ZambiaStays Field Research Form

This questionnaire is designed to collect information from independent lodges, guesthouses, and safari camps in Zambia. The goal is to understand their current booking management processes, identify pain points, and assess interest in ZambiaStays — a locally built, simple, and affordable booking management tool.

Section 1: Lodge Information

Lodge Name:	
Location:	
Contact Person:	
Phone/Email:	
Number of Rooms/Chalets:	
Type of Guests (Local/International/Both):	
Average Monthly Bookings:	
Who Manages Bookings (Owner/Manager/Staff):	

Section 2: Current Booking Process

1. How do you currently manage your bookings? (e.g., WhatsApp, diary, Excel, Booking.com)

2. What tools or systems do you use right now (if any)?

3. What do you like most about your current method or system?

4. What's the most frustrating or time-consuming part of it?

5. Have you ever had a double-booking or confusion with availability? If yes, describe what happened.

6. How do you keep track of deposits or payments from guests?

Section 3: Payments & Technology

7. How do guests usually pay (cash, bank transfer, MTN Money, Airtel Money, etc.)?

8. Is it easy to track who has paid and who hasn't?

9. Do you have reliable internet access at the lodge?

10. What device do you mainly use for managing bookings (phone, tablet, computer)?

Section 4: Experience with Other Platforms

11. Are you listed on Booking.com, Airbnb, or other platforms?

12. What do you like about using these platforms?

13. What do you find challenging or frustrating about them?

14. How do you handle bookings that come outside those platforms (e.g., direct calls, walk-ins)?

Section 5: Interest in ZambiaStays

15. If a simple Zambian-built system could manage all your bookings in one place, would it be useful to you?

16. What features would make it most valuable for you? (e.g., mobile app, reports, payment tracking)

17. How much would you consider reasonable to pay monthly for such a system?

18. Would you be interested in joining a 'Pioneer Lodge' pilot programme to test the system at a discounted rate?

Section 6: Interview Notes

Key Insights / Observations:	