

(事業者記入欄)

Tourism Seminar & Business Meeting

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 check about yourself.

1. Sex Male Female

2. Age Under 20's 20's 30's 40's 50's 60's over

3. Please tell us about your company's scale of business(No. of employees)

Less than 10 10 to 49 50 to 99 100 to 199 Over 200

4. Occupation/Title

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

5. Through the seminar, did you become more interested in Kyushu?

YES NO

⇒ If yes, what is especially interesting? (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 ()

6. Please tell us the things about Kyushu that interested you in particular at this seminar or business meeting. (Check all that apply)

Please answer in the form "xx of yy", e.g.: "The hot springs of Aso".

()

7. 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)

Hospitality History and culture Nature Food Hot springs
 Accommodation facilities Leisure and shopping Prices
 Other ()

8. What are the points that need improvements for making Kyushu trips more comfortable? (Check all that apply)

Route information of public transportations Information of transportation fare and utilization
 General information of public transportation Choice of Restaurants Free public Wi-Fi
 Money exchanger information Information of shops which accept credit cards
 Maps and brochures Local people's communication skills
 Prices for hotels and facilities Improvement of duty-free shops
 Others ()

9. Please tell us the travel period which is more likely to sell Kyushu tours? (Check one from following;)

2days-1nights 3days-2nights 4days-3nights 5days-4nights 6days-5nights
 7days-6nights More than 8days

⇒ Reason ()

10. What is the most effective way to promote Kvushu?

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

11. Have you made or sold any tours to Kyushu in the past 5 years?

- Yes No
⇒ If yes, what kind of product was that?
 Package tour Individual travel Educational travel Arranged (theme) travel MICE
⇒ If yes, please tell us the sales performance of the tour and the good and bad points of the tour content.
(Sales performance:)
(Tour content:)

12 a. What kind of Kyushu tour product would you like to make from now on?

(Check one from following;)

- Package tour Individual travel Educational travel Arranged (theme) travel MICE
⇒ Reason ()

b. What time of year would you like to make a Kyushu tour product for? (Check all that apply)

- March - May (Spring) June - August (Summer) September - November (Autumn)
 December - February (Winter) All year round
⇒ Reason ()

13. How do you gain information about your trip? Please fill in specific media names.

(Check all that apply)

- Portal sites () Blogs () Twitter ()
 facebook() Travel guide books()
 Travel magazines() TV() the Newspaper()
 Books() word of mouth
 Others ()

Thank you for your cooperation.