Once you have selected the services of a public relations agency, you will be charged a monthly fee, which is shown on the 'Advertising Decisions' page.

For this, the agency will obtain good local and national press coverage, and will seek to publicize your hotel wherever and whenever a suitable opportunity arises. This includes publicizing events such as the provision of new facilities, and will supplement your own marketing activity.

In addition, the PR agency will carry out regular customer satisfaction surveys on your behalf, and will also use telephone and street canvassing to supplement the information obtained elsewhere.

Once selected, the PR agency provides you with summaries of comments obtained from the customer surveys on a regular basis.

An example of the type of questionnaire used when telephoning and street canvassing is shown below. Actual questions will vary from time to time, and 'exit polls' and customer comment cards will also be used to gauge the reaction of customers whenever alterations have been made, or additional facilities provided.
Hello, my name is .............from ........PR agency, and I am conducting a survey on behalf of ...............Hotel. Can you spare a few minutes to answer some questions?

1. Are you aware of the .................................Hotel?   Yes/No
   If Yes, go to Q.2, If No, go to Q.5

   Comments...........................................................................

2. Have you ever stayed at the ................................. Hotel?   Yes/No
   If No go to 4 -

   On a scale of 1-10, where 1 is poor, and 10 is excellent, how do you rate the following-

   Front Desk
   Concierge/Bellmen (if used)
   Rooms - value for money
   Rooms - quality of furnishings and fittings
   Rooms - cleanliness
   Room Service (if used)
   Other comments.........................................................

3. Which facilities did you use during your stay at the .......................... Hotel?

   What was your overall impression of the facilities used?
   Quality
   Price
   Staff
   Other Comments

4. Have you used the restaurant or bar at the .......................... Hotel? Yes/No
   If No go to 5 -
   When did you last use the .......................... Hotel restaurant or bar?
   If more than 6 months ago, proceed to Q5.

   On a scale of 1-10, where 1 is poor and 10 is excellent, how do you rate the following:-

   Food/drink - value for money
   Menu choice
   Quality of furnishings and fittings
   Service
   Staff attitude

   When do you expect to use the restaurant/bar again?
   Comments.........................................................

5. Thinking of the area as a whole, do you think there are adequate facilities for
   Conferences
   Weddings
   Other social functions
   Comments.........................................................

6. Do you have any other comments about the .......................... Hotel, or about hospitality facilities in
   the area as a whole?
   Comments.........................................................

Thank you for your time.