



UNIONE EUROPEA  
PO FESR PUGLIA 2007-2013  
ASSE IV - AZIONE 4.1.2



REGIONE PUGLIA  
ASSESSORATO AL MEDITERRANEO,  
CULTURA E TURISMO



PROMOZIONE  
Agenzia Regionale del Turismo

## PUGLIA OPEN DAYS 2014 CUSTOMER SATISFACTION ASSESSMENT QUESTIONNAIRE

Municipality \_\_\_\_\_ Site \_\_\_\_\_ Date \_\_\_\_\_

Name of activity \_\_\_\_\_ Type of activity \_\_\_\_\_

( for office use only)

### SECTION 1

#### Personal data:

Sex M  F

Age \_\_\_\_\_

Profession \_\_\_\_\_ Qualification \_\_\_\_\_

Origin (country for outlanders, city/town/municipality for Italian citizens) \_\_\_\_\_

### SECTION 2

#### Evaluation of participation and visibility

##### 1. How did you learn about Puglia Open Days initiatives? (only one answer is possible)

Media advertising

IAT and other tourist information offices

Placarding

Word of mouth

Specific paper material (leaflet)

Social media (Facebook, Twitter, blogs, etc.)

Website (specify \_\_\_\_\_)

Other (specify \_\_\_\_\_)

##### 1. In how many Puglia Open Days 2014 activities have you participated and in which ones? (please answer with a number for each typology, including the visit underway)

Historic centre    Museum/Church/Castle    Kids Activities    For All Activities

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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ASSE II - AZIONE 4.1.2



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**2. How would you rate the information service about the POD initiatives?**

Very bad	Poor	Good	Very Good	Excellent
1	2	3	4	5

**3. What's the main booking option you chose? (only one answer is possible)**

- Direct contact with the managing body/organizer of Puglia Open Days initiative
- Tourist Information Office (IAT or other Pugliapromozione offices)
- Call center

**4. How would you rate the booking service?**

Very bad	Poor	Fair	Good	Excellent
1	2	3	4	5

**SECTION 3**

**Experience evaluation**

**1. Overall, how would you rate your Puglia Open Days experience?**

Far below expectations    below expectations    as expected    beyond expectations    far beyond expectation

1	2	3	4	5
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**2. Site visit evaluation (please bar the corresponding number for each row, as specified above)**

Cleanliness	1	2	3	4	5
Upkeep	1	2	3	4	5
Signage	1	2	3	4	5
Level of accessibility	1	2	3	4	5

**3. Puglia Open Days activity experience evaluation (please bar the corresponding number for**

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each row, as specified above)

Tour guide	1	2	3	4	5
Staff/welcome	1	2	3	4	5
Logistics	1	2	3	4	5
Level of accessibility	1	2	3	4	5

#### 4. Overall, how satisfied are you with the quality of the services provided during Puglia Open Days?

Not satisfied	Little satisfied	Neutral opinion	Fairly satisfied	Very satisfied
1	2	3	4	5

#### AKNOWLEDGEMENTS

Dear visitor,

We'd like to thank you for your time. If you want to be notified with the results of the present assessment questionnaire and/or with other/all initiatives organized by Pugliapromozione, please indicate your

Email address: \_\_\_\_\_

Thank you and see you again soon in Puglia

#### Privacy statement

Dear visitor,

Pursuant to Legislative Decree nr.196/2003 (Data Protection Law), which replaced Law 675/1996, the processing of your personal data will be based on the principles of fairness, lawfulness, transparency and protection of your privacy and rights.

I declare to have read and understood the information provided about personal data handling

Yes No

I agree to receive information, also via email, about future initiatives

Yes No

Signature

\_\_\_\_\_

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