APPENDIX D
CHAIN AND MARKETING CONSORTIA’S SELF-ADMINISTERED SURVEY FORM
Hotels and Electronic Distribution Channels (EDCs)

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Section 1: Your Company

1.1 What is the name of your company?

1.2 What is your position in the company?

Section 2: Your Relationships With Your Hotel Clients

2.1 (a) What methods does your company use to promote itself to hotels?

2.1 (b) Which method is the most effective?

2.2 What does a hotel have to do to be promoted by your company?

2.3 Do you offer an induction process/training for new clients?

   Yes □ No □

   If yes, please explain:

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2.4 Do you provide support materials for hotel clients?
   Yes ☐  No ☐
   If yes, please list:

2.5 Are the methods you use for non-affiliated (independent) hotels the same as for affiliated (franchised hotels, other marketing consortia or management contracts) hotels?
   Yes ☐  No ☐
   Please explain:

2.6 Are there any common problems that new hotel clients experience in effectively using your services?
   Yes ☐  No ☐
   If so, please list:

2.7 What are the major reasons for a hotel not getting the best out of your marketing services? Please tick:
   Lack of training ☐  Inexperienced staff ☐
   Poor management ☐
   Others, please specify:
2.8 What are the major reasons for a hotel client dispensing with your services?

2.9 How do you maintain effective communication with your hotel clients?

Section 3: Your Use of Electronic Distribution Channels (EDCs)

3.1 What EDCs does your company use to distribute its hotel inventory (e.g. lastminute.com, travelsupermarket.com, activehotels.com, hotelbook.com, Travelocity.com)?

3.2 What, if any, new EDCs are likely to become effective/important? (e.g. mobile telephone, travel blogs, Interactive Digital TV)
3.3 What challenges does your company face with different EDCs? Please tick:
Managing their complicated nature ☐
Checking the hotel information shown on the EDC ☐
Assessing the effectiveness of different EDCs ☐
Price transparency ☐
Building customer relationships through them ☐
Others, please specify:

3.4 Whose responsibility is it to check the accuracy, attractiveness and completeness of the hotel client information that you distribute on their behalf?

3.5 How do you monitor the effectiveness of the different EDCs you use?

3.6 How do you monitor value for money of the different EDCs you use?
3.7 What are the key elements in getting the best out of electronic distribution?

3.8 How do you undertake search engine optimization to ensure that your website and your hotel clients’ products appear high on the search engine?

3.9 The flow chart overleaf has been developed to illustrate how EDC evaluation could be improved. I would be pleased to have your comments on it:
3.10 How far do you think it is applicable for usage in non-affiliated (independent) and affiliated (franchised, other marketing consortia or management contracts) hotels?

Thank you for taking the time to answer this questionnaire
The Initial EDC Performance Evaluation Flowchart