



**ACT** | a division of  
Anatolia College

## Strategic Partners



## Academic Partners

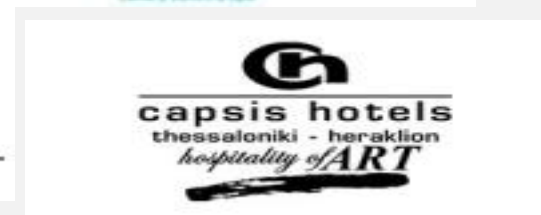


## Hotel Associations



STUDYINTHESSALONIKI.GR





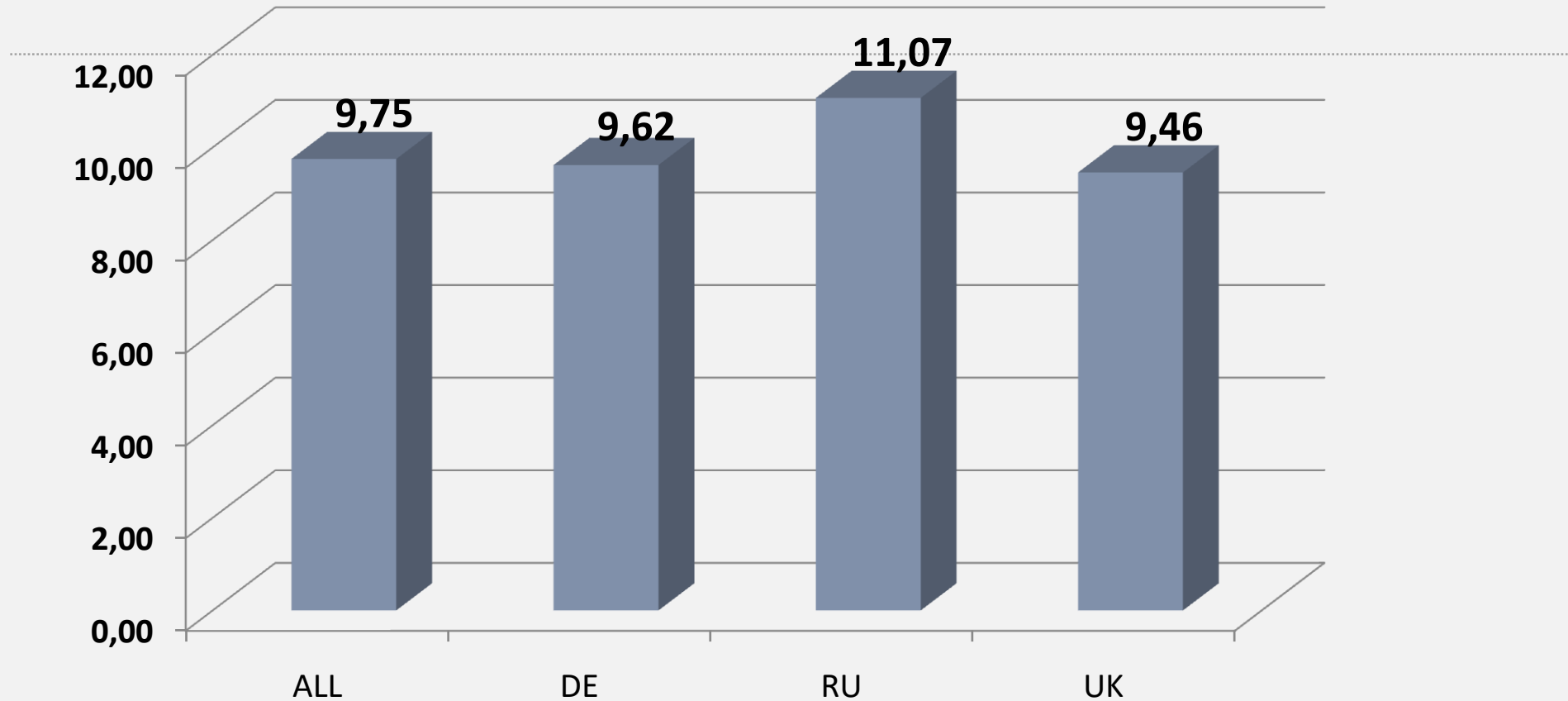
# Survey Analysis Regarding Tourists Satisfaction of Rhodes Island 2017

## Basic Characteristics

- >3000 questionnaires answered
- Period: Late July - End October 2017
- Method: physical presence questionnaire
- Place: Hotels & TO's
- Questionnaire in multiple languages

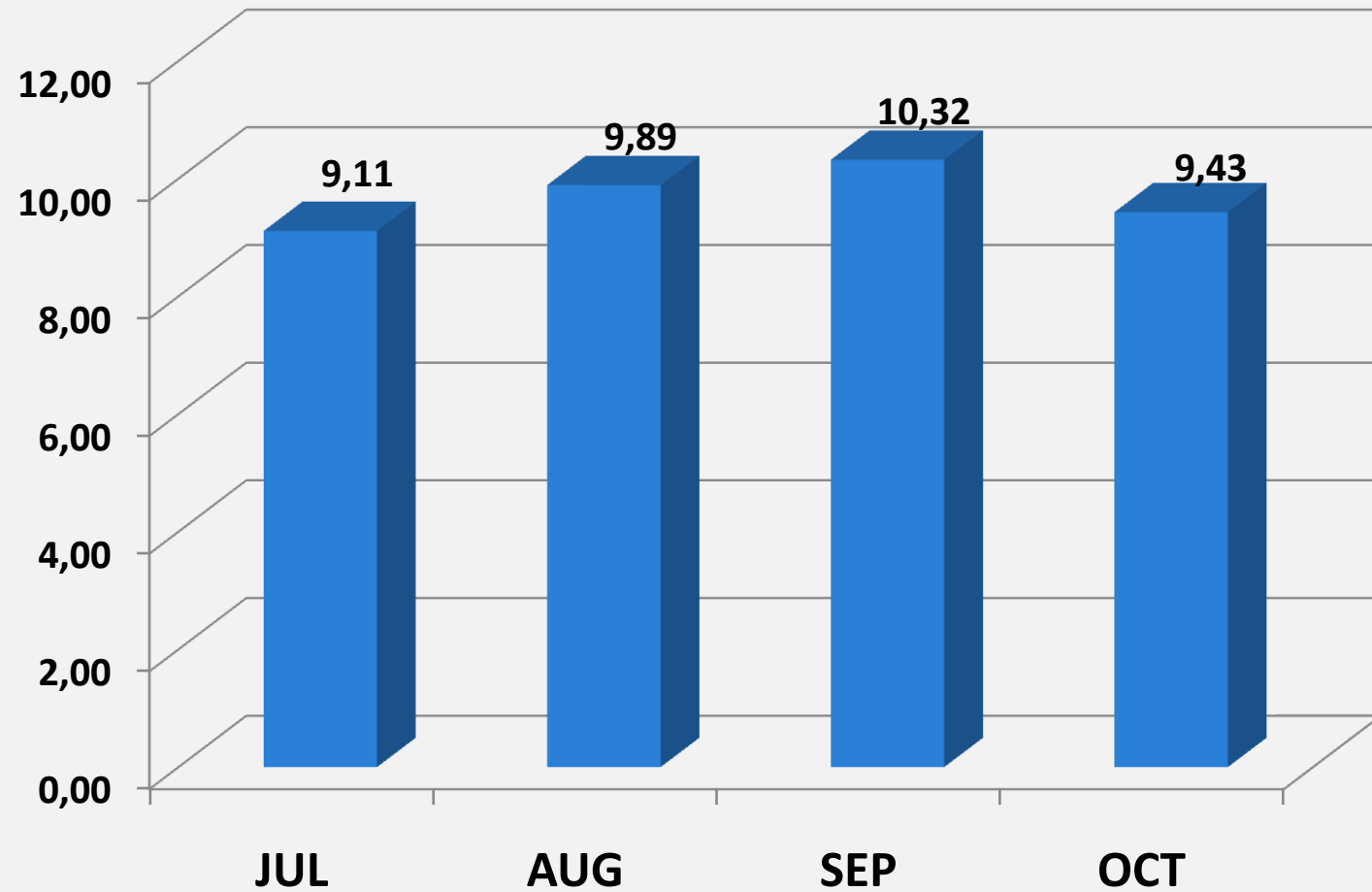


## Average Stay / Nationality: differences exist!

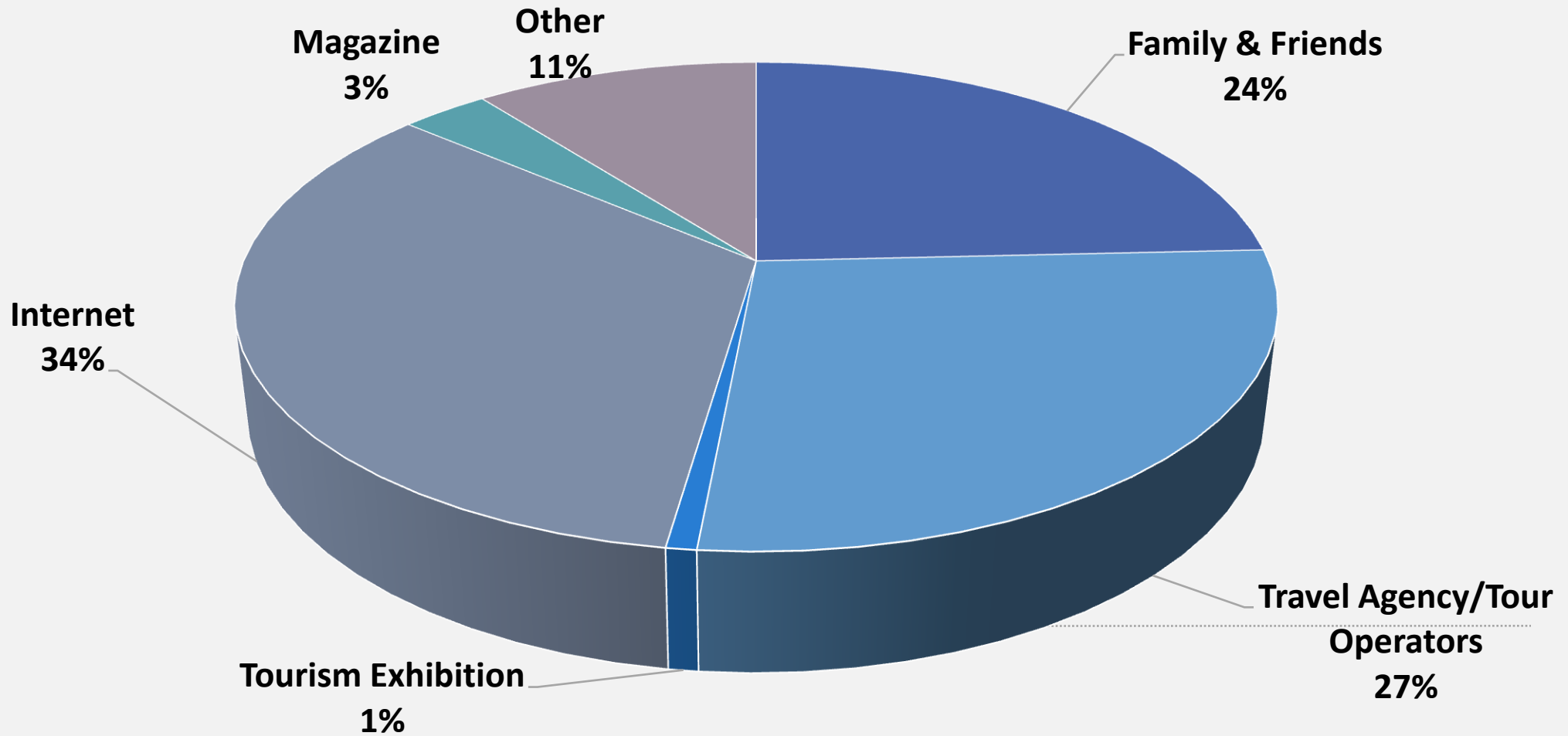


## Average Stay / Month

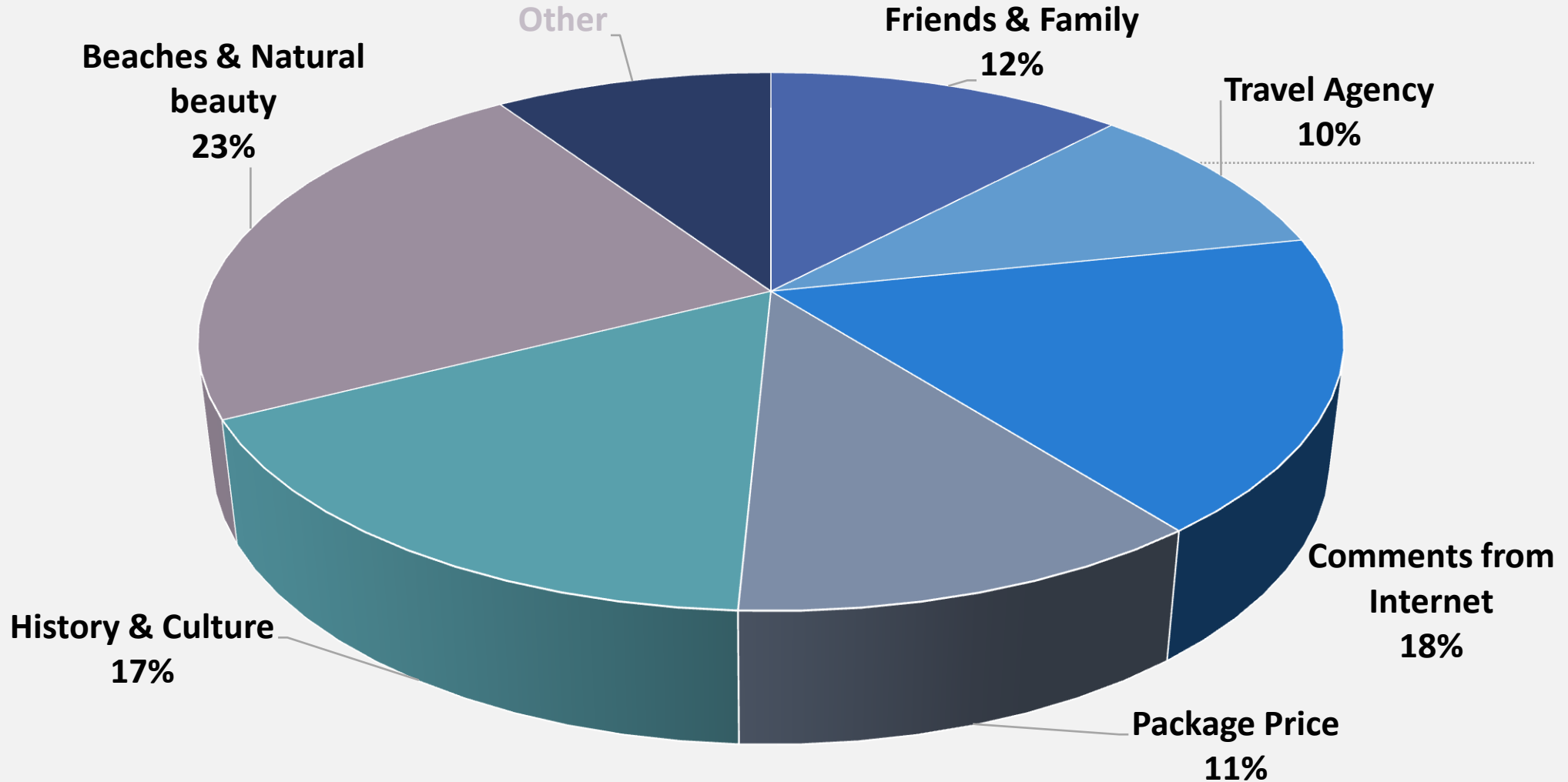
Tourists stay less in  
July and October



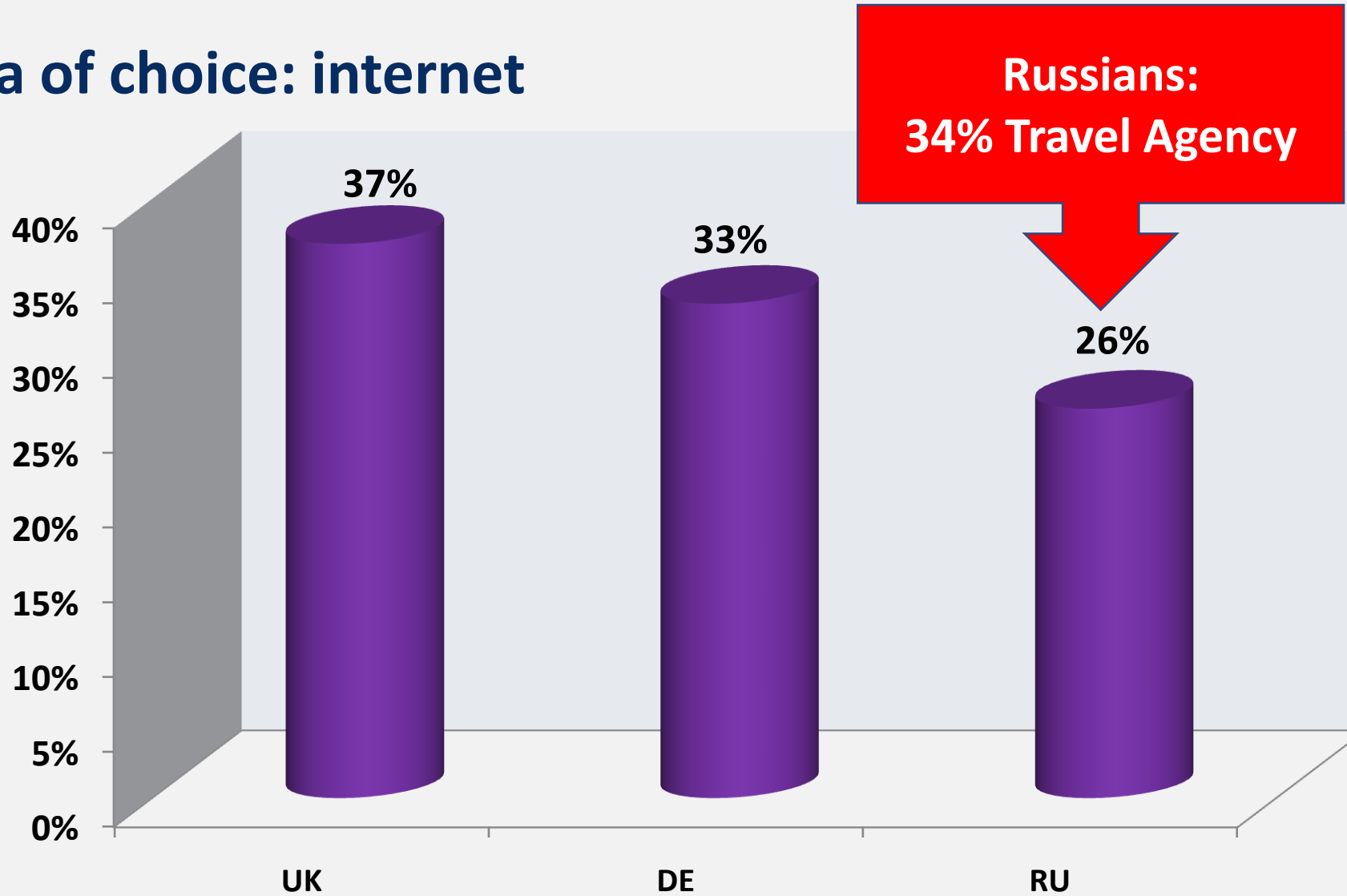
# Information Sources



# Criteria of choice: all visitors

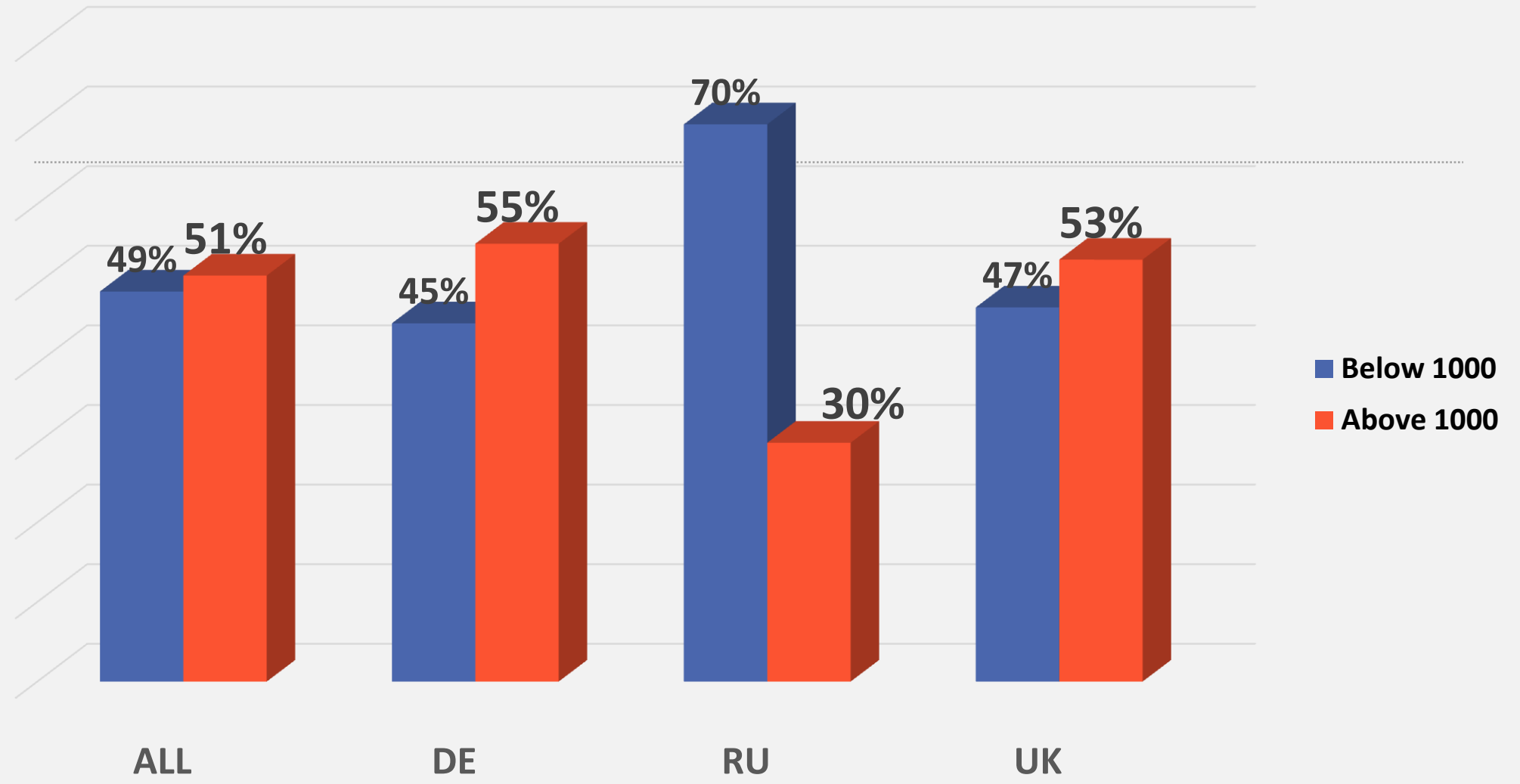


## Criteria of choice: internet



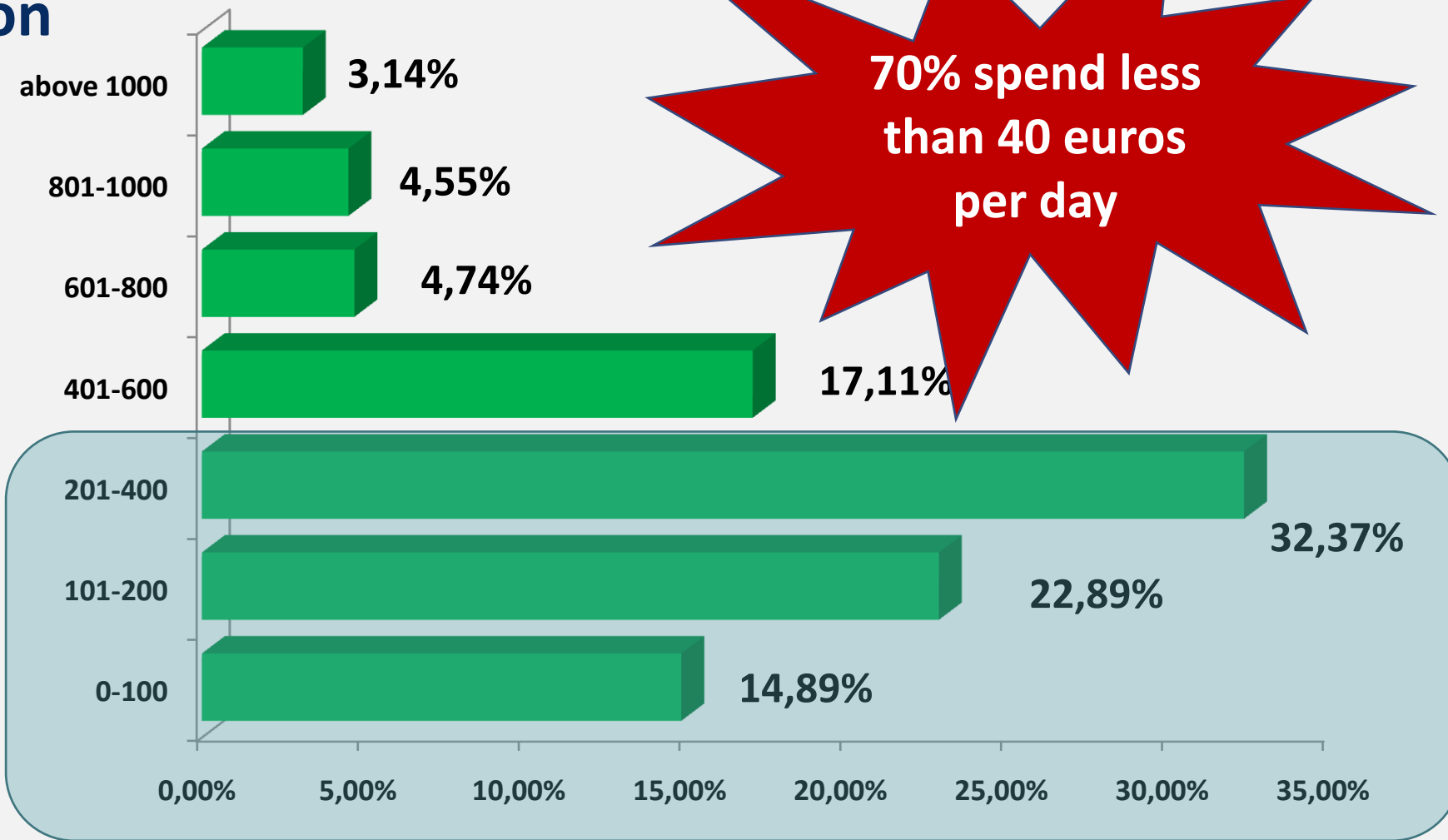


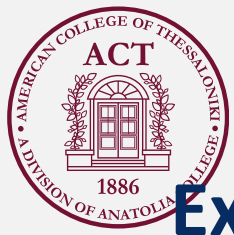
# Holiday Package Cost / Nationality



## Extra Expenses / person

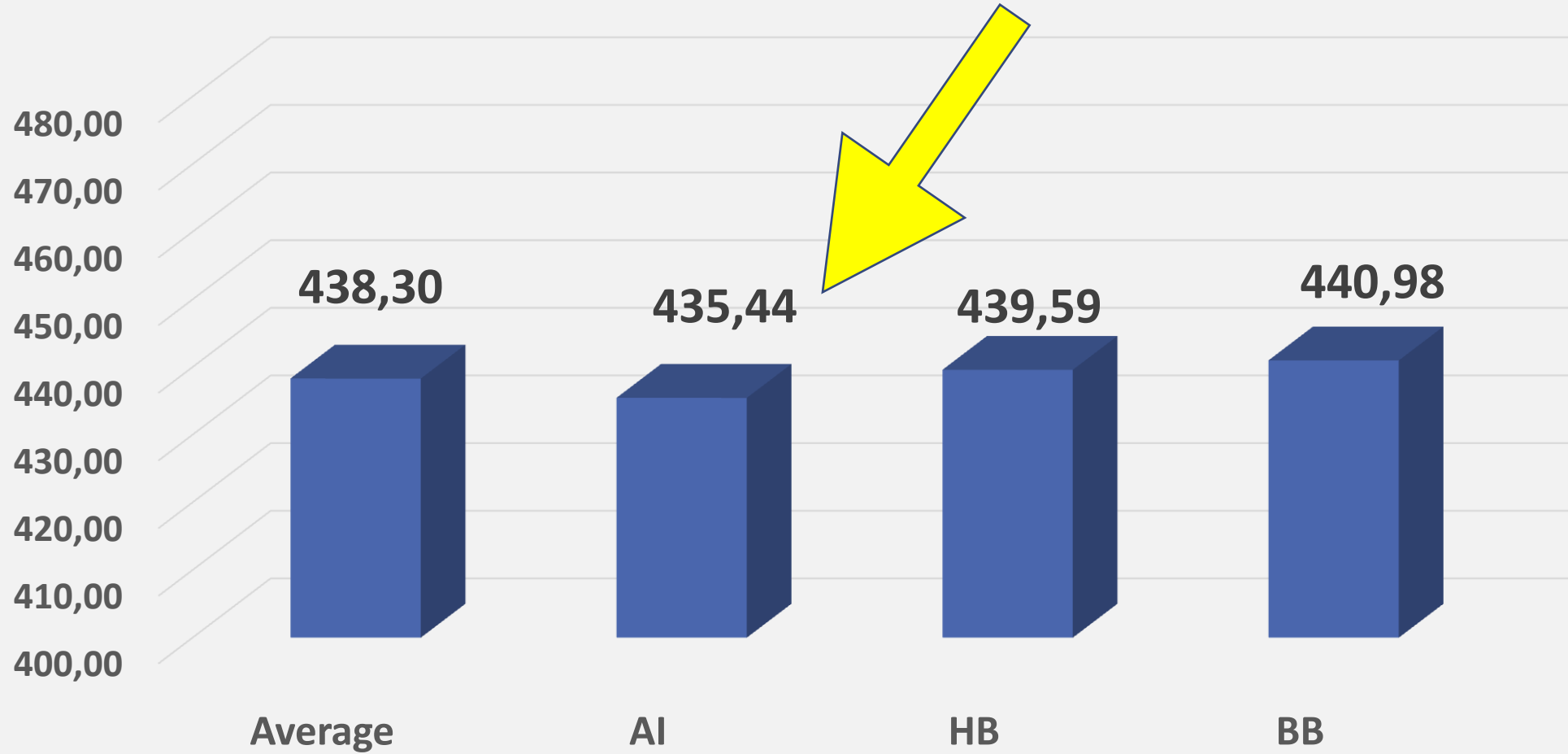
Tourists don't spend extra money



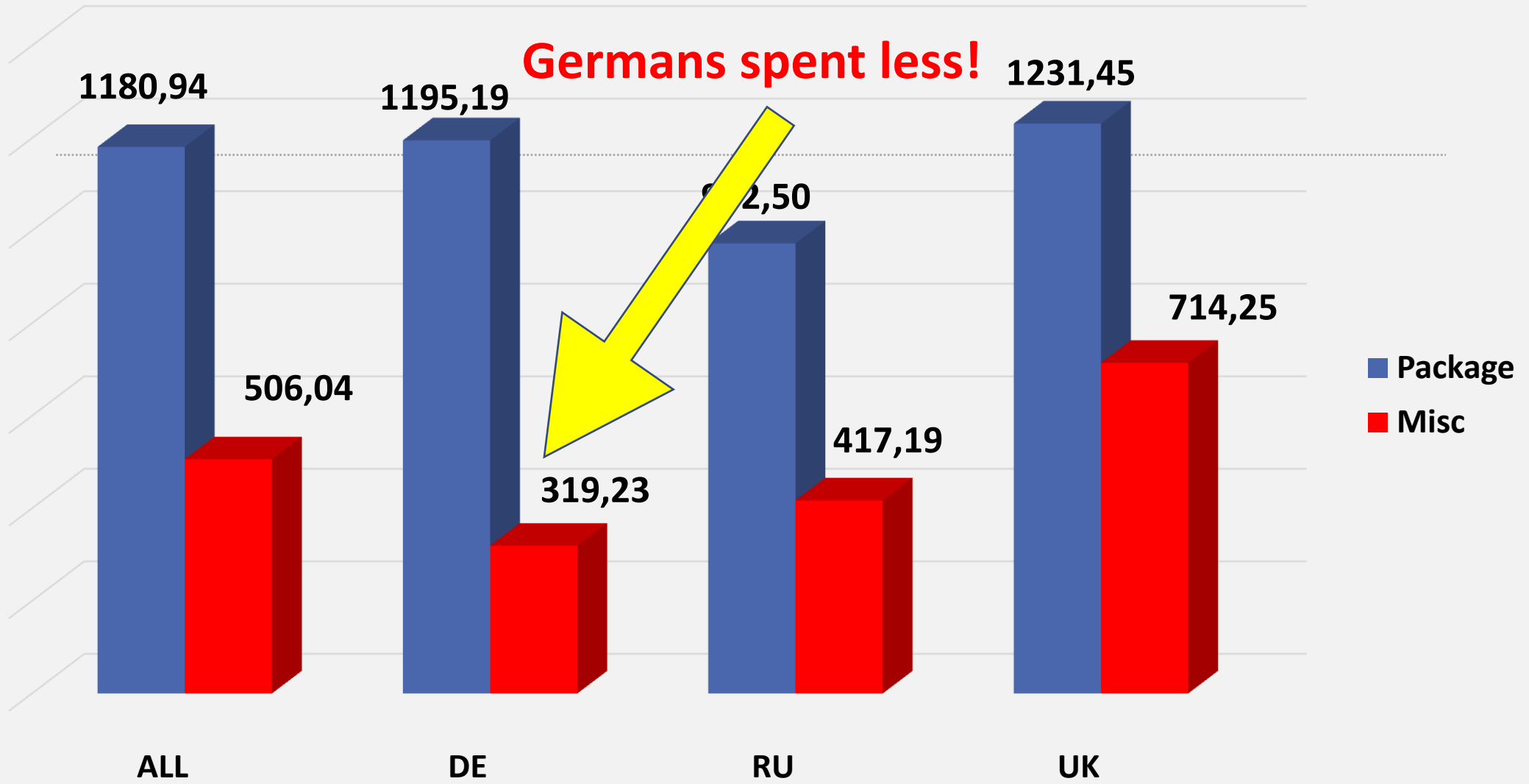


# Extra Expenses: Meal Plan

**AI spent the same!**



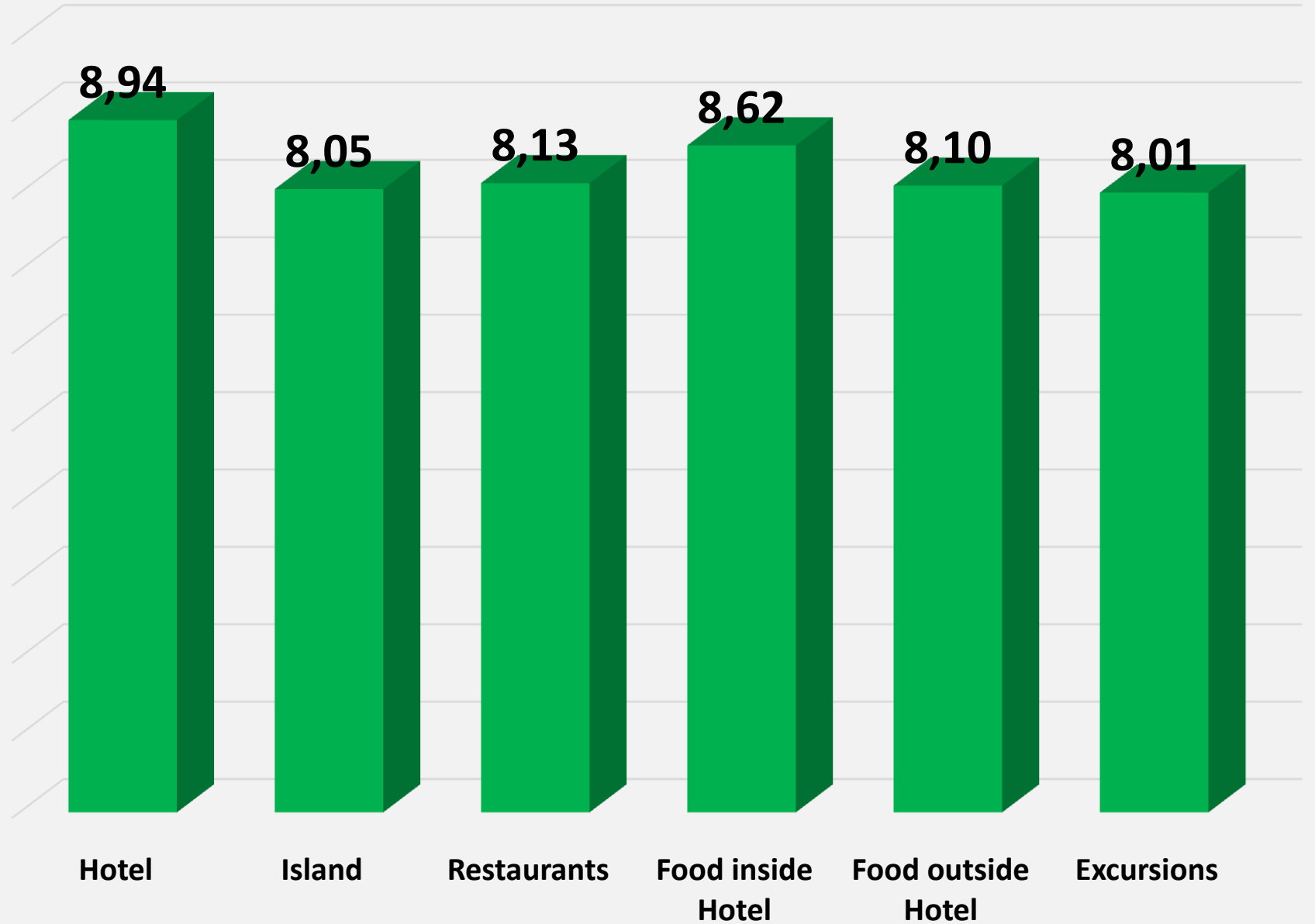
# Total Average Holiday Cost / Nationality





## Satisfaction Level

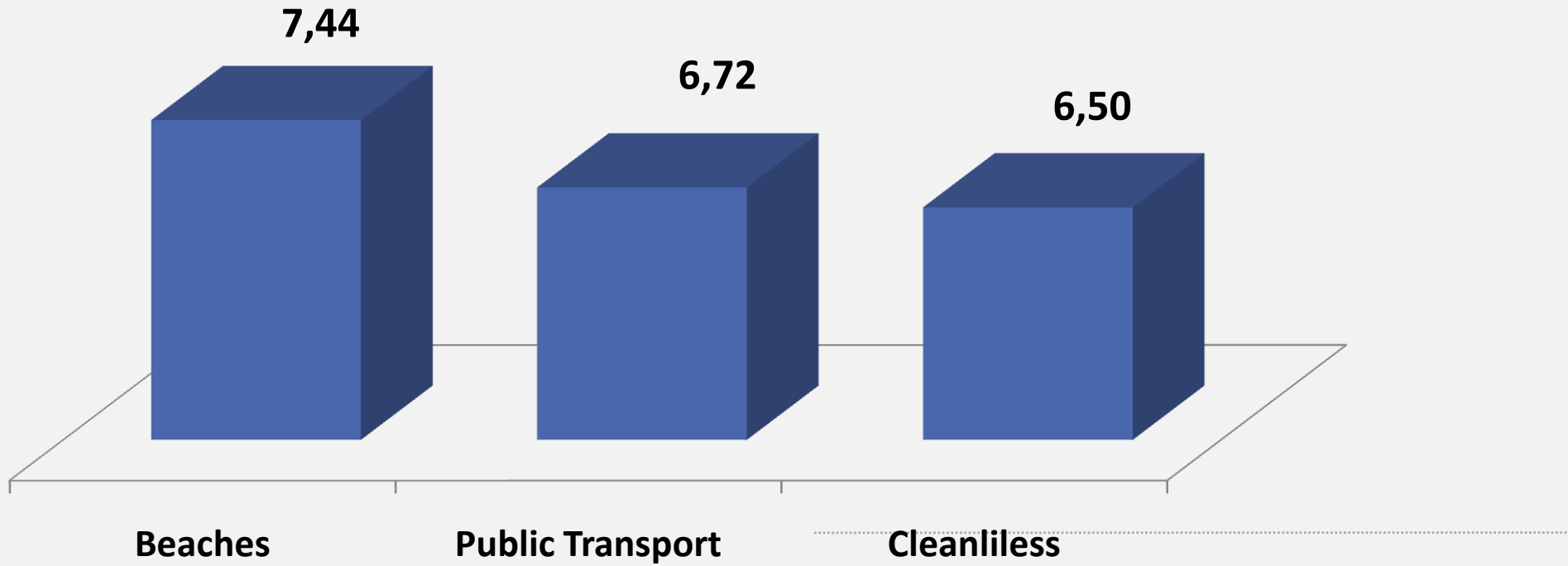
Best scores





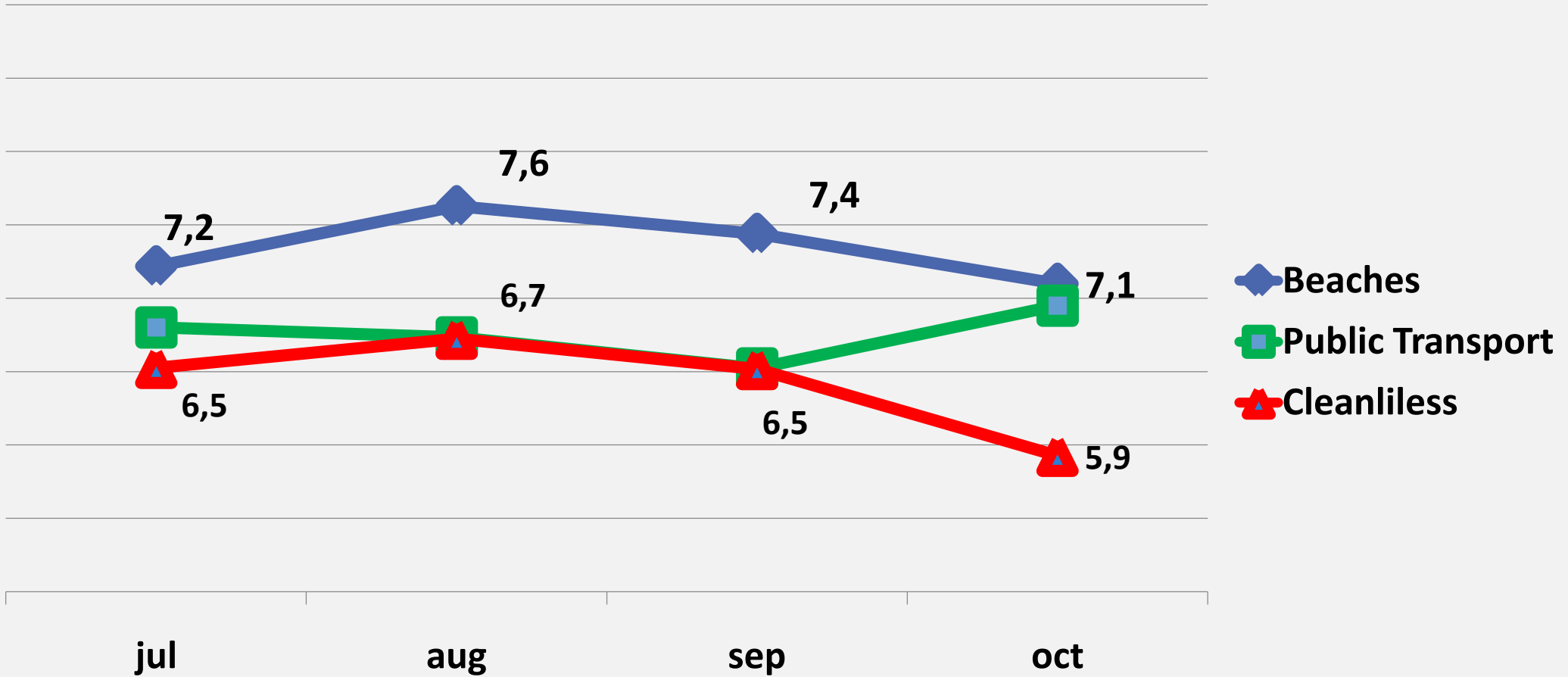
# Satisfaction Level

## Weakest scores

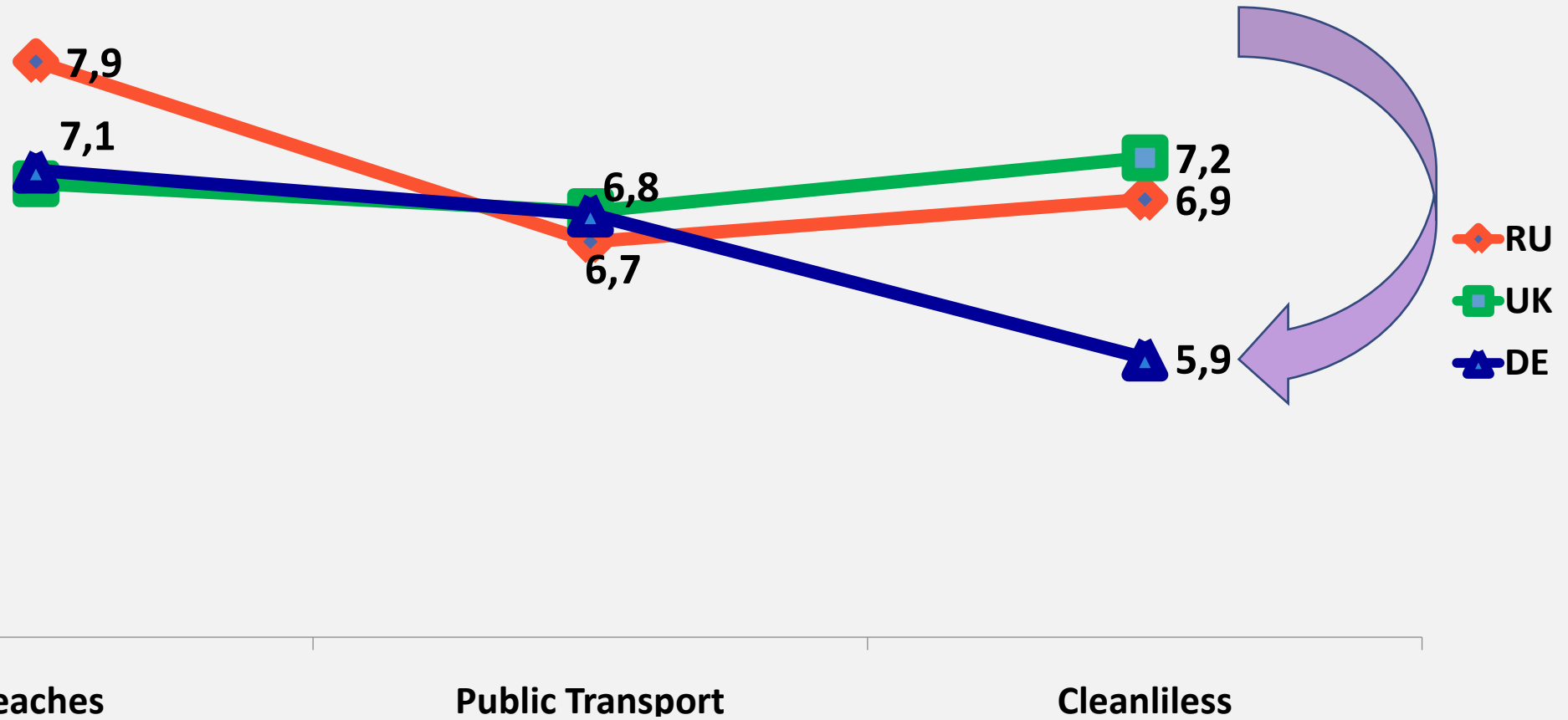




# Satisfaction Level / Months

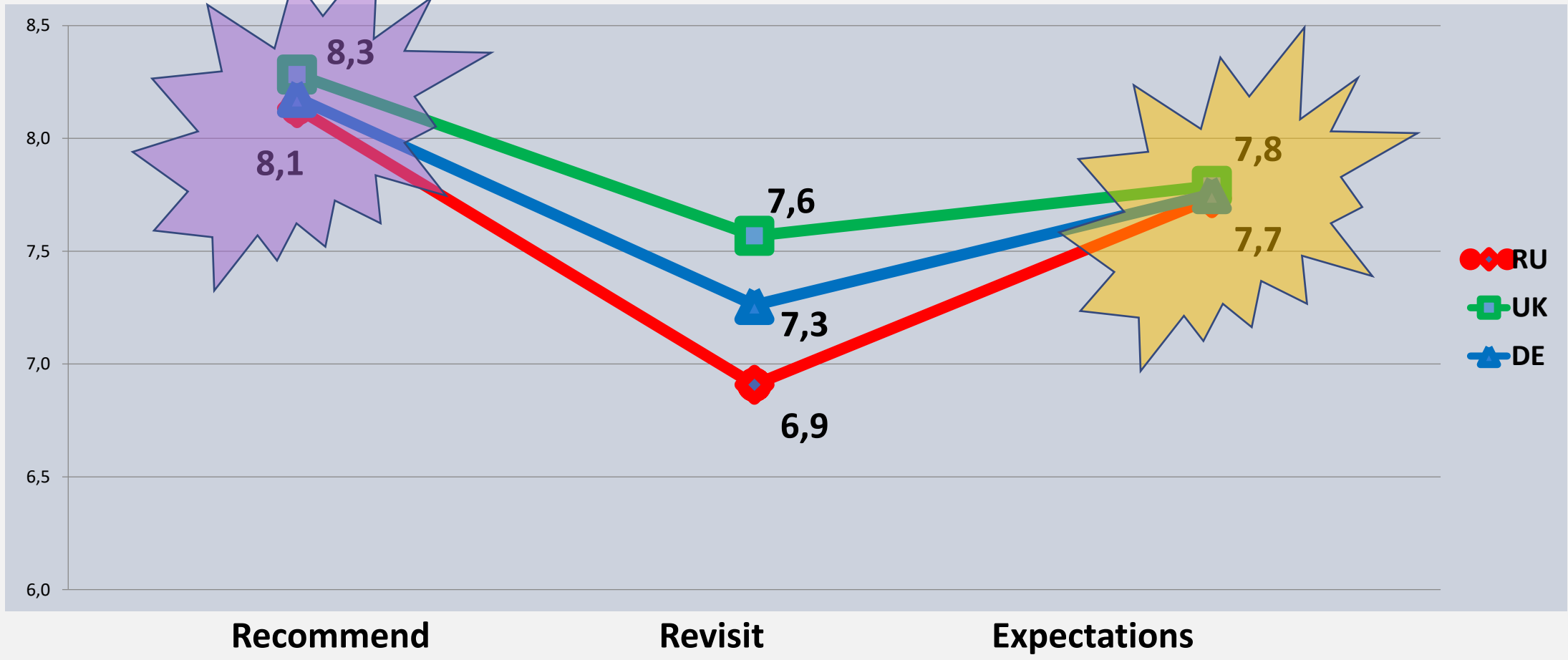


# Satisfaction Level / Nationality





# Overall Island Experience Satisfaction Level



# Survey Analysis Regarding Tourists Satisfaction of Rhodes Island 2017

## Issues for future reference

- Larger period: started in April 2018
- “Improved” questionnaire
- More collection points (incl. restaurants, museums, smaller hotels, airport, port etc.)
- E-survey
- More Nationalities on focus



**“Thank you for your attention”**