

(事業者記入欄)

FAM Tour Questionnaire for the Travel Agents

事業名	
対象国	
事業期間	月 日 ~ 月 日

Thank you for participating FAM trip. We appreciate your ideas and comments for Kyushu tourism promotion.

※Please answer below.

Company			
Name			
Sex	<input type="checkbox"/> Male	<input type="checkbox"/> Female	Age _____ Years old

1. Occupation/Title

- Counter sales Product development Sales Promotions Marketing
 General administration Human resources Supervisor
 Management/Board member Others (_____)

2. What is your image of Kyushu? (Check all that apply)

- People are friendly Kind hospitality Urban Rural Historical architecture
 Traditional culture Clean town Great nature Beautiful Agricultural scenery
 Food Hot springs Volcanoes Remote islands Ryokan / hotels
 Shopping Sports (climbing, trekking ect...) Theme parks
 Good safety Expensive high-tech industries Environmentally advanced
 None Others (_____)

3. What improvements need to be made in order to make Kyushu trips more comfortable?

(Check all that apply)

- Route information of public transportations Information of transportation fare and utilization
 General information of public transportation Choices of Restaurants Free public Wi-Fi
 Money exchanger information Information of shops which accept credit card
 Maps and brochure Local people's communication skills
 Others (_____)

4. Prioritize the importance of multilingualization from 1 to 6

	Multilingual sign of tourist information		Multilingual brochure		Multilingual maps
	Tourist Maps in each language		Multilingual website		Signboards in hotels and restaurants

5. What points do you stress when selling Kyushu tours? Please fill in specifically.

(_____)

6. Please tell us the best travel package which is more likely to promote Kyushu tours?

(Check one from following;)

- 2days-1night 3days-2nights 4days-3nights 5days-4nights 6days-5nights
 7days-6nights More than 8days
 ⇒ Reason: (_____)

7. What is the most effective way to promote Kyushu?

- Through media **※Check two from following;**
 [TV Cable TV Newspaper Travel guide books Travel magazines Websites]
 Others (_____)
 To participate in Travel Fairs To invite travel agents for Kyushu FAM tours
 To host Kyushu tourism seminars and business meetings
 Others (_____)

8. Please tell us your evaluation of Kyushu as a sightseeing destination.

- Very high Quite high Not very high Low

⇒ Please tell us which items make up the reason for that evaluation. (Check all that apply)

