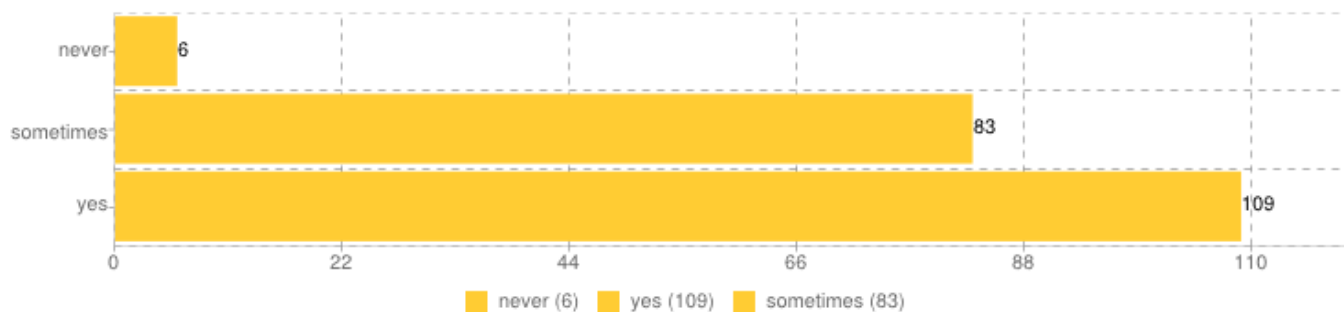


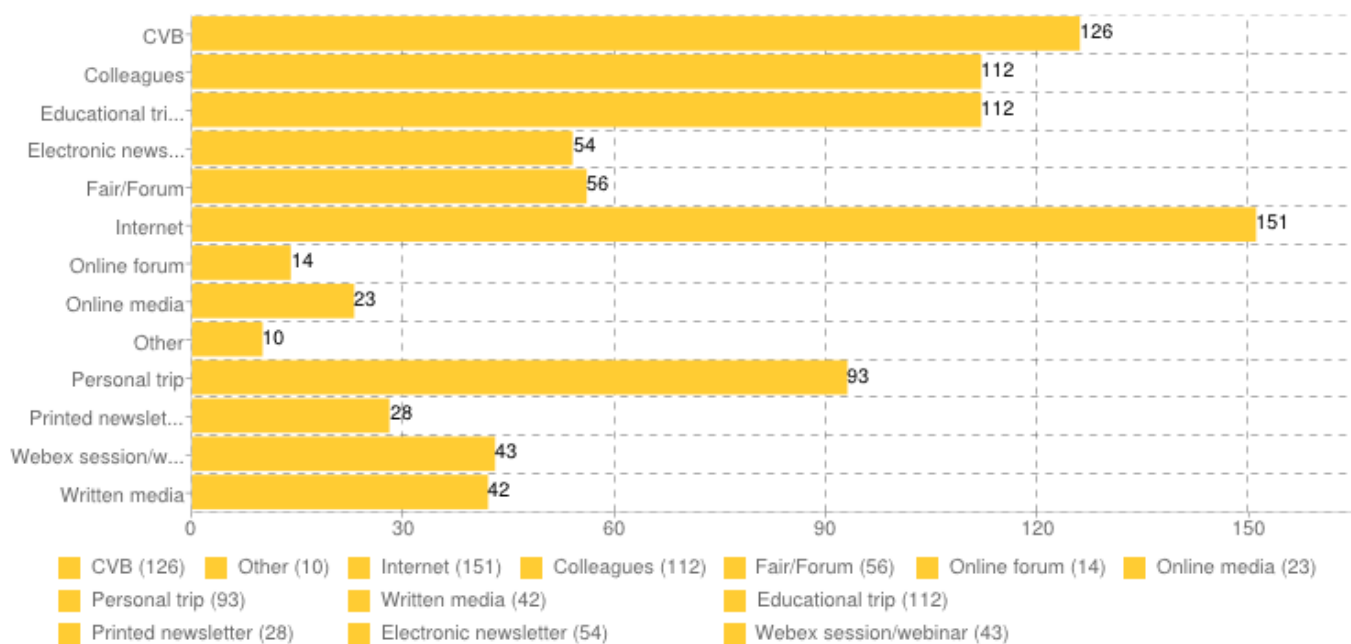
Switzerland. Where the world meets.

Clients Questionnaire - November 2012 - SCIB NA.

3.1 Do you ever collect information on a destination/hotel without a specific RFP?

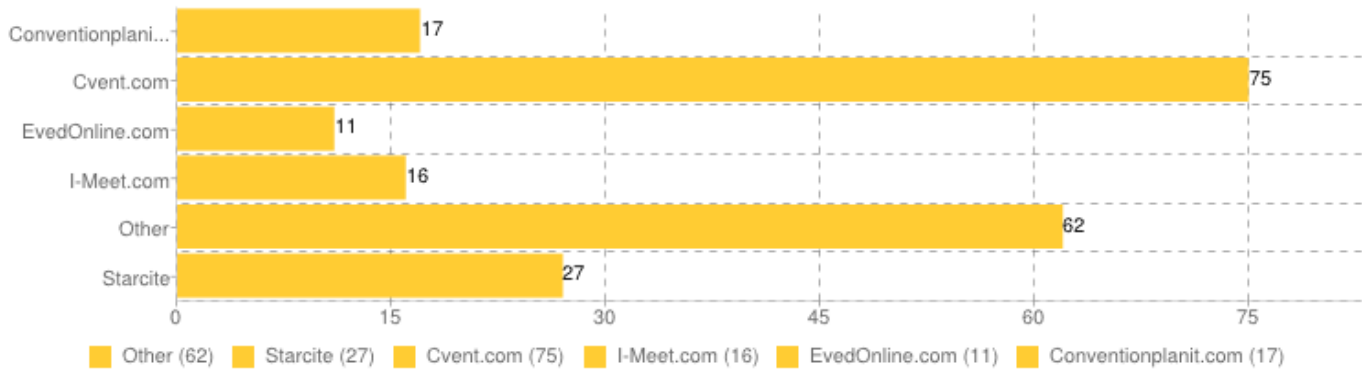


3.2 If yes, what is your main information source? (Multiple ticks possible)

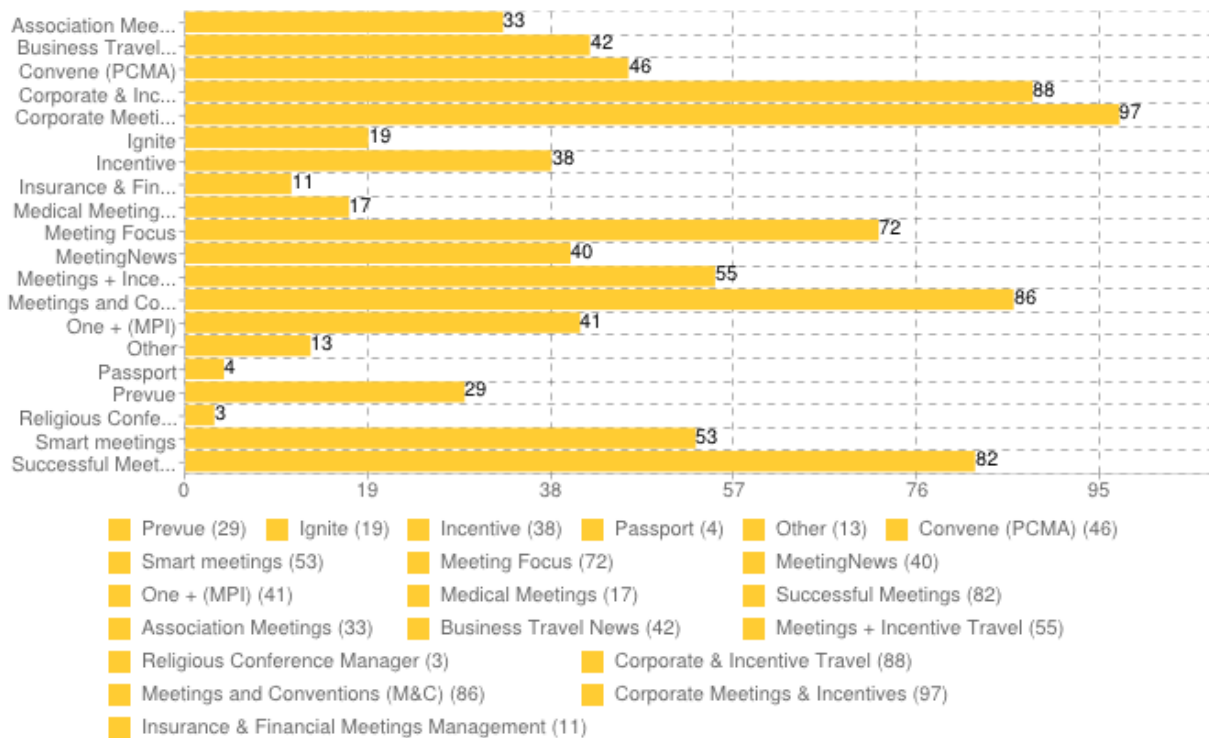


3.3 What is your preferred way to gather offers/information for destinations/hotels/DMC's (outside North America) when y...

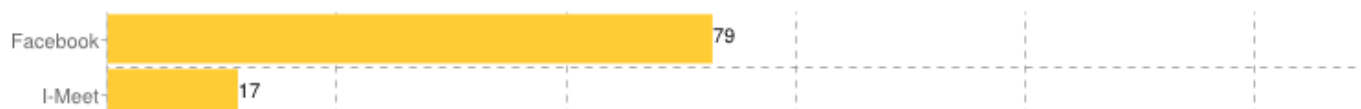
If Internet, what website:



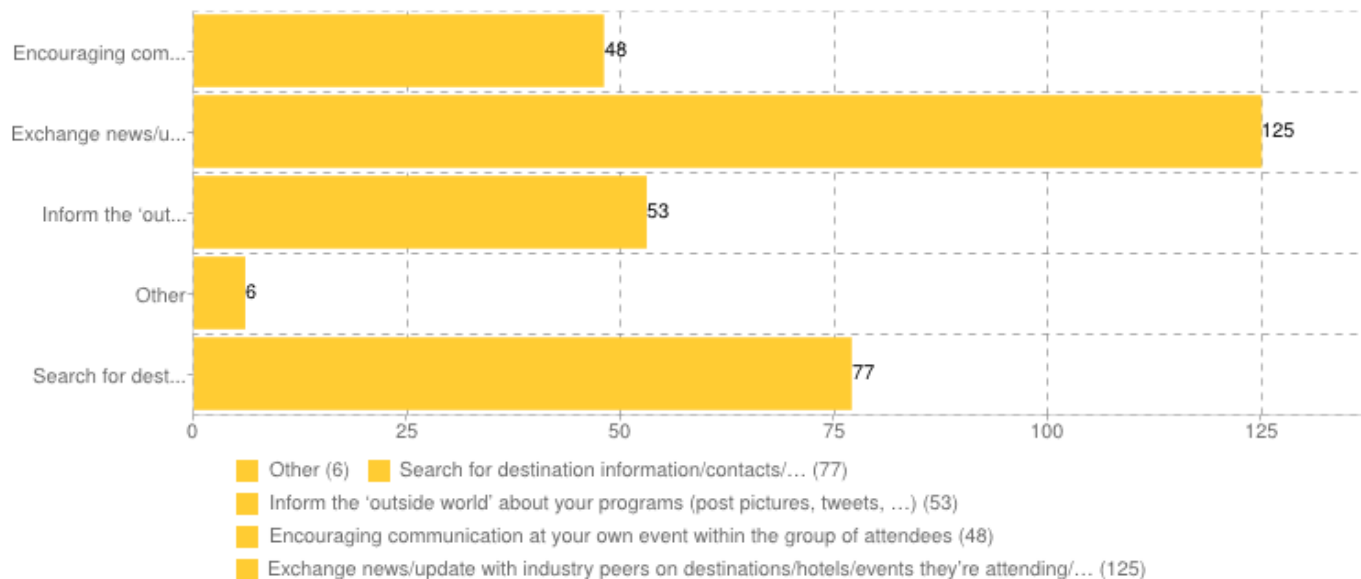
4.1 Which industry magazines do you regularly read? (Multiple ticks possible)



4.2. What kind of social media platforms do you use for professional purposes? (Multiple ticks possible)



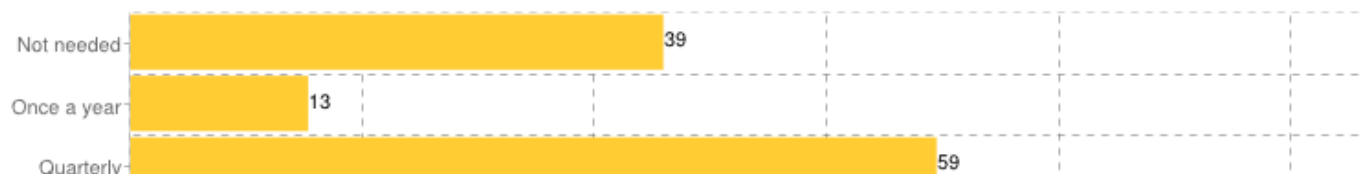
4.3. If using social media platforms, what are the main reasons? (Multiple ticks possible)



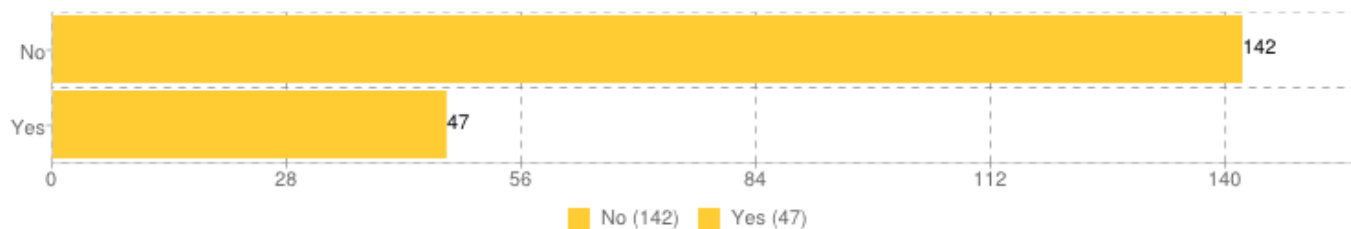
5.2.1 We currently send 4 electronic newsletters a year. What do you think would be the ideal frequency for you?



5.2.2 Also 2 printed newsletters are sent to you each year (different content than the electronic newsletters). What would you like to see?



Would you be interested in having one set up for your company/client?



7.1 Do you work with a DMC?

