APPLE VACATIONS® VACATION SATISFACTION QUESTIONNAIRE

Name of your hotel or condo

Name of your destination or island

Return Date (Month Day)

Length (# Nights)

Did you purchase: ○ Air+Hotel ○ Air Only ○ Hotel Only

U.S. Departure Airport

Airline

1. YOUR HOTEL ACCOMMODATIONS	Excellent	Good	Fair	Poor	Brief Comments:
a) Comfort of your hotel room	○	○	○	○	
b) Maid service/maintenance of your room	○	○	○	○	
c) General hotel cleanliness	○	○	○	○	
d) Food quality in the hotel	○	○	○	○	
e) Service in the restaurant(s)	○	○	○	○	
f) The hotel bar(s) and bar service	○	○	○	○	
g) The entertainment provided in the hotel	○	○	○	○	
h) The swimming pool facilities	○	○	○	○	
i) The beach at your hotel (if applicable)	○	○	○	○	
j) Service at check-in/check-out	○	○	○	○	
k) The accuracy of the hotel Apple Rating	○	○	○	○	
l) The overall attitude of the hotel staff	○	○	○	○	
m) What is the likelihood that you would recommend this hotel to your friends/family?	○	○	○	○	
n) How would you rate your hotel overall?	○	○	○	○	

2. YOUR JOURNEY					
a) Check-in arrangements at your home airport	○	○	○	○	
b) Apple Vacations Airport Representative's helpfulness at your departure airport (exclusive vacation flights only)	○	○	○	○	
c) Aircraft comfort	○	○	○	○	
d) The flight attendants' helpfulness & in-flight service overall	○	○	○	○	
e) Meeting service upon your arrival at resort airport	○	○	○	○	
f) Transfers between the airport and your hotel	○	○	○	○	

3. YOUR APPLE REPRESENTATIVE IN RESORT					
a) Your Apple Representative's helpfulness and attention to your needs	○	○	○	○	
b) Your Apple Representative's availability during his/her posted desk hours or when dialing the Representative's local office	○	○	○	○	
c) The choice, quality and value of optional excursions that were recommended by your Apple Representative	○	○	○	○	

4. OTHER ITEMS					
a) How would you rate the overall value of your vacation package?	○	○	○	○	
b) How would you rate your vacation overall?	○	○	○	○	

5. YOUR VACATION PLANNING PROCESS

a) How far in advance did you begin your search for this vacation?
less than 1 month ○ 1-3 months ○ 3-6 months ○ more than 6 months ○

b) Did you book this vacation through a travel agent?
Yes ○ No ○

c) Who most influenced your travel purchase decision?
Travel Agent ○ Friend/Family ○ User Reviews ○ Other ○

d) Which was the most important factor in your purchase decision?
Specific hotel or hotel brand ○ Specific destination ○
Special experience (excursion, activity or event) ○ Price/value ○

e) Did you visit www.applevacations.com as part of your vacation planning process? Yes ○ No ○

f) If yes, how would you rate our website?
Excellent ○ Good ○ Fair ○ Poor ○

g) What was the primary purpose of your trip?
Wedding ○ Honeymoon/Romance ○ Family Vacation ○
Group/Reunion ○ Scuba/Watersports ○ Golf ○
Spa ○ Relaxation/Sun & Fun ○ Other ○

h) Do you follow Apple Vacations on (check all that apply):
Facebook ○ Twitter ○ You Tube ○ Pinterest ○
Instagram ○ The Juice (Apple Vacations' blog) ○

6. TRAVELING WITH CHILDREN

a) Are you traveling with children/teens under 18? Yes ○ No ○

b) If yes, how would you rate the hotel's facilities/activities/entertainment for children 12 and under?
Excellent ○ Good ○ Fair ○ Poor ○

c) If yes, how would you rate the hotel's facilities/activities/entertainment for teens?
Excellent ○ Good ○ Fair ○ Poor ○

7. FUTURE VACATIONS

a) How likely are you to recommend your destination to friends/family?
Definitely ○ Probably ○ Possibly ○ Unlikely ○

b) How likely are you to recommend Apple Vacations to friends/family?
Definitely ○ Probably ○ Possibly ○ Unlikely ○

8. ABOUT YOU

a) How many times have you taken an Apple Vacation, including this one?
1 ○ 2 ○ 3 ○ 4 ○ 5+ ○

b) Which of the following is your age group?
18-24 ○ 25-34 ○ 35-44 ○ 45-54 ○ 55-64 ○ 65+ ○

c) What is your gross annual household income range?
under $50,000 ○ $50,000-$74,999 ○ $75,000-$99,999 ○
$100,000-$149,999 ○ $150,000 and over ○

**** By providing your email address, you are giving consent for Apple Vacations and its related companies to email specials and exclusive offers to you. Plus, you'll be entered into a drawing for an Apple Vacation for two.***

*** E-MAIL ADDRESS**

Mr/Mrs/Ms First Last

Street

City State Zip Code

Log on to applevacations.com for current specials, pricing and availability!

2014

Dear Apple Vacationer,

Your opinions are extremely important to us. To deliver the quality vacations you've come to expect from Apple Vacations, it is very important that we know your views on the various aspects of your vacation.

If you are 18 years or older, please complete this questionnaire and return it by U.S. mail, to your Apple Resort Representative or to your flight attendant if traveling on an exclusive Apple Vacations flight. The results will be carefully studied to help ensure that your next vacation will be even more enjoyable.

If you wish us to reply individually, please complete this questionnaire anyway, **but also write to us at the appropriate address shown to the right.**

We appreciate your honest comments, and look forward to seeing you on another Apple Vacation soon!

IF YOU HAVE ANY ADDITIONAL COMMENTS, PLEASE WRITE TO THE APPROPRIATE ADDRESS BELOW:

Apple Vacations
Customer Care Department
P.O. Box 6500
Newtown Square, PA 19073

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www.applevacations.com

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APPLY POSTAGE HERE

Apple Vacations
Customer Care Department
101 Northwest Point Boulevard
Elk Grove Village, IL 60007-1024

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