



Customer feedback form

Name (optional) _____ (male female)

Accommodation _____ (hotel/room/flat)

- Age 10-18 19-25 26-30 31-35 36-40 41-45
 46-50 51-55 56-60 61-65 66-70 70+

Course attended _____ Date _____

- Was the course intended as: Named summit Route / tour Skills
 Personal development Other _____

- How did you hear about us: Word of mouth Newspaper Web
 Article Windermere Advert Previous client Other _____

Please rate from 1-5: (1=poor, 2=below satisfactory, 3=as expected, 4=very good, 5=excellent)

- Course content Accommodation Administration
 Evening instruction Breakfasts Facilities
 Retail discounts Equipment advice Guiding standards

How could we improve our courses/instruction/admin?

How could we improve our accommodation/facilities/food?

Do you have any other suggestions as to how we could improve things at Icicle?

Which outdoor magazines do you read?

- Trail BMC Summit Climber Daily Mail Ski & Snowboard
 Ski Club GB Adventure Travel Other _____

What other outdoor activities do you enjoy?

What impressed you most about Icicle?

What three things would you like that we change on our courses?

1. _____

2. _____

3. _____

Would you like us to send you details about any other courses?

Is there a trip we do not currently offer that you would like us to run?

How could we improve our website (www.icicle.co.uk)?

1. _____

2. _____

3. _____

If you would like to receive our e-newsletter please fill in your e-mail address below.

Please return by e-mail to; info@icicle.co.uk

Alternatively by post to Icicle, 11a Church Street, Windermere, Cumbria, LA23 1AQ

(Office use only)