

CATCH UP BOGOTA
 UNIVERSIDAD DEL ROSARIO
 MARKET INVESTIGATION

Through this survey we invite you to work giving us a few minutes of your time. The information you provide will be used to improve and determine the degree of market acceptance of new product and service, called Catch Up Bogotá (CUB).

CUB is a virtual portal that allows you to access all the information needed to maximize your stay in Bogota, as well as proof of their status through a tourist card, community members will have access to a full program of benefits and discounts in different restaurants, bars, gyms, and other cultural activities.

We are a site of cultural exchange between Bogota and the world, we invite you to join the development of this idea with your opinion.

Thanks again for your time.

Instructions

Here we present a questionnaire with 20 multiple choice questions only answer questions of this type consist of a statement and 5 or 6 response options, among which you must choose the one you think is the best.

I. Identification data

Name:

Age:

1	18 – 24
2	25 – 35
3	36 – 45

Nationality:

Occupation:

1. What is the reason why you are in Bogota?

- 1. Work, Business.
- 2. Tourism.
- 3. Exchange student.
- 4. Internship, practice.
- 5. Other, what__visit family_____

2. How long you plan to stay in Bogota?

- 1. Less than a month.

2. 1-3 months.

3. One semester

4. More than half

5. A year or more

3. What activities do you find most attractive for the city?

1. Cultural events (museums, theater).

2. Restaurants. x

3. Shopping.

4. Bars / Clubs.
 5. Other, what?
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4. "When choosing a place to eat on which it bases its decision?

1. Price.
 2. Presentation
 3. Service.
 4. Prestige, reputation.
 5. That is typical of Bogotá or Colombia.
 6. Other, what?
-

5. "When choosing a place to dance on which it bases its decision?

1. Price.
2. Presentation
3. Service.
4. Prestige, reputation.
5. That is typical of Bogotá or Colombia.
6. Other, what? _____

6. "When choosing a place to buy it based its decision?

1. Price.
2. Presentation
3. Service.
4. Prestige, reputation.
5. That is typical of Bogotá or Colombia.
6. Other, what? _____

7. What kind of businesses would you prefer to receive greater discounts?

1. Cultural centers (museums, theaters).
 2. Restaurants, bars, discotheques.
 3. Shopping centers.
 4. Personal care places (gym, hair salon, spa)
 5. Hotels, inns.
 6. Other, what?
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8. How would you prefer to be the payment system for this product?

1. Monthly
 2. Quarterly
 3. Semiannual
 4. Other, what?
-

9. What do you think tourists would be more interested in getting this type of product?

1. Backpackers (Backpackers).
 2. Exchange students.
 3. Tourists.
 4. Interns, interns.
 5. Other, what?
-

10. How did you think you should advertise more power this system?

1. Website.
 2. Posters in hotels.
 3. Posters in airports.
 4. Traveler Magazines.
 5. Other, what?
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11. Have you had experience with a similar proposal in another country?

1. Yes
2. Not

If your answer is yes proceed to the next question (12), otherwise go to question 13.

12. How did you find the experience?

1. Excellent.
2. Good.
3. Regular.
4. Mala.
5. Terrible.

13. "Without taking into any consideration the price you interested in being part of our community?

1. Yes.

2. No.

If your answer is yes continue with question 14, if your answer is no go to question 15.

14. How much would be willing to pay for being part of our community and enjoy all the benefits, promotions and information we offer? (Dollars, quarterly)

1. 2-5
2. 6-10
3. 11-15
4. More than 15

15. Is there any reason why not join the community? What?

1. Remain in town for a short time.
 2. If you exceed the expectations of the price.
 3. If you do not offer attractive discounts.
 4. If discount stores are not of interest.
 5. Other, what?
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16. If we told you that the price of the card is \$ 10 quarterly, how would you rate the price.

1. Very cheap
2. Cheap
3. Normal
4. Expensive
5. Very expensive

17. What do you think when you mention "Catch Up Bogotá?"

1. I feel like going out and meeting the city.
 2. I'm curious
 3. Do not attract attention.
 4. Insecurity.
 5. Other, what?
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18. What image best represents Bogotá? museums

19. What is your budget when traveling? (Dollars, monthly)

1. 10-100
2. 101-500
3. 501-1000
4. 1001-2000
5. 2001-5000
6. Over 5000

20. How much money available for leisure activities? (Dollars, monthly)

1. 0-50
2. 51-250
3. 251-500
4. 501-1000
5. 1001-2500
6. Over 2500