

survey amongst live quality check guests

The combination of pay-what-you-want and a quality check questionnaire resulted in substantial feedback about the quality of the tourism services in Längenfeld and valuable information about the village's pricing strategies.

brief overview

- Most guests learned about the LIVE QUALITY CHECK via the internet in general and especially facebook
- **LQC guests confirm future potential of the Live Quality Check concept: between 77 % and 95 % are „very content“ and „content“ with the whole endeavor** (general idea, application process, number of activities and services, organisation, over all impression, support through live quality check team and hosts)
- **65 % say: There has to be a next Live Quality Check!**
- Guests were very happy with Längenfeld as their vacation destination: results vary between 1,28 and 1,94 (average value, 1 "very content" / 5 "not content")
- **77 % would recommend a vacation in Längenfeld to their friends**
- **Längenfeld's tourism employees were evaluated with an excellent 1,16 (1=perfect).**
- **The overall satisfaction reached an extraordinary value of 6,49 (7=max)**
- Live Quality Check guests **payed more than expected (80% of catalogue price)**
- Guests loved warmhearted and friendly attitude of the locals and were enthused by Laengenfeld's unspoiled nature and great variety of leisure activities

**Live Quality Check – results to be announced on www.live-qualitycheck.com
Pay what you want tourism project in Längenfeld, Austria**

This summer a visionary tourism project in Längenfeld a village in Austria's Alps, has caused dramatic media awareness around the globe.

The idyllic tourist destination in Tyrol's valley „Ötztal“ invited guests to visit and perform a **LIVE QUALITY CHECK**: testing the village's hotels, restaurants and leisure facilities.

When it was time to leave guests were asked to fill out an extensive questionnaire. In exchange guests could set their own price and pay what they thought their stay was worth.

According to Martin Santer, the project's initiator, "Längenfeld is a place of energy, both for locals and our guests, and it has become a thriving tourist resort; a place we're very proud of. With Live Quality Check, we're showing our pride by letting guests determine how much they pay."

The combination of pay-what-you-want and the quality check market research questionnaire resulted in substantial feedback about the quality of the tourism services in Längenfeld and valuable information about the village's pricing strategies.

The overall satisfaction reached an extraordinary value of 6,49 (7,0=max), whereas Längenfeld's tourism employees were evaluated with an excellent 1,16 (1=perfect).

Results indicate that **LIVE QUALITY CHECK** guests were enthused by the warmhearted and friendly attitude of the locals, the variety of leisure activities and Längenfeld's unspoiled nature.

Furthermore the guests seek a stronger focus on regional and local products in both the village's shopping and gastronomy possibilities.

Although asked to set their own price guests paid a higher price than expected: 80 % of the catalogue price, additionally they confirmed that concerning 97% of the services tested, the catalogue price was perfectly justifiable.

Martin Santer the project's initiator: „The pilot project **LIVE QUALITY CHECK 2009** has shaped up as a great success for the village and every single participating hotel, restaurant or leisure facility. The concept proved successful: between 77% and 95% have been „very happy“ or „happy“ with the project. The next **LIVE QUALITY CHECK** is on it's way, and soon to be announced on www.live-qualitycheck.com“

Check out www.live-qualitycheck.com for details.

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