



Customer Survey and Feedback for People's Choice Award

Tasmanian Tourism Awards

People's Choice Awards for a Tourism Accredited Business

What is the name of the business?

Location Date of stay/visit.....

Your name (optional)

Telephone (optional) Your address/email (optional).....

.....

May we share your comments and contact details with the business? Yes No

Please indicate how strongly you agree or disagree with each of the following statements.

For each question tick one box only

A brief description to support your answer may be written below

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	Not Applicable
My first overall impression of the business was positive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The advertising reflected the true picture of the business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The level of customer service was excellent?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My experience was safe and comfortable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The business appeared to be environmentally friendly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The facilities were clean and well maintained?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff were attentive to my needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of the business and my experience were excellent?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are there any specific issues that you would like for us to follow up? Are there any additional comments to support your ratings? (Attach an extra sheet if necessary)

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Please seal the form and send to the reply paid postal address to ensure that the information remains confidential.

Privacy Statement: Tourism Industry Council Tasmania conducts the Customer Survey for the purpose of maintaining and improving standards. The personal information we collect on this form will be used to acknowledge the feedback you have provided. All other information you provide may be collated by Tourism Tasmania for future planning. Your personal details will not be disclosed to any third parties for marketing purposes.

The People's Choice Award is designed to recognise businesses that have excelled in their commitment to a professional, customer focused approach & excellence in service.

I (your name)

Wish to nominate (the Business Name)

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For the People's Choice Tourism Award

Please write in 25 words or less why you have chosen this business.

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I am available to confirm nomination and may be contacted on:

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TASMANIAN TOURISM AWARDS ARE PART OF THE AUSTRALIAN TOURISM AWARDS OPERATING IN EVERY STATE



The National Tourism Accreditation Program is an important initiative of the Tourism Industry Council Tasmania.

The program is designed to raise the professionalism of the tourism industry through the implementation of business management practices and standards.

When selecting an accredited tourism business you are entitled to expect:

- Professional customer service
- Accuracy in advertising
- Sound environmental practices
- Compliance with health and safety standards
- An appropriately licensed and qualified operator

The use of this survey provides the Tourism Industry Council Tasmania, Tourism Tasmania and other tourism bodies with important feedback on accredited operators, and is fundamental to the success of this program.

The Tourism Industry Council Tasmania is a non profit organisation that represents the interests of tourism operators in Tasmania.



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CUSTOMER SURVEY

for Accredited Tourism Businesses

