

Appendix A: Study Questionnaires - Fixed Accommodations

Programmer Notes

- Insert logo of property if available

Province of Nova Scotia Accommodation Study Final Survey

The Nova Scotia Department of Tourism, Culture and Heritage, in partnership with the Tourism Industry of Nova Scotia, would like your assessment of your recent stay at **(Name of the Property Dynamically)**. This survey will take three minutes or less to complete. Your cooperation would be very much appreciated. Your privacy will be fully protected by Nova Scotia's Freedom of Information and Protection of Privacy Act. Any personal information collected during this survey will not be used for any other purpose. Any comments you make about a property will only be accessible by that particular property and your confidentiality will be respected and any information gathered from this survey will only be used by individual property operators to improve their own operations.

Note: Programming notes appear ABOVE the question to which they are referring

Programmer Notes

- All questions are mandatory unless otherwise stated

Programmer Notes

- Allow one response only in Q#1

1. **How satisfied were you with your overall experience while staying at this property? Were you:**

- Completely satisfied
- Mostly satisfied
- Neither satisfied nor dissatisfied
- Mostly dissatisfied
- Completely dissatisfied

Programmer Notes

- Ask Q#2 only if mostly or completely dissatisfied in Q#1 otherwise skip to Q#3

2. **Please indicate the main reason for your dissatisfaction and be as specific as possible.**

Comments:

Programmer Notes

- Allow only one response to each item in Q#3

3. **In general, how important were each of the following factors in your choice of this particular property?**

	<u>Critically Important</u>	<u>Important, but not critical</u>	<u>Not Important</u>
a. Cost of accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Quality of accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Physical condition of the property and grounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- d. On site recreational facilities
- e. Availability of food services
- f. Availability of Internet service
- g. Accessibility for those with disabilities
- h. Location of property
- i. Ease of making a reservation
- j. Ability to book online
- k. Activities for children

Programmer Notes

- Allow only one response to each item in Q#4

4. And how satisfied were you with each of these factors in relation to this particular property?

- | | <u>Completely Satisfied</u> | <u>Mostly Satisfied</u> | <u>Neither satisfied nor dissatisfied</u> | <u>Mostly Dissatisfied</u> | <u>Completely Dissatisfied</u> | <u>Not Applicable</u> |
|---|-----------------------------|-------------------------|---|----------------------------|--------------------------------|-----------------------|
| a. Cost of accommodations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Quality of accommodations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Physical condition of the property and grounds | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. On site recreational facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Availability of food services | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Availability of Internet service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. Accessibility for those with disabilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. Location of property | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| i. Ease of making a reservation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| j. Ability to book online | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| k. Activities for children | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

5. How satisfied were you with each of the following experiences?

- | | <u>Completely Satisfied</u> | <u>Mostly Satisfied</u> | <u>Neither satisfied nor dissatisfied</u> | <u>Mostly Dissatisfied</u> | <u>Completely Dissatisfied</u> | <u>Not Applicable</u> |
|------------------------------------|-----------------------------|-------------------------|---|----------------------------|--------------------------------|-----------------------|
| a. Quality of service at check in | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Quality of service at check out | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Programmer Notes

- Allow only one response to each item in Q#4

- Only have "not available" category available for Q#6i and Q#6j.

6. Thinking about your room, how satisfied were you with each of the following?

- | | <u>Completely Satisfied</u> | <u>Mostly Satisfied</u> | <u>Neither satisfied nor dissatisfied</u> | <u>Mostly Dissatisfied</u> | <u>Completely Dissatisfied</u> | <u>Not Available</u> |
|------------------------------------|-----------------------------|-------------------------|---|----------------------------|--------------------------------|-----------------------|
| a. Overall cleanliness of the room | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Comfort of the bed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Amenities in the bathroom | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- d. Quality of furnishings
- e. Range of in-room amenities
- f. In-room lighting
- g. Housekeeping service
- h. Overall condition of the room
- i. Quality of the television
- j. In-room air conditioning

7. **What, if anything, would have made the room more comfortable for you?**

Comments:

Programmer Notes
- Allow one response only to each item in Q#8

8. **Now thinking about the staff at the property, how satisfied were you with each of the following factors?**

- | | <u>Completely Satisfied</u> | <u>Mostly Satisfied</u> | <u>Neither satisfied nor dissatisfied</u> | <u>Mostly Dissatisfied</u> | <u>Completely Dissatisfied</u> |
|---------------------------------|-----------------------------|-------------------------|---|----------------------------|--------------------------------|
| a. Responsiveness to your needs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Friendliness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Professionalism | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Programmer Notes
- Allow one response only in Q#9

9. **Did you use the food service available at this property?** (That would include any meals prepared on site)

- Yes No

Programmer Notes
- Ask Q#10 and Q#11 only if 'YES' in Q#9, otherwise skip to Q#12

10. **How satisfied were you overall with the quality of food service available at the property?**

- Completely satisfied
- Mostly satisfied
- Neither satisfied nor dissatisfied
- Mostly dissatisfied
- Completely dissatisfied

11. How would you rate each of the following aspects of food service?

	<u>Very Good</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Very Poor</u>
a. Quality of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Food selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Speed of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Cleanliness of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programmer Notes
- Allow one response only in Q#12

12. Thinking about your entire experience, would you say that your visit to this property, exceeded, met or did not meet your expectations?

- Exceeded expectations Met expectations Did not meet expectations

Programmer Notes
- Ask Q#13 only if 'Did not meet expectations' in Q#12, otherwise skip to Q#14

13. In what way(s) were your expectations not met by this property?

Comments:

Programmer Notes
- Allow one response only in Q#14

14. Relative to the cost of accommodations, would you rate the value of your stay at this property as being:

- Very good value Good value Only fair value Poor value Very poor value

Programmer Notes
- Allow one response only in Q#15

15. How likely would you be to recommend this property to others? Would you definitely, probably, probably not, or definitely not recommend this property?

- Definitely Probably Probably not Definitely not

Programmer Notes
- Allow one response only in Q#16

16. If you were visiting this area again in the near future, how likely would you be to stay at this property? Would you definitely, probably, probably not, or definitely not stay at this property?

- Definitely Probably Probably not Definitely not

Programmer Notes

- Allow multiple response in Q#17 (record first and second mention)
- Insert Property name for "XXXX promotional materials"

17. How did you become aware of this particular property?

- Referral by others
- Property's website
- Travel agent
- Visitor information service
- Doers & Dreamers Guide
- Province of Nova Scotia website
- (Name of Property)**'s promotional materials
- Stayed here previously
- Travel website
- Other (Specify: _____)

Programmer Notes

- Allow one response only in Q#18

18. Were you able to get the information you needed from the property in advance of your stay?

- Yes No Not applicable

Now, a few final questions about you and your household to help classify the information you have provided. Responses will remain anonymous and combined with those of other survey participants.

Programmer Notes

- Allow one response only in Q#19

19. Which of the following best describes your travel party on this particular trip? Were you...

- Alone
- With your family
- With a spouse or partner
- With a friend(s)
- With a business colleague
- Other (Specify: _____)

Programmer Notes

- Allow one response only in Q#20

20. Where do you live?

- Canada
- US
- Europe

- South America
- Asia
- United KINGDOM
- Other (Specify: _____)

. Programmer Notes
- If 'Europe' in Q#20 ASK Q#20a otherwise skip go to Q#21

20a. **In what European country do you reside?**

Programmer Notes
- Ask Q#21 only if Canada or US in Q#20

21. **What is your postal code or zip code?**

Programmer Notes
- Allow one response only in Q#22

22. **In which of the following age categories do you fall?**

- Less than 20 years old
- Between 20 and 34 years old
- Between 35 and 54 years old
- 55 years old or more

23. **And to finish up, do you have final comments about your recent stay at this particular property.**

Comments:

The Province of Nova Scotia would like to thank you for helping us improve the travel experiences of visitors to Nova Scotia.