SurveyNinja

Travel agency survey

14 questions. About 5 min to answer.

Finding and booking

1. How did you find out about our travel agency?

Choose one answer.

- ○ Social media ads
- ○ Google ads
- ○ TV ads
- ○ Offline ads
- ○ From friends/relatives
- ○ Other: _____

2. Why did you choose us over other travel agents? Required

Choose all that apply.

- ☐ Positive previous experience
- ☐ Received a recommendation
- ☐ Prices were good
- ☐ Good advertising
- ☐ Reputation of the agency
- ☐ Other

3. Which method did you use when ordering from us? Required

Choose one answer.

- ○ In person
- ○ Online on our website
- ○ By telephone
- ○ The trip was booked for me as a gift
- ○ Other: _____

4. Please rate the work of the travel agent Required

1 2 3 4 5 6 7 8 9 10

The trip

5. Which mode of travel did you choose?

Choose one answer.

- ○ Bus
- ○ Plane
- ○ Train
- ○ Personal transportation (Car etc.)
- ○ Other: _____

6. How would you rate the quality of the bus service provided?

	Poor	Average	Excellent
Punctuality	○	○	○
The drivers' helpful attitude and personality	○	○	○
Boarding speed and time of departure	○	○	○
The overall quality and condition of the bus	○	○	○

7. How would you rate the quality of your flight?

	Poor	Average	Excellent
Check-in time and time of departure	○	○	○
The quality of the inflight meal	○	○	○
The friendliness and attitude of the cabin crew	○	○	○
Inflight services (TV, WC, water etc.)	○	○	○
Punctuality	○	○	○

8. How would you rate the quality of your train travel?

	Poor	Average	Excellent
Punctuality (time of departure and arrival)	○	○	○
The friendliness and attitude of the train crew	○	○	○
The overall quality and condition of the train	○	○	○
Quality of the meal	○	○	○

9. How would you rate the quality of your accommodation?

	Poor	Average	Excellent
The facilities in general	○	○	○
The quality of the room	○	○	○
The quality and variety of the food on offer	○	○	○
The attitude and service from the hotel staff	○	○	○
Hygiene and cleanliness of the hotel	○	○	○
Hotel services	○	○	○
Transportation and accessibility to and from the hotel	○	○	○
The quality of the hotel entertainment	○	○	○

Offers and preferences

10. Were you offered the following services prior to travel?

	Yes	No	Don't remember
Trip cancellation insurance	○	○	○
Travel medical insurance	○	○	○
Transport options to/from the airport	○	○	○
Optional excursions or day trips	○	○	○

11. Which type of travel do you prefer to buy?

Choose one answer.

- ○ Early booking
- ○ Last minute
- ○ I don't distinguish between the two

12. What is your first consideration when purchasing a holiday?

Choose one answer.

- ○ Price
- ○ The attraction of certain locations or activities
- ○ Recommendations from friends or family
- ○ Which travel agent to use
- ○ Advertising for different deals, packages, and offers

Overall experience

13. Please answer the following few questions based on your experience with us:

	Yes	Not sure	No
Has your holiday lived up to your expectations?	○	○	○
Are you satisfied with the package we offered?	○	○	○
Was our website easy to use and navigate?	○	○	○
Was everything listed on our website reflected in reality?	○	○	○
Did you receive value for money with us?	○	○	○
Will you use our travel agency again?	○	○	○

14. If you were to use us again, would you like to see anything changed? Please tell us in your own words:

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/travel-agency-customer-satisfaction

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