

BUYER EVALUATION AND FEEDBACK



Dear Buyer Delegate,

The Team Australia Business Events Educational Seminars are now in their 11th year entering into a new decade.

Feedback from you will allow us to introduce improvements to the event and ensure TABEE continues to meet the changing needs of both buyers and sellers of business tourism product for the Asian market.

The survey should only take around 5 minutes to complete. The responses will be collected and aggregated. All individual feedback will remain confidential.

Please complete the attached evaluation form and return it to the registration desk or your Tourism Australia contact before you leave the event.

Thank you for taking the time to complete this evaluation. We hope you have enjoyed the event and look forward to seeing you again in future TABEE or in Australia!

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Johnny Nee', is written in a cursive style.

Johnny Nee
Regional General Manager, North Asia
Tourism Australia

1. Overall, how satisfied were you with the following elements of the Team Australia Business Events Educational 2009?

PLEASE CIRCLE ONE NUMBER FOR EACH ASPECT THAT BEST REPRESENTS YOUR VIEW.

| | Not at all Satisfied | Not very Satisfied | Fairly Satisfied | Very Satisfied | Extremely Satisfied |
|---|----------------------|--------------------|------------------|----------------|---------------------|
| Overall organisation of the Seminars | 1 | 2 | 3 | 4 | 5 |
| The registration procedures (prior to event) | 1 | 2 | 3 | 4 | 5 |
| General information provided to me (prior to the event) | 1 | 2 | 3 | 4 | 5 |
| New seller contacts made | 1 | 2 | 3 | 4 | 5 |
| Opportunity to develop business with Sellers | 1 | 2 | 3 | 4 | 5 |
| Professionalism and quality of Sellers | 1 | 2 | 3 | 4 | 5 |

2. Overall, how satisfied were you with the following elements of the scheduled business appointments?

PLEASE CIRCLE THE RESPONSE BELOW THAT BEST REPRESENTS YOUR VIEW.

| | | | |
|---|----------|------------|-----------|
| Length of appointments (12 minutes each) | Too Long | Just right | Too short |
| Quality of information attained from sellers in general | High | Medium | Low |

3. Please indicate your level of agreement or disagreement for each of the following statements about the Team Australia Business Events Educational.

PLEASE CIRCLE ONE NUMBER FOR EACH STATEMENT THAT BEST REPRESENTS YOUR VIEW.

| | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| I found the Sellers were in a position to develop business | 1 | 2 | 3 | 4 | 5 |
| I had adequate access to Australian Sellers to discuss issues important to my Business Tourism (MICE) business | 1 | 2 | 3 | 4 | 5 |
| The Team Australia Business Events Educational, in general, provided an important opportunity for my own training and development within the Business Tourism (MICE) sector | 1 | 2 | 3 | 4 | 5 |

4. Overall, how satisfied were you with the following elements of the Team Australia Business Events Educational?

PLEASE CIRCLE ONE NUMBER FOR EACH ELEMENT THAT BEST REPRESENTS YOUR VIEW.

| | Not at all Satisfied | Not very Satisfied | Fairly Satisfied | Very Satisfied | Extremely Satisfied |
|---|----------------------|--------------------|------------------|----------------|---------------------|
| Kuala Lumpur as the destination of the event | 1 | 2 | 3 | 4 | 5 |
| The Shangri-La Hotel accommodation | 1 | 2 | 3 | 4 | 5 |
| The Shangri-La Hotel meeting facilities | 1 | 2 | 3 | 4 | 5 |
| Theming for Gala Dinner | 1 | 2 | 3 | 4 | 5 |
| Theming for Lunch | 1 | 2 | 3 | 4 | 5 |
| Theming for various coffee breaks | 1 | 2 | 3 | 4 | 5 |
| Team Building program | 1 | 2 | 3 | 4 | 5 |
| Transportation arrangement between airport and hotel | 1 | 2 | 3 | 4 | 5 |
| Information received prior to the event | 1 | 2 | 3 | 4 | 5 |
| Meeting materials such as program manual, badges and giveaway items | 1 | 2 | 3 | 4 | 5 |

5. How would you rate the Team Australia Business Events Educational in terms of value to your company for the time you spent away from the office to attend?

PLEASE CIRCLE ONE NUMBER THAT BEST REPRESENTS YOUR VIEW.

| | |
|-----------|---|
| Excellent | 5 |
| Very good | 4 |
| Good | 3 |
| Fair | 2 |
| Poor | 1 |

6. Currently this event is held in March. Is this a good time of year for the seminar?

PLEASE CIRCLE ONE NUMBER THAT BEST REPRESENTS YOUR VIEW.

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

If not, please indicate a month that would suit you better:

7. Please rate the business potential of each of the following Australian Sellers in terms of developing business with you in the near future.

PLEASE CIRCLE ONE NUMBER FOR EACH AUSTRALIAN SELLER LISTED.

| | Low business potential | Medium business potential | High business potential |
|---|------------------------|---------------------------|-------------------------|
| Adelaide Convention Tourism Authority | 1 | 2 | 3 |
| Brisbane Marketing | 1 | 2 | 3 |
| East Coast Car Rentals | 1 | 2 | 3 |
| Sofitel Luxury Hotels | 1 | 2 | 3 |
| Business Events Sydney | 1 | 2 | 3 |
| Accor Hospitality | 1 | 2 | 3 |
| Australian Tours Management Pty Ltd | 1 | 2 | 3 |
| Dockside Group | 1 | 2 | 3 |
| Hilton Sydney | 1 | 2 | 3 |
| InternContinental Sydney | 1 | 2 | 3 |
| Off-Site Connections Event Management | 1 | 2 | 3 |
| PTC Express Travel | 1 | 2 | 3 |
| Sheraton on the Park | 1 | 2 | 3 |
| Star City hotel & Apartments | 1 | 2 | 3 |
| Sydney Convention & Exhibition Centre | 1 | 2 | 3 |
| Sydney Showground | 1 | 2 | 3 |
| Cairns and Region Convention Bureau | 1 | 2 | 3 |
| Gold Coast Tourism | 1 | 2 | 3 |
| Conrad Jupiters | 1 | 2 | 3 |
| Dreamworld / Whitewater World | 1 | 2 | 3 |
| Gold Coast Convention & Exhibition Centre | 1 | 2 | 3 |
| JPT Tour Group | 1 | 2 | 3 |
| Loud Events | 1 | 2 | 3 |
| Palazzo Versace | 1 | 2 | 3 |
| Sheraton Mirage Resort and Spa Gold Coast | 1 | 2 | 3 |
| Melbourne Convention + Visitors Bureau | 1 | 2 | 3 |
| Big Stick Adventures | 1 | 2 | 3 |
| Crown Towers & Crown Promenade | 1 | 2 | 3 |
| Oaks Hotels & Resorts | | | |
| Sofitel Melbourne on Collins | 1 | 2 | 3 |
| Northern Territory Convention Bureau | 1 | 2 | 3 |
| Perth Convention Bureau | 1 | 2 | 3 |
| Esplanade Hotel Fremantle | 1 | 2 | 3 |
| Hyatt Regency Perth | 1 | 2 | 3 |
| Perth Convention Exhibition Centre | 1 | 2 | 3 |
| Sunshine Coast Convention Bureau | 1 | 2 | 3 |
| Tasmania Convention Bureau | 1 | 2 | 3 |

8. We would appreciate any general comments or suggestions to assist with future Team Australia Business Events Educational programs

9. Would you define yourself and the role in your company as either a corporate buyer or a trade buyer?

PLEASE CIRCLE ONE NUMBER.

| | |
|--|---|
| Corporate Buyer | 1 |
| Trade Buyer (travel agent/ meeting planner) | 2 |

10. In which market are you based?

PLEASE CIRCLE ONE NUMBER.

| | | | |
|-----------|---|-------------|----|
| China | 1 | Philippines | 7 |
| Hong Kong | 2 | Singapore | 8 |
| India | 3 | Taiwan | 9 |
| Indonesia | 4 | Thailand | 10 |
| Korea | 5 | Vietnam | 11 |
| Malaysia | 6 | | |