



## Event Survey Results

Collected on-site on the day of the event  
17% of guests (57 out of 329 guests)

## 調查結果

於活動當天現場採訪收集

17% 客人參與調查 ( 329 位客人中的 57 位 )

**1. How did you know about this event?**  
**你是在哪裡知道我們這次活動的？**

Friend	58.80%	26
BNU	11.80%	16
Facebook	14.70%	8
Other	2.90%	5
Instagram	8.80%	2
Wechat	2.90%	1

**3. How appropriate was the pricing for the event?**  
**您認為本次活動定價的合適程度是？**

Very 非常合適	49.12%	28
Moderately 中等	38.60%	22
Extremely 極度合適	8.77%	5
Slightly 稍微合適	3.51%	2
Not at all 一點也不合適	0.00%	0

**2. Where did you get more information about the event?**  
**你是在哪了解葡萄酒美食節的詳細信息的？**

Facebook	29.31%	17
Website 官網	20.69%	12
Other 其他	12.07%	7
Friend	10.34%	6
Ticketing Website	6.90%	4
Phone 電話諮詢	6.90%	4
Instagram	3.45%	2
Wechat 微信公眾號	3.45%	2

**4. Overall, how satisfied are you with the event?**  
**總體上而言，你對於這次活動有多滿意？**

Satisfied 滿意	66.67%	38
Neutral 一般	7.02%	4
Very dissatisfied 非常不滿意	1.75%	1
Very satisfied 非常滿意	0.00%	15
Dissatisfied 不滿意	0.00%	0

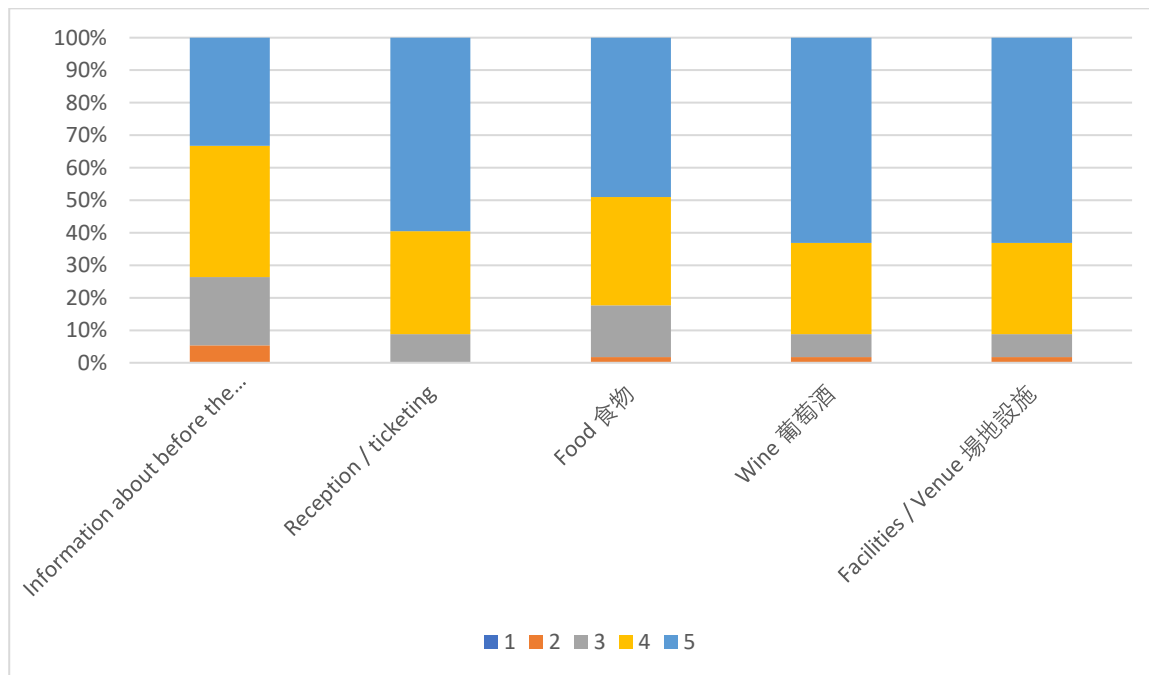
5. Rate your satisfaction level with the following aspects of the event:

對於是次活動，請就以下方面給出評價：

(Very dissatisfied) 1 -- 2 -- 3 -- 4 -- 5 (Very satisfied)

(非常不滿意) 1 – 2 – 3 – 4 – 5 (非常滿意)

Row	1	2	3	4	5	Avg.
Information about before the event 活動前相關信息發佈	0.00%	5.30%	21.10%	40.40%	33.30%	80.4%
Reception / ticketing	0.00%	0.00%	8.80%	31.60%	59.60%	90.2%
Food 食物	0.00%	1.80%	15.80%	33.30%	49.10%	85.9%
Wine 葡萄酒	0.00%	1.80%	7.00%	28.10%	63.20%	90.6%
Facilities / Venue 場地設施	0.00%	1.80%	7.00%	28.10%	63.20%	90.6%



6. What did you enjoy most about the event?

本次活動的哪一部分最讓你滿意呢？

Answered: 26

Value for money 性價比高

Wines 葡萄酒

Food 食物

Wine 葡萄酒

The various wines available 葡萄酒的種類之多

Good layout 良好的空間安排

Having the opportunity to try and taste different type of wines. 有機會可以嘗試好酒和各種不一樣的酒

Good wines good friends 和好朋友們一起分享好酒

Good food and wine paring 食物與葡萄酒的搭配體驗佳

Atmosphere, wine 氛圍，葡萄酒

The pairing 搭配概念

Food 食物

Wine 葡萄酒

After Party 狂歡派對

Environment 環境

Me 本人的蒞臨

Atmosphere 氛圍

The wine 葡萄酒

Great food and drinks 超棒的食物和飲料

Food 食物

Atmosphere 氛圍

Wine tasting 葡萄酒品鑒

The range of quality wines 優質葡萄酒的種類

Wine 葡萄酒

Concept 活動概念

Friends 朋友

All 全部

Environment, wines 環境，葡萄酒

The networking, the spaced out layout of the wine and food pairing stations

人際網絡；葡萄酒和食物的擺設

服务很好 Good Service

环境 environment

形式有趣 Interesting process

酒选择好 Good selection of the wines

环境优良，酒比较新鲜 Great environment and fresh wines

公关 Public Relations

## 7. What did you dislike about the event?

本次活動的哪些地方讓您覺得仍待改進？

Answered: 22

Promotion channel 宣傳頻道

Ticket website 購票網站

Nothing 沒有

No place to sit 沒地方坐

NA 沒有

Could have more variety of food 可以有更多食物種類

Nothing 沒有

Nothing yet 暫無

Limited food items 食物數量太少

Nothing 沒有

Need more chair 需要更多椅子

More different wines 需要更多不同的葡萄酒

Not enough food, sitting ticket expensive 食物不夠，座位太貴

Need more option of the food too much deep fried 希望有更多食物可以選擇，太多油炸的了

Nothing 沒有

Food 食物

Food needs improvement on quality aspect / variety 食物的質量和品種需要提升

The food could be better 食物可以更好

No 沒有

None specific 沒有

Only front bar supplying the glasses/should be a glass per wine 應該一個酒杯裝一種酒

Nothing 沒有

Some food was cold 有一些食物冷了

A sip to try the wine before purchasing / or charge a higher fee and have free flow of wines 希望可以提供購買前試飲的服務/可以定價更高但可以免費試飲

Nothing so far. It's been professional, uncomplicated and spacious 沒有，非常專業，簡單明了以及寬敞

Bnu; 早鸟票网站设计不良 BNU and early-bird tickets booking system

信息发布不够全面 Not enough information before the event

简化付款程序，增加付款方式 Need to simplified the booking system and add payment methods

摆设不合理 太远 需要走动太多 The layout is not reasonable, too far, need to walk a lot

空间利用可以更合理（例如室外摆台 The layout can be more reasonable, tables outside etc.

食物不够热 The food was cold

没有 None

宣传期短 Short promotion period

食物平时一般，不够新鲜 The food was so so; Not fresh enough