

Cruise Saint John - Stakeholder Survey

The survey will take approximately 6 minutes to complete.

Cruise lines base itinerary decisions on customer experience metrics and passenger satisfaction ratings. That's why we're striving to deliver an exceptional & consistent cruise passenger experience at Port Saint John.

We need your help! We're in the process of building a comprehensive framework & action plan to help us execute on this goal, but we need the help of our valued tourism & service industry partners first. This survey will help us collect some critical baseline data from our most important cruise stakeholders.

By responding, you'll have the chance to win one of two (2) \$50 Uptown Bucks certificates. All you have to do is respond and drop your email below by Tuesday, April 6th at 5:00 PM.

If you have any questions on the survey or framework development, please reach out to:

Becky Knox

Customer Experience Coordinator - Port Saint John

(506) 608-4921

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* Required

1. Where is your business located? *

Uptown Saint John

West Saint John

Other area of Saint John

St. Martins area

St. Andrews area

Other

2. How would you classify your business? *

Tourism operator

Tourism attraction

Restaurant/Bar

Retail (shopping)

Retail (services)

Other

3. During a normal cruise season, how much is your business impacted by cruise passengers? *

Very impacted

Somewhat impacted

Neither impacted nor not impacted

Somewhat unimpacted

Not at all impacted

4. To what extent do you feel your organization contributes to a cruise passenger's overall experience in Saint John? *

Highly contributes

Somewhat contributes

Neutral

Does not contribute much

Does not contribute at all

5. How would you rate the general cleanliness of Uptown Saint John in the Summer & Fall? *

- Very clean
- Somewhat clean
- Neither clean nor dirty
- Somewhat dirty
- Very dirty

6. How much consideration do you give cruise passengers and the upcoming cruise schedule in your business planning? *

- A lot of consideration
- Some consideration
- Neutral
- Little consideration
- No consideration

7. What tools are staff in your organization given to prepare for cruise passengers? Check all that apply. *

- Foreign currency acceptance & training
 - General customer service training
 - Incentives for exceptional service
 - Cruise ship information (size of ship, brand, terminal, etc.)
 - Maps or visitor information guides
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- Other

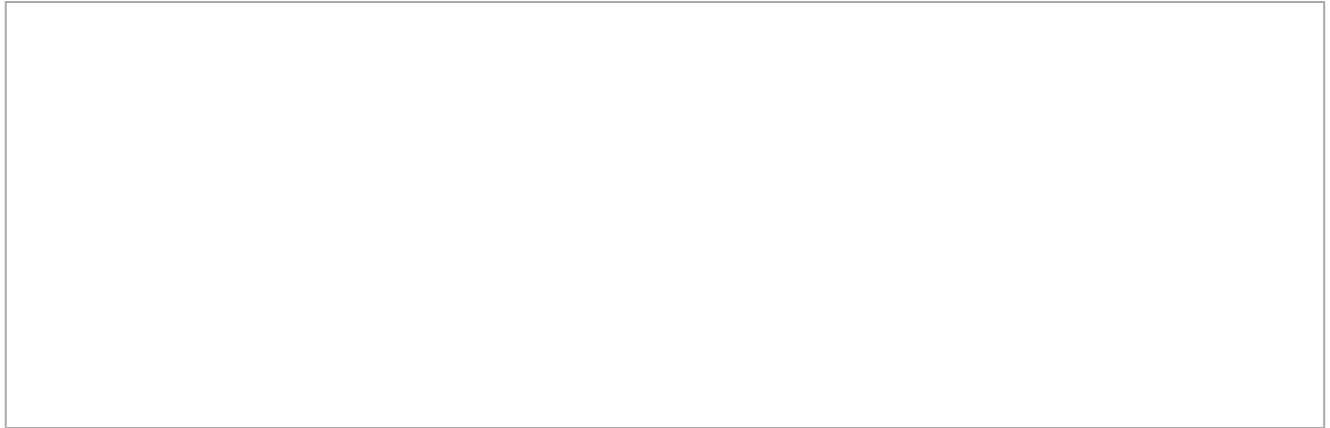
8. What information or tools would be helpful to prepare for cruise passengers in your business? Check all that apply. *

- Passenger demographics
 - Schedule changes
 - Customer service training
 - Destination training
 - Cruise ship brand descriptions
 - Welcome signage for door or window
 - Maps or visitor information guides
 -
- Other

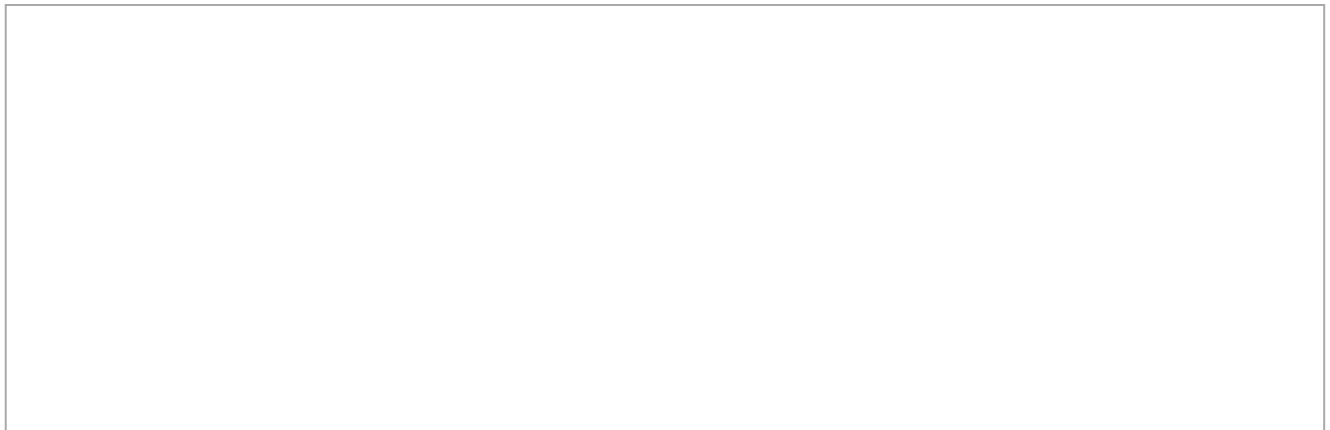
9. How strongly do you feel that Greater Saint John has a wide range of attractions and tourism activities? *

- Very strongly
- Somewhat strongly
- Neutral
- Somewhat not strongly
- Not strongly at all

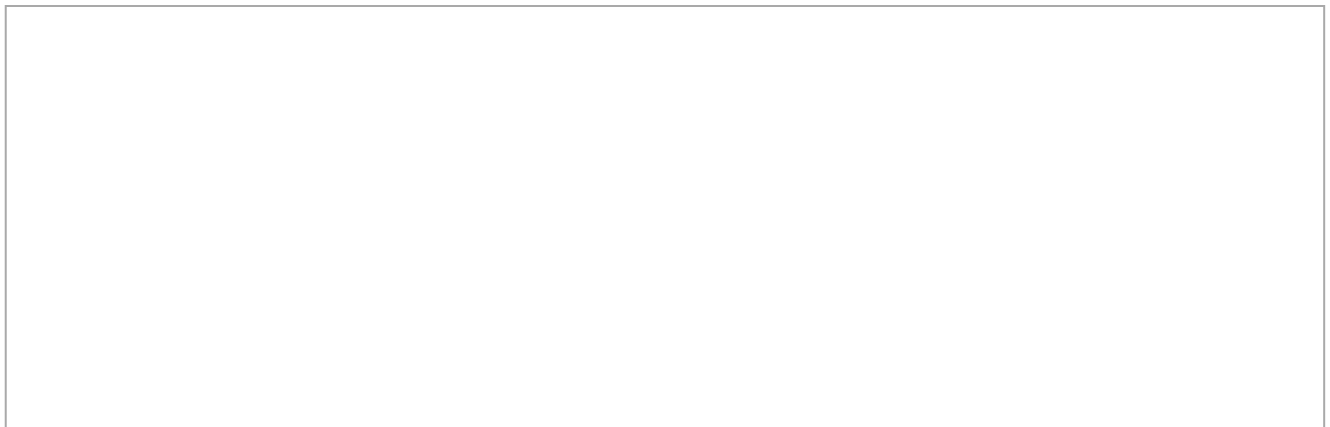
10. What do you think constitutes an exceptional customer experience?



11. Is there a particular cruise line brand that you tend to see more business from?



12. What is the most frequent or popular thing(s) that cruise passengers purchase from your business?



13. What is the most frequent or popular thing(s) that cruise passengers ask you about in your business?

14. Is there any destination feedback or consistent complaint(s) that you hear from cruise passengers?

15. How do you promote a culture of customer service excellence in your organization?

16. Put yourself in the shoes of a cruise passenger visiting our region. Have any great ideas to WOW them?

17. What's a "triple cruise ship day" like in your business? *

- Too busy
- Very busy
- Somewhat busy
- Somewhat not busy
- Not busy at all
- Indifferent or not applicable

Other

18. Is there anything else you'd like to add?

19. Please enter your email to be entered for one of two \$50 Uptown Bucks certificates!

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