

(事業者記入欄)

FAM Tour Questionnaire for Media & Bloggers

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 bellow.

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

1. What kind of media do you belong to?

- T V Radio Newspaper Travel magazine Blogger Social networks
 Others (_____)

2. What is the target age group of your media? (Check all that apply)

- Student 20's business man 30's business man 40's business man
 Over 40's business man 20's business woman 30's business woman
 40's business woman House wives Executives

3. Please tell us the items that you think the viewers and readers of the media you belong to (publish) are interested in with regard to travel. (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 (_____)

4. 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
 Gourmet cooking Hot springs Volcanoes Remote islands
 Ryokan (Japanese-style Inn) Shopping Sports (climbing, trekking ect...)
 Theme parks Good safety Expensive high-tech industries
 Environmentally advanced None Others (_____)

5. 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
 Others (_____)

6. If you think that Kyushu is superior or inferior to another area of Japan as a sightseeing destination, please tell us the name of that area and the reason.

Kyushu is superior / inferior compared to ()
because ()

7. If you deal with information on overseas travel, which countries are rivals to Japan?

() ⇒ Reason ()

8. Has the media you belong to dealt with information on Kyushu in the past 5 years?

Yes No

⇒ The following question is for people who answered "Yes". What kind of content did that information contain?

History and culture Nature Food Hot springs Accommodation facilities

Leisure and shopping Transport

⇒ Please tell us specifically: ()

Other ()

9. If the media you belong to was to take up information on Kyushu, what time of year in Kyushu would you like to take up?

March - May (Spring) June - August (Summer) September - November (Autumn)

December - February (Winter) All year round

⇒ Reason ()

10. What kinds of things do you think would be required in order to have the media you belong to take up information on Kyushu in the future?

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11. What will attract people to Kyushu? (Check one from following;)

PR through media Cooperation between media and travel agents

Promotional advertising featuring celebrities Tourism promotion on the street

To participate in Travel Fairs To host Kyushu tourism seminars

Thank you for your cooperation.