PUGLIA
weareinpuglia.it

CO-BRANDING COMMUNICATION SERVICES
A Pugliapromozione Survey

Dear traveler, please help us gather essential data in order to improve our services, provide accurate information and increase the quality of your sojourn in Puglia.

1. **How did you know about this event?**
   Word of mouth ☐
   Printed Media ☐
   Online/ Social networks ☐
   Tourism Info-points ☐
   Viaggiareinpuglia.it/Pugliaevents.it websites ☐
   Other (please specify)_____ ☐

2. **Did you know that this event is a collaboration with Pugliapromozione, the Puglia Region Tourism Board?**
   ☐ Yes
   ☐ No

3. **Age:**
   Less than 18 ☐
   18 - 30 ☐
   31 - 45 ☐
   46 - 55
   55+ ☐

4. **Country (Region) of Origin:** _____

5. **Have you visited Puglia over the last five years?**
   If you have never been in Puglia before, skip to question 9a

   ☐ Yes ☐ No ☐ I am Apulian

6. **Would you like to return to Puglia?**

   ☐ Yes ☐ No ☐ I am Apulian

7. **Based on your knowledge of Puglia, which of the following regional areas would you like to visit in the future?**
   Gargano
   Daunia
   Trani & the Coast
   Bari & the Coast
   Unesco Heritage Sites (Castel del Monte, Alberobello, Monte Sant'Angelo, Gargano Primeval Beech Forests, Dry Stone Walls)
   Valle d'Itria
   Taranto & the Coast
   Salento
   Murgia & Gravine
   Other (please specify) _____

PUGLIA
weareinpuglia.it

8. Based on your knowledge of Puglia, what kind of experience would like to live during your next trip through our region?

Relax & wellness	☐
Art & Culture	☐
Nature	☐
Entertainment	☐
Business & MICE	☐
Sports events	☐
Honeymoon/wedding	
Caminos & nature trails	☐
Bike tourism	☐
I am Apulian	☐
Other (please specify) _____	

9. CUSTOMER SATISFACTION
Please rate your satisfaction on the event and other destination services (quality of accommodation, transportation, and locations) using the following range of values:
1 = Not at all satisfied – 4 = Extremely satisfied

	1	2	3	4	Don't know
a) General evaluation of the event	☐	☐	☐	☐	☐
Quality of event communications	☐	☐	☐	☐	☐
Type of promotional and print media provided during the event	☐	☐	☐	☐	☐
Staff professional service	☐	☐	☐	☐	☐
Location	☐	☐	☐	☐	☐
Food & Wine	☐	☐	☐	☐	☐
Overall evaluation of the event	☐	☐	☐	☐	☐
b) General evaluation of the destination (if you visited Puglia)					
Quality of accommodation of your sojourn	☐	☐	☐	☐	☐
Public means of transportation within the destination	☐	☐	☐	☐	☐
Quality of landscape and surrounding environment	☐	☐	☐	☐	☐
Overall evaluation of the destination	☐	☐	☐	☐	☐

10. What kind of event would you like to attend in the future? (please answer with reference to previous experiences, so as to help us gather new proposals for future tourism and cultural planning):

_____

_____

TO BE FILLED BY THE CO-BRANDING EVENT'S ORGANIZER

Event's city/place: _____
Event's name: _____
Event's date: _____

Privacy Information (UE Regulation 2016/679) *- Thank you for participating to this survey. The information herein shall be processed by ARET Pugliapromozione ("Data Processor") in a comprehensive and anonymous form, in full compliance with provisions on privacy data protection (EU Regulation 2016/679). Your privacy data rights may be exercised by contacting the aforementioned Data Processor, pursuant to articles 15-22 of EU Regulation 2016/679, via e-mail to: dpo@aret.regione.puglia.it or by filing a claim at the Italian Data Protection Authority, pursuant to article 77 of the Regulation. For further information on your privacy data processing, please check the Privacy Policy on our website www.agenziapugliapromozione.it*