ability to solve problems	1	2	3	4	5	6	7
18.	Routines/procedures for payment (e.g.. for stay, minibar, restaurant)	1	2	3	4	5	6	7
19.	Cleaning and maintenance of the room	1	2	3	4	5	6	7
20.	Shopping offered at the location	1	2	3	4	5	6	7
21.	Personnel abilities to provide immediate service	1	2	3	4	5	6	7
22.	The ventilation in the room	1	2	3	4	5	6	7
23.	Hotel appearance/architecture	1	2	3	4	5	6	7
24.	Information about safety routines (e.g fire precautions)	1	2	3	4	5	6	7
25.	Hotel outdoor facilities (e.g. garden, parking)	1	2	3	4	5	6	7
26.	Playing opportunities for children at the hotel	1	2	3	4	5	6	7
27.	Possibilities for a calm and peaceful stay	1	2	3	4	5	6	7

12. Below we ask for your judgement of the hotel of your stay. How satisfied or dissatisfied are you with the different factors listed below?

Circle the number that matches your opinion. If you feel that the factor is not relevant for you or you have no basis for judgement, circle the question mark to the right..

Example:	Very dissatisfied									Very satisfied	Not relevant		
0.	Information about possible excursions	-5	-4	-3	-2	-1	0	1	2	3	4	5	?

The hotel information about excursions is here judged kind of neutral/indifferent: not dissatisfied, not satisfied.

		Very dissatisfied										Very satisfied	Not relevant
1.	Accommodating attitude at check in	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
2.	Information about activities offered at the location by brochures posters etc.	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
3.	The hotel location	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
4.	Activities available at the hotel (e.g. swimming, trim, minigolf, solarium...)	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
5.	Personnel politeness	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
6.	Food at the hotel	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
7.	Hotel interior appearance	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
8.	Culture and entertainment at the location (e.g. concerts, plays, exhibitions,)	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
9.	Serviceminded personnel	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
10.	Opening hours of bar and restaurant	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
11.	Size of bathroom	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
12.	Hiking possibilities at the location	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
13.	Personnel available to inform about activities in neighborhood	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
14.	Variation in the menu	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
15.	The bed comfort	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
16.	Nightlife and evening entertainment	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
17.	Personnel ability to solve problems	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
18.	Routines/procedures for payment (e.g.. for stay, minibar, restaurant)	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
19.	Cleaning and maintenance of the room	-5	-4	-3	-2	-1	0	1	2	3	4	5	?

20.	Shopping offered at the location	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
21.	Personnel abilities to provide immediate service	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
22.	The ventilation in the room	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
23.	Hotel appearance/architecture	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
24.	Information about safety routines (e.g fire precautions)	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
25.	Hotel outdoor facilities (e.g. garden, parking)	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
26.	Playing opportunities for children at the hotel	-5	-4	-3	-2	-1	0	1	2	3	4	5	?
27.	Possibilities for a calm and peaceful stay	-5	-4	-3	-2	-1	0	1	2	3	4	5	?

13. What would you say is particularly positive and/or negative with this hotel?

Particularly positive.....
 Particularly negative:.....

14. Compared with other hotels in Norway in the same price range, this hotel is:
 Circle your answer.

Very bad Very good
 -5 -4 -3 -2 -1 0 1 2 3 4 5

15. Compared to the price you paid, how would you judge this hotel?
 Circle your answer.

Very bad Very good
 -5 -4 -3 -2 -1 0 1 2 3 4 5

16. If you will take your vacation in this area later, how likely is it that you will choose the same hotel?
 Circle your answer.

Very unlikely Very likely
 1 2 3 4 5 6 7 8 9 10 11

17. If a good friend of you plan to have a vacation in this area, how likely is it that you would recommend this hotel? Circle your answer.

Very unlikely Very likely

1 2 3 4 5 6 7 8 9 10 11

18. Why did you choose this hotel for your vacation?

Circle the most important reason(s), but no more than 3 alternatives.

1. Information from a travel agency
2. Travel reports in magazines or TV/movies
3. Recommended by family/friend/colleages
4. Brochure with information about the hotel.
5. Vacation catalogue
6. Experience from prior visits at this hotel
7. The stay was part of packaged tour and chosen by the tour operator
8. It was suitable to stop here, and they had vacant rooms
9. Hotell pass
10. Other, state why

19. What did you weigh when you planned the vacation?

Below are listed some possible criteria that may have been essential or inessential. Circle the alternative that may represent your weigh on each one.

	Totally inessential					Very essential	
	1	2	3	4	5	6	7
Possibilities for physical activities	1	2	3	4	5	6	7
Possibilities for nature adventures	1	2	3	4	5	6	7
Attraktive night life/entertainment	1	2	3	4	5	6	7
Possible cultural adventures	1	2	3	4	5	6	7
Possibilities to meet new people	1	2	3	4	5	6	7
Activities for children	1	2	3	4	5	6	7

	Totally inessential						Very essential
Possibility for culinary adventures	1	2	3	4	5	6	7
Possibilities for a family to do things together	1	2	3	4	5	6	7
Possibility for a calm and peaceful vacation	1	2	3	4	5	6	7
Possible to plan a varied adventurous vacation	1	2	3	4	5	6	7
High standard on rooms	1	2	3	4	5	6	7
Possibilities for interesting excursions	1	2	3	4	5	6	7
Others (specify)	1	2	3	4	5	6	7

20 How many times including this have you stayed at a hotel on this vacation?

..... times

21 How many times have you stayed in a hotel the last three years?

Circle your answer

1. 0 – 5 times

4. 16 – 20 times

2. 6 – 10 times

5. 21 times or more

3. 10 – 15 times

.....

Thank you for taking time to answer this questionnaire.