

ANEXO A

POSITIONING ON MARKET: A CASE STUDY

This independent study is part of the graduated work by students at the University of the Americas, Puebla, Mexico.

Sex: Female ____ Male ____

Age: 21-30 ____ 31-40 ____ 41 or more ____

Country of Origin: _____

Marital Status: _____

Coming with: Family ____ Group ____ Couple ____ Alone ____

Number of people in party: _____

Length of stay: ____ nights

Income per year: \$ 20 – 50 000 USD ____ \$50 - 75,000 USD ____ \$ 75, 000 or more ____

Could you tell the WESTIN REGINA RESORT CANCUN classification (stars, diamonds)? _____

1. Do you consider that this Hotel is well known?

Well known 5 4 3 2 1 Unknown

Does not apply ()

2. When you selected this Hotel, were the name and the brand image important to you?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

3. Do you believe that the advertising of this Hotel is flashy?

Very flashy 5 4 3 2 1 Not flashy

apply ()

Does not

4. Do you consider the Hotel is well located?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

5. Do you consider that this Hotel has good recreational facilities?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

6. Do you believe that this Hotel has good facilities for a business traveler?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

7. Do you consider that this Hotel has the adequate facilities for conventions and groups?

Definitely yes 5 4 3 2 1 Definitely not

apply ()

Does not

8. Do you think that the Hotel offers good restaurants for fine dining?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

9. Did the quality of food and beverage meet your expectations?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

10. Do you think that the relation between quality-value in restaurants and bars is correct?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

11. Do you find the service in the Hotel courteous and professional?

Definitely yes 5 4 3 2 1 Definitely not

Does not apply ()

12. Do you think that the room is worth for what you paid?

Definitely yes 5 4 3 2 1 Definitely not Does not
 apply ()

13. Do you believe that this Hotel meets international standards?

Definitely yes 5 4 3 2 1 Definitely not Does not
 apply ()

14. How do you consider the Hotel's facilities:

Clean	5	4	3	2	1	Dirty	Does not apply ()
Comfortable	5	4	3	2	1	Uncomfortable	Does not
apply ()							
New	5	4	3	2	1	Old	Does
not apply ()							

15. How do you consider the Hotel's atmosphere:

Elegant	5	4	3	2	1	Casual	Does not apply ()
Friendly	5	4	3	2	1	Unfriendly	Does not apply ()
Intimate	5	4	3	2	1	Not intimate	Does not apply ()
Pleasant	5	4	3	2	1	Unpleasant	Does not apply ()
Relaxing	5	4	3	2	1	Not relaxing	Does not apply ()

16. Do you think that the Hotel is:

Entertaining	5	4	3	2	1	Boring	Does not apply ()
Exclusive	5	4	3	2	1	Ordinary	Does not apply ()
Extraordinary	5	4	3	2	1	Plain	Does not apply ()
Quiet	5	4	3	2	1	Noisy	Does not apply ()
Safe	5	4	3	2	1	Unsafe	Does not apply ()

17. Have you stayed before at another Hotel in Cancun? Yes _____ No _____

If your answer is negative, go to question number 19 please.

18. Please write down the name of the Hotel where you stayed before: _____

Indicate with an "x" the Hotel that you consider is the best, according to the next points. (If you consider that both Hotels are similar, indicate with an "x" in Column C.

	A	B	C	
	Actual Hotel		Previous Hotel	Similar
Atmosphere	_____		_____	_____
Business, travelers and Conventions' facilities	_____	_____	_____	_____
Differentiation	_____		_____	_____
Exclusivity	_____		_____	_____
F& B Services	_____		_____	_____
Safety	_____		_____	_____
Service quality	_____		_____	_____
Staff attention	_____		_____	_____

19. If you would have to choose between the next Hotels, please mark with number 1 the Hotel that you consider the best, and go on until number 10. If you have not heard about one or several of these Hotels, please ignore them.

_____ Camino Real Cancún	_____ Hilton Cancún Beach & Golf Resort
_____ Fiesta Americana Coral Beach	_____ Hyatt Cancún Caribe

_____ Krystal Cancún
_____ Meliá Cancún Beach & SPA
_____ Omni Cancún Hotel & Villas

_____ Presidente Intercontinental Cancún
_____ Sheraton Cancún Resort
_____ Westin Regina Cancún

20. Would you like to give us any additional comments?

THANK YOU!