# SUMMARY

RESEARCH MINICARDS AMSTERDAM 2014

The *residential tourist* is the end-user of the Minicards information and also the great unknown. Through market research, information is collected in order to understand the behaviours, attitudes, feelings, wishes and needs of this target group. The research is limited to Amsterdam in order to make it feasible. This research is held in eight approved accommodations that provide the desired diversity of the target group.

The research is divided in three stages and each phase has a particular research method: *observation, questionnaires* and *interviews*. These three phases and the results thereof are described separately. On the next page you see six steps that the tourists walk through. This so-called funnel is basically a guideline to see where a problem lies. With these steps we can look at which step, if any, the tourist is dropping off. On the last page of this report, also the searching behaviour of the respondents is disclosed.

The **conclusion** of this report is: the end-user is overall very satisfied with Minicards, whether if they used Minicards or they only have seen Minicards on behalf of the research. There are two points, which clearly come forward:

1. The location of the display needs to be improved;
2. And the banner, top sticker of the display should be improved.

PASSING BY   NOTICING

TAKE A LOOK

TAKE A MINICARD WITH

TAKE A MINICARD

HAND CARD IN
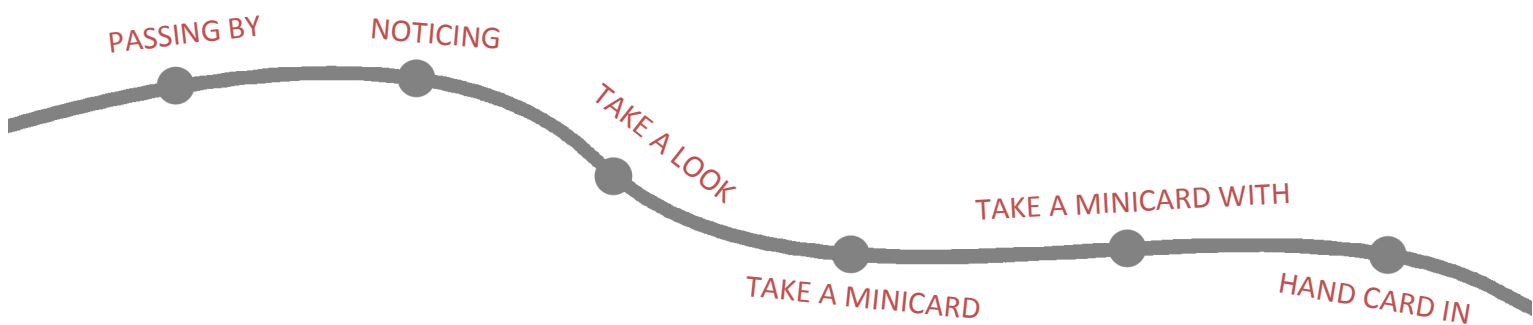
This red dot indicates the **issue** per phase.

PASSING BY the tourist has the opportunity to notice the Minicards display in the lobby because he or she is in the lobby for a longer time

NOTICING the tourist consciously walks up to the Minicards display to take a look

TAKE A LOOK the tourist is standing before the display for a longer time and takes a look

TAKE A MINICARD the tourist grabs a card to take a better look

TAKE A MINICARD WITH the tourist takes a card for further use

HAND CARD IN the tourist has handed in/used the Minicards
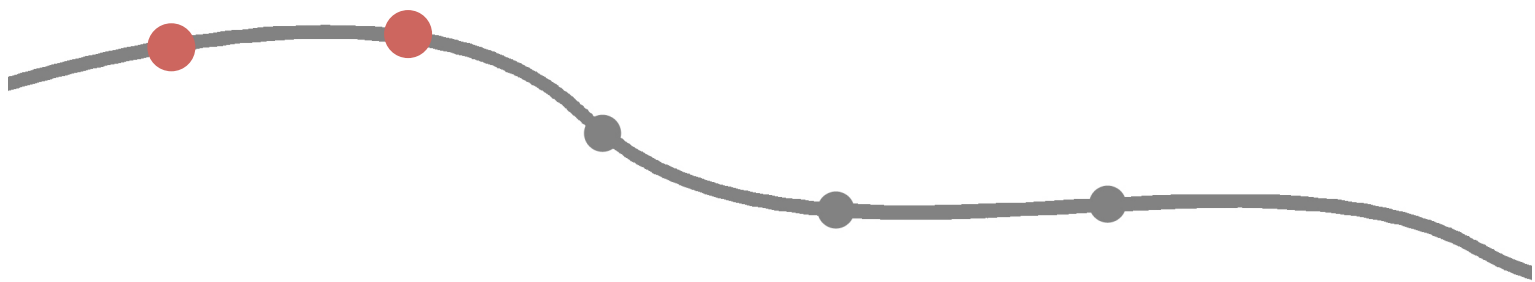
PHASE 1 – O B S E R V A T I O N

In phase 1, the research method *observation* is used. Here we looked at the use of the Minicards. This phase includes five steps that the tourists walk through. In total there has taken place **47** hours of observation with **1567** respondents.

As you can see in the funnel above, the red dots imply that the issue lies between the steps *passing by* and *noticing*. On the next page you will see why: Only half of the respondents passed by and 6 per cent noticed the display. Next, only 1 per cent takes a card with them.

55% OF THE RESPONDENTS HAS HAD THE OPPORTUNITY TO SEE MINICARDS IN THE LOBBY.

6% NOTICED THE DISPLAY. THIS HAPPENED IN ALL CASES BY THE RESPONDENTS THEMSELFS, THUS WITHOUT REFERRAL OF THE STAFF.

4% WALKS PURPOSELY TO THE DISPLAY TO TAKE A BETTER LOOK. ON AVERAGE, THEY LOOK AT THE DISPLAY FOR 48 SECONDS.

2% TAKES A MINICARD IN THEIR HANDS TO TAKE A BETTER LOOK. 1 PER CENT HANGS THE CARD BACK.

1% TAKES ONE OR MORE MINICARDS WITH THEM. ON AVERAGE, ONE PERSON TAKES 2 OR 3 CARDS.

NOTE: The overview from above shows low percentages. This may be due to that this is an observation and the numbers are subjective. This phase has given a global picture. The next phase give different results but the issue remains within the same steps: *passing by* and *noticing*.

PHASE 2 – Q U E S T I O N A I R R I E S

During phase 1 it has become visible where the issue lies within the steps that were mentioned before. Through face-to-face questionnaires the objective of phase 2 is to figure out if the issue of phase 1 is actually the issue. In total there have been carried out **275** questionnaires. This number allows that there can be made reliable statements about the target group.

As you can see in the funnel above, the red dots imply that the issue lies between the steps *noticing* and *take a closer look*. On the next pages you will see why: A third of the respondents did <u>not</u> see the display at all in the lobby of the hotel. Next, only a third take a closer look and a fourth take a card with them.

61 % DID **NOTICE** THE MINICARDS DISPLAY

'**I DID NOT** BECAUSE I JUST DID NOT SEE THE DISPLAY IN THE LOBBY.'

OR

'**I DID NOT** BECAUSE I DO NOT NEED INFORMATION.'

'BUT NOW THAT YOU SHOWED ME WHAT MINICARDS IS, I **MIGHT USE IT IN THE FUTURE** (56%).'

37 %

DID **TAKE A CLOSER LOOK** AT THE MINICARDS DISPLAY

'**I DID NOT** BECAUSE I DO NOT NEED INFORMATION.'

OR

'I **DID NOT** BUT I AM GOING TO.'

26 %
DID TAKE A MINICARD

'**I DID NOT** BECAUSE I DO NOT NEED INFORMATION.'

'I ACTUALLY DO NOT KNOW WHAT YOU CAN DO TO PERSUADE ME, BUT **MAYBE IMPROVE THE INFORMATION**.'

16 %

DID **HAND IN** OR **IS GOING TO** HAND THE MINICARD IN

'**I DID NOT** BECAUSE I FORGOT TO DO THIS.'

OR

'**I DID NOT** BECAUSE I AM TAKING THE CARDS HOME.'

THE END USER, SO THE 26 PER CENT THAT DID TAKE ONE OR MORE MINICARDS, IS **SATISFIED** WITH MINICARDS. 81 PER CENT IS SATISFIED WITH THE INFORMATION, MAP, DISCOUNT, LAY OUT, SIZE AND DISPLAY. 12 PER CENT IS **EXTREMELY SATISFIED** WITH MINICARDS.

THEY WOULD RECOMMEND MINICARDS TO OTHER WITH AN AVERAGE OF **7,6**.

THIS GROUP **CAN NOT** BE DEFINED BY PERSON FEATURES. THERE IS NO PARTICULAR SEKS, AGE OR SPECIFIC ORIGIN THAT MAINLY USES MINICARDS.

USER
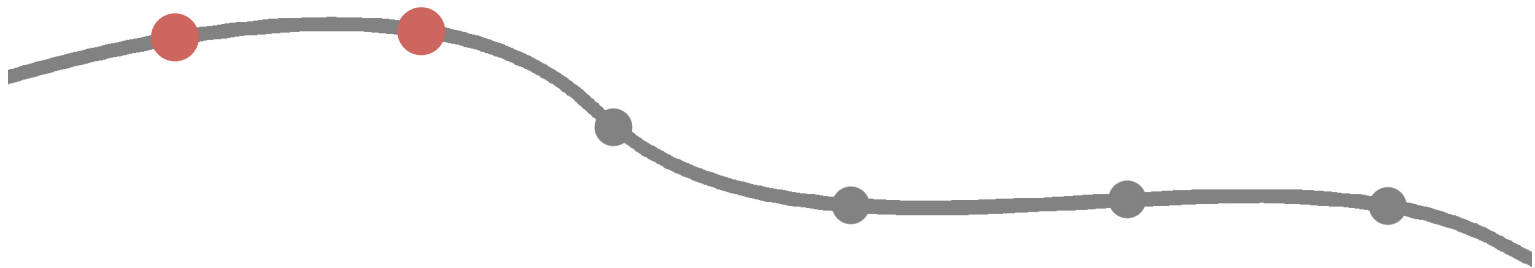
PHASE 3 – **I N T E R V I E W S**

The challenge of the final phase, phase 3, is to get as much information on the table and find out what the target group wants versus Minicards. This is done through in-depth interviews. These interviews were held until no new information emerged. The total number of interviews is **11**.

As you can see in the funnel above, the red dots imply that the main issue, which has been known by the previous phases, lies with the steps *passing by* and *noticing.* On the next pages you will see the opinions of the respondents and the suggestions that they have given to improve Minicards.

'I THINK THE DISPLAY **STANDS OUT**, IS **COLORFUL** AND **EYE-CATHING**. IT IS A COMPLETE PICTURE AND I LIKE THAT THERE ARE A LOT OF DIFFERENT THINGS.'

'IT IS A **GOOD SET UP**, IT IS **WELL DESIGNED** AND **ORGANIZED**. I LIKE THE LARGE AMOUNT OF OPTIONS AND THE SMALL AMOUNT OF INFORMATION.'

'I **PREFER THE MINICARDS** BECAUSE I DO NOT WANT TO READ THROUGH LONG BROCHURES. THE MESSAGE AND THE CONTENT ARE IMMEDIATELY CLEAR.'

'IT IS **DISTINCTIVE** BECAUSE IT IS UNUSUAL AND BECAUSE I HAVE NEVER SEEN SOMETHING LIKE THIS BEFORE.'

'I ALSO **LIKE THE SIZE** OF THE CARDS BECAUSE NOW I DO NOT NEED TO CARRY TO MUCH AND THE SIZE IN CONVENIENT FOR THE WALLET.'

'NOT THE WHOLE OFFER APPEALS TO ME, BUT I THINK **THERE IS SOMETHING FOR EVERYBODY**.'

'THE **DISCOUNTS ARE GOOD**, BUT IT IS NOT (IT CAN BE) ALWAYS A THING THAT WILL PERSUADE ME TO GO AND VISIT THE ATTRACTION THAT IS ON THE CARD.'

'FROM A DISTANCE IT IS NOT CLEAR TO ME WHAT IS IT. WHEN I PASS BY, THE **DISPLAY DOES NOT INVITE ME** TO TAKE A CLOSER LOOK.'

'AFTER YOU SHOWED ME THE DISPLAY, **IT WAS CLEAR** TO ME WHAT IT IS.'

'I AM DISSAPOINTED, THAT I DID NOT SEE THE DISPLAY. NOW THAT I HAVE SEEN IT, I AM DEFINITELY **GOING TO USE THE MINICARDS IN THE FUTURE**.'

'I THINK THAT DE DISPLAY IS **NOT ON THE RIGHT** SPOT. IT IS **HIDDEN** AND BLENDS IN WITH THE HOTEL.'

OPINION

'FIRST OF ALL, **CHANGE THE LOCATION OF THE DISPLAY**. IT SHOULD BE MORE ACCESSIBLE FOR ME. BRING THE DISPLAY MORE FORWARD WHERE I PASS BY WHEN I GO TO MY ROOM.'

'IT **NEEDS TO STAND OUT**: MAYBE USE MORE COLOURS, SOME LIGHTS (FOR EXAMPLE BELOW A LAMP OF THE HOTEL ITSELF) OR SOMETHING ON THE FLOOR TO INDICATE THAT THERE IS SOMETHING TO BE GAINED.'

'THE **BANNER CAN BE MUCH BETTER**. THE LOGO IS OUT-DATED AND IT IS IRRELAVANT: I KNOW THAT THEY ARE SMALL CARDS. AN IMPROVEMENT OF THE TEXT ON THE BANNER IS IMPORTANT, IT SHOULD BE MORE EFFECTIVE. USE WORDS LIKE '**PICK ME'**, '**DISCOUNT'** AND '**FREE'**.'

'I WOULD LIKE TO SEE **THE PRICE** OF THE ATTRACTIONS ON THE CARDS, AND THE ADVANTAGE THAT I HAVE WITH THE CARDS.'

'THE DISCOUNTS ARE DISPLAYED VERY SMALL ON THE CARDS. MAYBE YOU CAN PUT SOMETHING ON THE BANNER LIKE: '**TAKE A CARD FOR FREE AND GET A DISCOUNT**.'

SUGGESTIONS

85% **LOOKS FOR INFORMATION**. THIS ARE MAINLY WOMAN, THIS ARE MAINLY TOURIST WITH A LEISURE GOAL AND THIS VARIES BY AGE GROUP.

51% **LOOKS FOR INFORMATION IN THE LOBBY**. THIS ARE ALSO MAINLY WOMAN, THIS ARE MAINLY TOURIST WITH A LEISURE GOAL AND THIS VARIES BY AGE GROUP.

THEY MAINLY LOOK FOR MAPS AND ROUTES, OR THEY JUST LOOK AROUND.

48% LOOKS **BOTH BEFORE AND DURING** THE VISIT FOR INFORMATION.

39% LOOKS **ONLY BEFORE** THE VISIT FOR INFORMATION.

13% LOOKS **ONLY DURING** THE VISIT FOR INFORMATION.

58% USED THE MINICARDS **MAP**.

2,2

THE RESPONDENTS USE AN AVARAGE OF **2,2 SOURCES**

THE THREE **MOST CONSULTED / MOST PREFERRED** SOURCES OF INFORMATION

1. SEARCH ENGINES
2. TRAVEL BOOKS
3. USER GENERATED WEBSITES

TRAVEL BOOKS

MOST CONSULTED BOTH **BEFORE** AND **DURING** VISIT.

SEARCH ENGINES

MOST CONSULTED **BEFORE** VISIT.

PRINTED MEDIA

MOST CONSULTED **DURING** VISIT.