

QUESTIONNAIRE

A. IMAGE OF LES DIABLERETS

1. What is your primary association?

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2. Please name your top 3 reasons for visiting Les Diablerets.

1.

2.

3.

3. Please name your top 3 reasons for not visiting Les Diablerets.

1.

2.

3.

4. In your view, what makes Les Diablerets special?

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B. TOURISM POLICY DEVELOPMENT

5. Do you feel that the current tourism development policy is well defined?

Very well defined well defined defined not defined No opinion

6. According to you, who should be in charge of establishing a tourism policy?

Executive town council (5 members) Local government

Diablerets Tourisme Local businesses

Other No opinion

7. Who should be responsible for the implementation and the application of the tourism policy?

A "tourism committee" within the town council Town council

Supervisory Committee of Diablerets Tourisme Local businesses

Other : No opinion

8. What planning horizon should the tourism strategy have?

1 year 3 years 5 years 10 years No opinion

9. In your view, what is the most important element of tourism economy in Les Diablerets?

Accommodation Transportation Leisure Animation Events

Other : No opinion

C. DIABLERETS TOURISME AND IT'S COMMITTEE

10. Do you know the people working at Diablerets Tourisme ?

The Director : Yes No

The Employees : Yes No Some of them

Members of the Committee : Yes No Some of them

11. What should be the role of the Diablerets Tourisme Committee? Please describe briefly

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.....

.....

.....
12. Please order the following areas in order of importance (1 very important – 6 not important)

Information/Reception	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Marketing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Animation (during the touristic season)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Animation (year-round)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Cultural Program	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Involvement in special events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

13. Would you like to have the opportunity to meet up with the committee on a regular basis?

- Yes No No opinion

D. DIABLERETS TOURISME FINANCES

14. The financing of Diablerets Tourisme is currently 2/3 of public funds and 1/3 private ones. In order to increase the part of private funds, what operation would you focus on and promote? (1 high – 6 low)

Events (not free)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Rentals (Chalets/apartments)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Commercialisation of seminars / conferences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Promotional merchandise	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Renting facilities for seminars / conferences	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Other :	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
No opinion	<input type="checkbox"/>					

E. MARKETING STRATEGY

15. Which groups should the marketing strategy focus on? (1 very interested – 6 not interested)

Young people (18-25 years old)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Seniors (55 and more)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Seniors + (65 and more)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Business (seminars, MICE ¹)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Groups (Switzerland – Europe)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Groups (out of EU zone)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Singles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Families	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Working couples without children	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Athletically active people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
Affluent people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
No opinion	<input type="checkbox"/>					

16. Considering the previous list, do you think that our area has the potential to attract your top group?

- Yes No No opinion

If no, what is missing?

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17. Rate the target markets that you would like the marketing strategy to be focused on?

- Switzerland France

¹ MICE : Meetings, Incentives, Conferencing, Exhibitions

- Benelux (Belgium, Netherlands, Luxembourg)
- Southern Europe (Italy, Spain, Portugal)
- USA & Canada
- Great Britain
- Asia
- Other :

18. Please order in terms of importance which seasons require a marketing investment? (1 very important – 6 not important)

- | | | | | | | |
|------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Winter | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Spring | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Summer | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| Fall | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 6 |
| No opinion | <input type="checkbox"/> | | | | | |

F. INFRASTRUCTURES & PRODUCTS

19. Do you think that our area has the adequate infrastructure to be attractive?

- Yes
- No
- No opinion

What type of accommodation need more capacity?

- Hotels
- Apartments/chalets
- Group accommodation
- Camping
- Other :

If not, what leisure facilities are missing?

- Ski slopes
- Bar/Pub
- Indoor tennis/squash/badminton
- Thermal Baths
- Climbing wall
- Other :
- Bowling
- Games arcade
- Cinema
- Amusement rides

20. Are you familiar with the Free Access Card?

- Yes
- No
- No opinion

If yes, can you name 3 of the elements included in the Free Access:

1.
2.
3.

Additional questions

1. Do you own or rent in Les Diablerets?
2. Is it an apartment or a chalet or a hotel/BB?
3. How many times a year do you come to Les Diablerets ?
4. How long (years) has your family been coming to Les Diablerets?
5. How would you rate your French skills: basic conversational fluent
6. Do you find communication easy with your level of French?
7. If you own your place, have you ever heard of the APCADO²?
8. Would you be interested in supporting Diablerets Tourisme's activities by becoming a member, paying a cotisation every year? Yes No Perhaps
9. Would you recommend somebody representing the English speaking community of Les Diablerets to be part of the Diablerets Tourisme committee board?
 Yes No Perhaps

² Association des propriétaires de chalets et appartements aux Diablerets

10. What is the one thing you would change about Les Diablerets?

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Questionnaire to be returned at Diablerets Tourisme. Thank you for your participation !

Your email address: