**Climora resort survey**

This survey is conducted by business students at AAST for academic purposes. creating a project discussing the idea of creating a climate-controlled resort named Climora. Our resort is divided into 4 different zones where you can customize the zone according to your weather preferences. In this questionnaire we require you to answer the questions below according to your own personal opinion.

**Demographic information**

1. What’s your Age?

* 25 to 30
* 31 to 35
* 36 to 40

1. How often do you go on vacations?

* Weekly
* Monthly
* Seasonally
* On holidays only

**Hospitality & Comfort**

1. How important is it for you to feel control over your environment in case of the weather and climate preferences?

* Very important
* Somewhat important
* Neutral
* Not so important
* Not important at all

1. How important is the resort staff expertise is to you?

* Very important
* Somewhat important
* Neutral
* Not so important
* Not important at all

1. To what extent is the idea of controlling the weather is appealing to you?

* Very appealing
* Somewhat appealing
* Neutral
* Not so appealing
* Not appealing at all

1. Do you find Climora resort as a(n):

* Wellness experience
* Unique experience
* Luxury experience
* Just another vacation spot

1. How important is having activities available at the resort that are themed according to your weather preference? (e.g., snowboarding, skiing, etc.)

* Very important
* Somewhat important
* Neutral
* Not so important
* Not important at all

**Branding and Awareness**

1. What is your first impression when you hear the name Climora resort?

* Futuristic resort
* Climate-related experience resort
* A normal resort
* No clear impression

1. How important are the visuals and designs for you to decide about spending a vacation at a resort?

* Very important
* Somewhat important
* Neutral
* Not so important
* Not important at all

1. To which degree do you think are the brand colors important for the identity?

* Very important
* Somewhat important
* Neutral
* Not so important
* Not important at all

1. To what extent Do you think that the Climora logo is recognizable and clarifies the idea behind it?

* Very clear
* Somewhat clear
* Neutral
* Not so clear
* Not clear at all

**Marketing and reach**

1. Have you heard about zabargad or St. John’s Island before?

* Yes, definitely
* Yes, I think so
* Not sure
* I don’t think so
* No, never

1. What are the communication channels that you commonly use?

* Email
* Phone calls
* Text messages
* In-person
* Social media

**Needs and preferences**

1. How important is the physical location of the resort is for you?

* Very important
* Somewhat important
* Neutral
* Not so important
* Not important at all

1. To what extent would you consider our idea up to date in case of being creative and entertaining?

* Very creative
* Somewhat creative
* Neutral
* Not so creative
* Not creative at all

1. Which type of zone would you prefer to stay in at Climora?

* Wellness Zone
* Adventure Zone
* Luxury Zone
* Romance Zone
* Family Zone

1. To what degree do you prefer to have different packages with different prices rather than a fixed one at Climora?

* Very much
* Somewhat
* Neutral
* Not so much
* Not at all

1. How likely are you willing to pay extra for more exclusive/luxurious packages?

* Not at all likely
* Unlikely
* Neutral
* Likely
* Extremely likely

**Open ended questions**

1. What extreme trait or ability would you like to see added to Glimora