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2. Question 1

1. How much time is spent in you're your organization to manage or map current identification numbers. Ex. Franchise, GDS, Chains, IATA, TIDS, etc.

	Response Percent	Response Total
A lot (> 5 man days a month)	37.9%	50
Some (1-5 man days a month)	30.3%	40
Little (<1 man day a month)	19.7%	26
None	12.1%	16
Total Respondents		132
(skipped this question)		0

3. Question 2

1. What would make your organization adopt this UGI solution quickly (Select all if applicable)

	Response Percent	Response Total
Cost saving	68.4%	80
Increase quality of service	64.1%	75

Increase quality of data		90.6%	106
View Other (please specify)		6%	7
		Total Respondents	117
		(skipped this question)	15

4. Question 3

1. How easy do you believe it will be to get this initiative adopted within you organization?

		Response Percent	Response Total
Easy if concerted effort (< 1 year)		51.8%	59
Will take time (1-3 years)		29.8%	34
Difficult but worthwhile (3+ years)		5.3%	6
Unsure if possible		13.2%	15
		Total Respondents	114
		(skipped this question)	18

5. Question 4

1. Please select from the below items which you believe could prevent adoption of this initiative?

		Response Percent	Response Total
Entities prefer to create and use their own proprietary solution		44.8%	47
Too much change to the industries current way of numbering entities in the industry		25.7%	27
Too high of costs to change IT system and processes to adapt to a new numbering system		67.6%	71
Too wide of range of entities covered in the proposal		20%	21
Cost to register and maintain UGI Identifier and corresponding data outweighs benefit.		26.7%	28
Data Transparency – UGI information would be free for all to access		16.2%	17

None 

6.7% 7

Total Respondents 105
(skipped this question) 27

2. Please outline some additional ideas about inhibitors that came to mind when you selected your answer above

[View](#) **Total Respondents 13**
(skipped this question) 119

6. Question 5


1. Based on your answer above, is there a specific organization you would recommend to lead/sponsor this initiative to get adoption?

	Response Percent	Response Total
Hotel Chains 	12.6%	13
GDS 	12.6%	13
Independent Associations (HEDNA, HTNG) 	55.3%	57
Technical Suppliers 	3.9%	4
Travel Agents 	1.9%	2
Travel Agent Accrediation Programs (IATA, ARC, etc) 	3.9%	4
Travel Agents Associations (CLIA) 	1.9%	2
View Other (please specify) 	7.8%	8
Total Respondents	103	103
(skipped this question)		29

7. Question 6

1. Would you regard the use of UGI's in the industry as:

	Response Percent	Response Total
Essential. 	23.3%	24
Very Useful 	49.5%	51

Useful		20.4%	21
Not needed		6.8%	7
		Total Respondents	103
		(skipped this question)	29



8. Question 7

1. A solution such as this would need administrative support (i.e. on-line access, backup-recovery, enhancements). Who do you think should cover these costs.

		Response Percent	Response Total
Independent Associations		12.7%	13
Independent Companies		6.9%	7
Annual Service Fee for UGI registration (input data)		38.2%	39
Annual Service Fee for UGI usage (retrieve data)		32.4%	33
View Other (please specify)		9.8%	10
		Total Respondents	102
		(skipped this question)	30

9. Question 8

1. Is your company willing to support this initiative?

		Response Percent	Response Total
Yes		51%	51
No		5%	5
Undecided.		44%	44
		Total Respondents	100
		(skipped this question)	32

10. Question 9

1. Is there any additional feedback you would like to comment about this the UGI initiative?

[View](#) **Total Respondents** **97**
(skipped this question) **35**

11. Question 10

1. Would you like to be informed about the output of this survey?



12. Your Contact Information

1. Company Name:

[View](#) **Total Respondents** **88**
(skipped this question) **44**

2. Your Name

[View](#) **Total Respondents** **88**
(skipped this question) **44**

3. Your Title

[View](#) **Total Respondents** **88**
(skipped this question) **44**

4. Telephone

[View](#) **Total Respondents** **88**

(skipped this question) 44

5. E-mail address:

View Total Respondents 88

(skipped this question) 44

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