SAN JUAN ISLANDS PARTNERSHIP GROUP

Reservation Holder Survey – Preliminary Results
October 2, 2015

Overview of Survey Responses

WSF sent a reservation-holder survey via email to over 110,000 individuals who had made and used a reservation during the 2015 summer sailing season. In total, 19,462 individuals completed it, representing a response rate of nearly 18%.

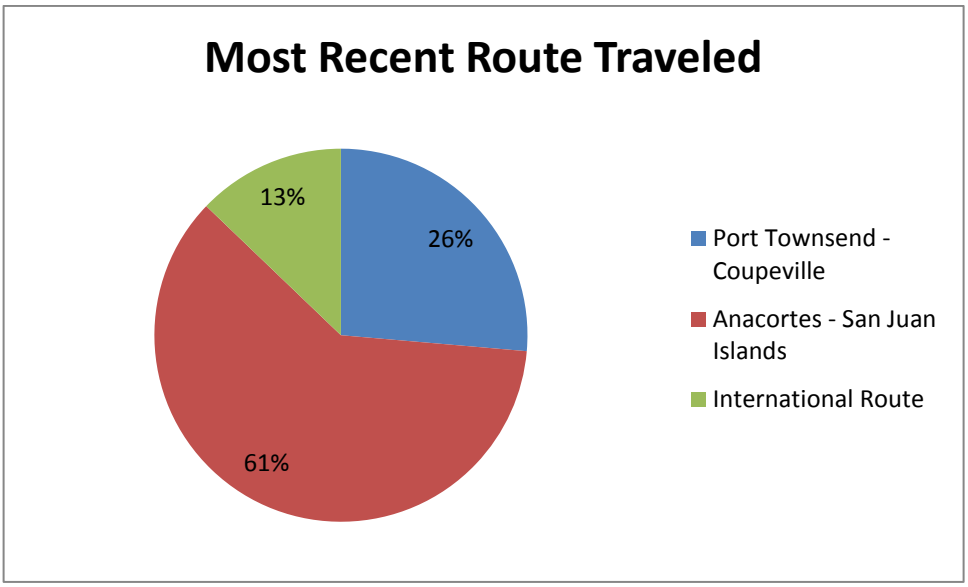
Below is a high-level summary of the survey responses. WSF will conduct further analysis of these survey results in October 2015 and provide a full report in November 2015.

Survey Responses

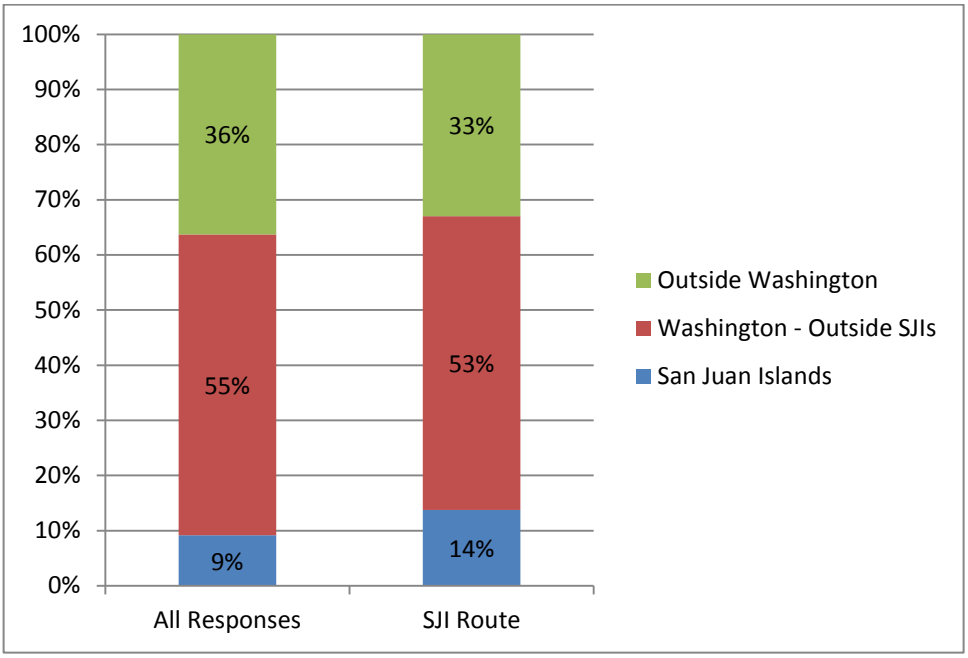
(note: n = total respondents for all routes, SJI = respondents for SJI route only)

About Your Ferry Travel:

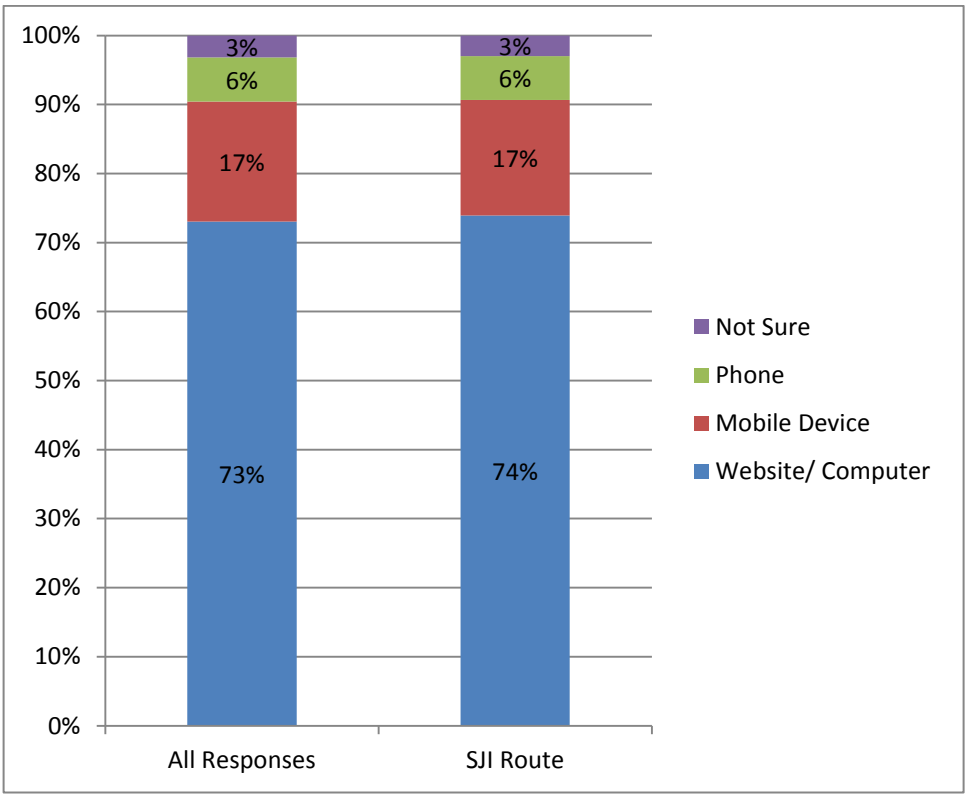
Q1 – For which route have you most recently made a reservation? (n=19,462)



Q2 – Where do you live? (n=19,433, SJI=11,804)

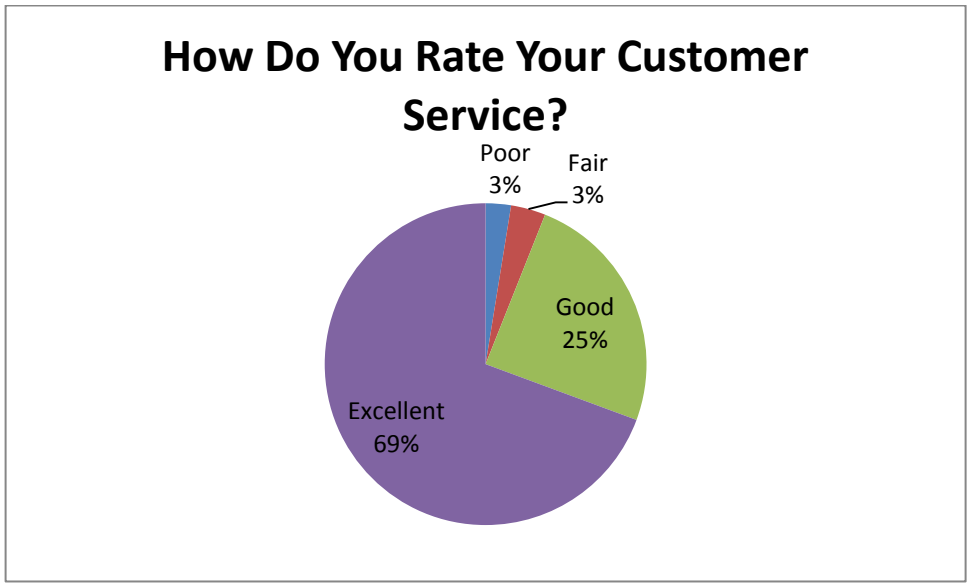


Q4 – The last time you made a reservation, what method did you use? (n=19,501)



Phone Reservations:

Q6 – How would you rate your customer service experience? (n=1,260)



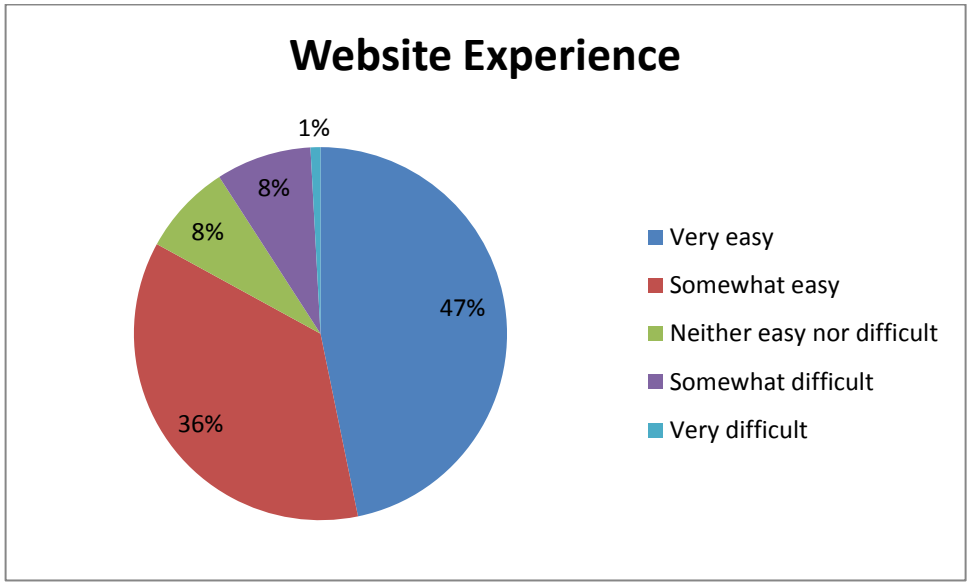
Q8 – How many times did you have to call Customer Service to acquire the final reservations you needed? Include the calls you needed for both your outgoing and return reservations. (SJI=751)

- 54% of respondents who traveled on the SJI route said they were able to make their reservation with only one call.
- On average, 1.7 calls were needed to get their desired outgoing and return reservations.

Reservation Website:

Q9 – Please tell us about your experience using the Save a Spot reservation website. (SJI=10,728)

- 83% of respondents on the SJI route found the website easy to use while only 9% found the website difficult to use.



Reservation Space Availability:

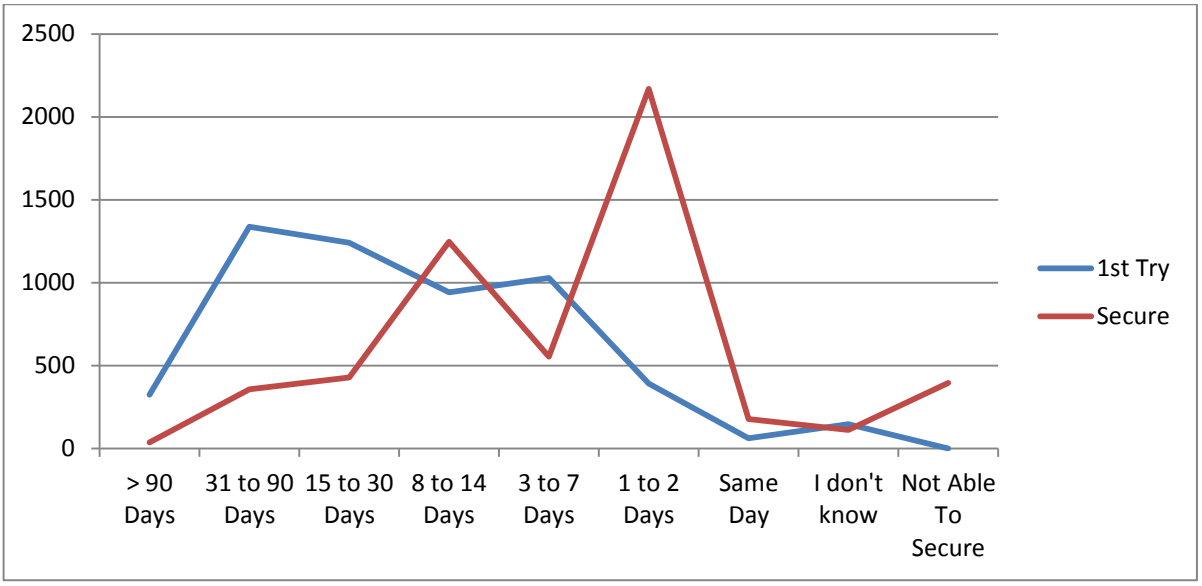
Q11 – Does the current release of reservation space meet your travel planning needs? (SJI=11,726)

- On average, 81% of respondents stated the current release of reservation space meets their needs.

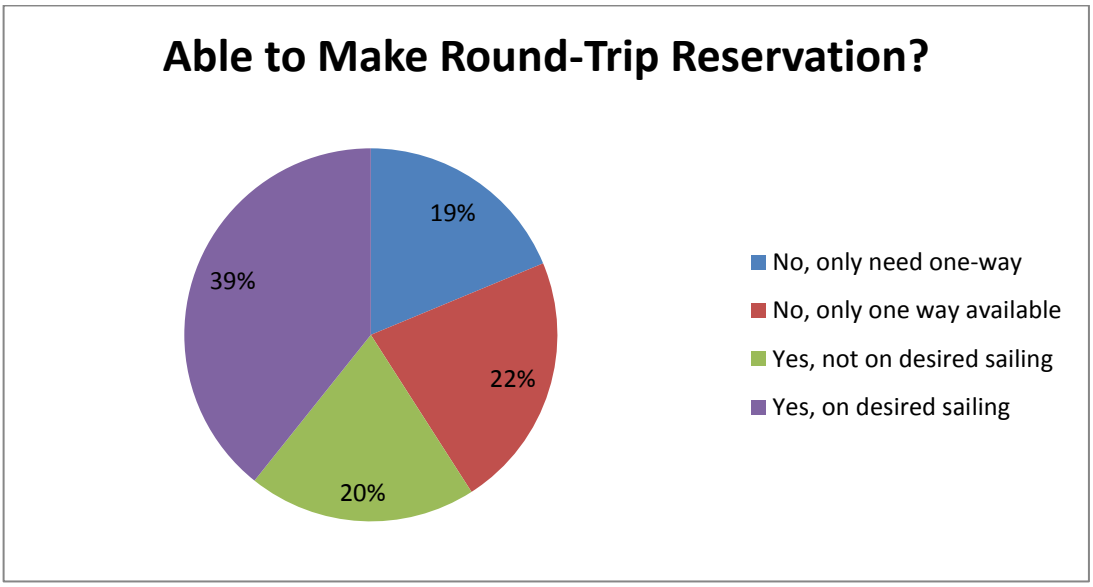
Q13 – Have you returned to the website or called more than once to make a reservation because you had to wait for a spot to open up on your desired sailing? (SJI=11,833)

- 46% of respondents that traveled on the SJI route needed to call or go to the website more than once to get their reservation on their desired sailing.

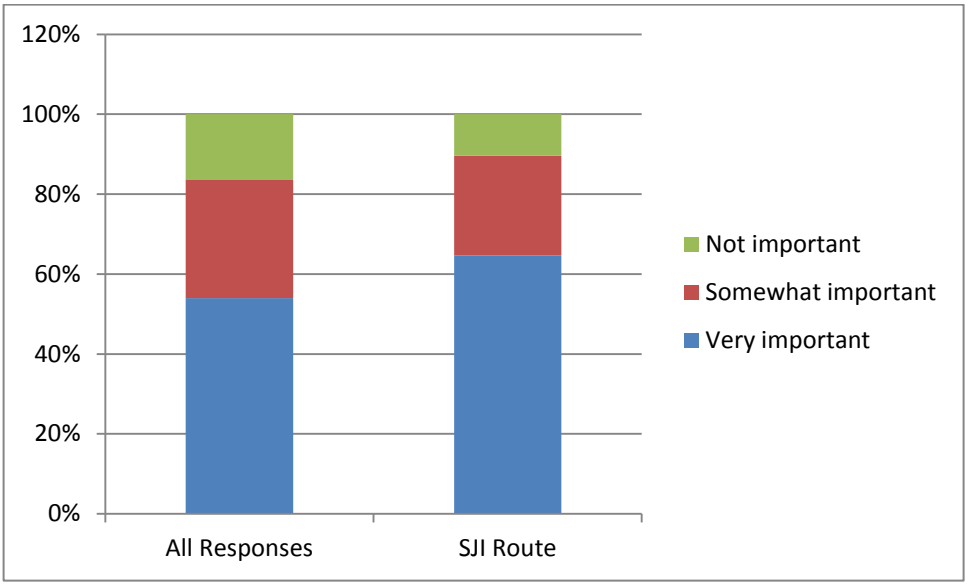
Q14 – For the most recent time you needed to return to the website or call back because all reservation spaces were full, when did you first try to make your reservation? This is the blue line below. (SJI=5,472)
Q15 – When were you able to secure your reservation? This is the red line below. (SJI=5,474)



Q16 – For your most recent reservation travel, were you able to make a round-trip reservation? (SJI=11,714)



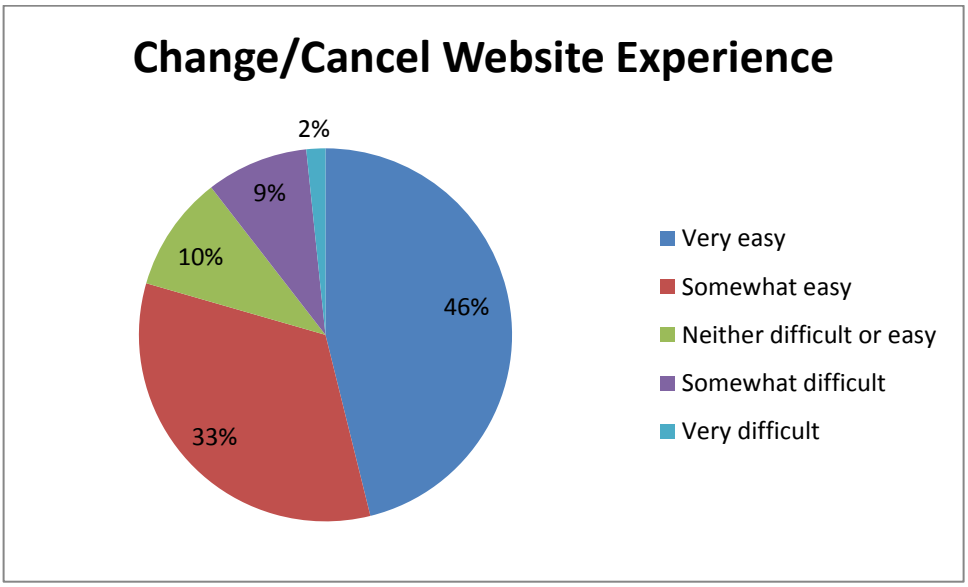
Q17 – Is it important to you to be able to make a round-trip reservation? (n=19,410, SJI=11,782)



Changing or Cancelling a Reservation:

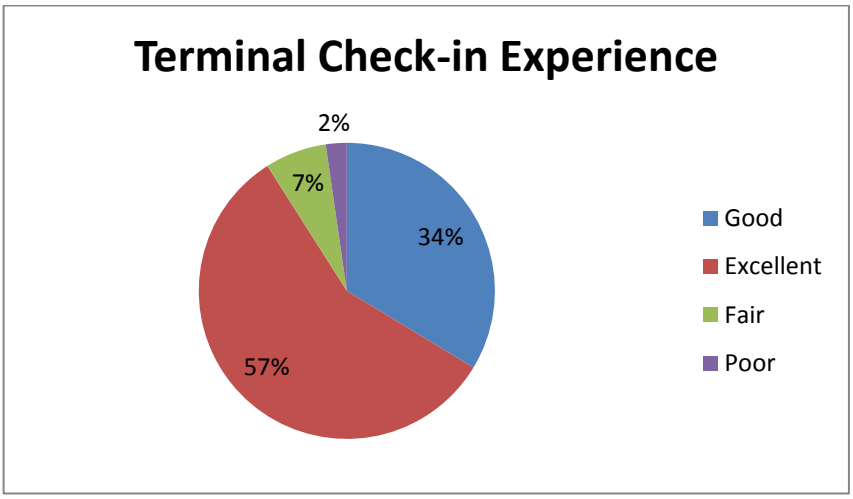
Q20 – Please tell us about your experience using the website to change or cancel your reservation? (SJI=4,431)

- 79% of respondents on the SJI route found the website easy to use to change or cancel their reservation while 11% found it difficult to use.



Day of Travel:

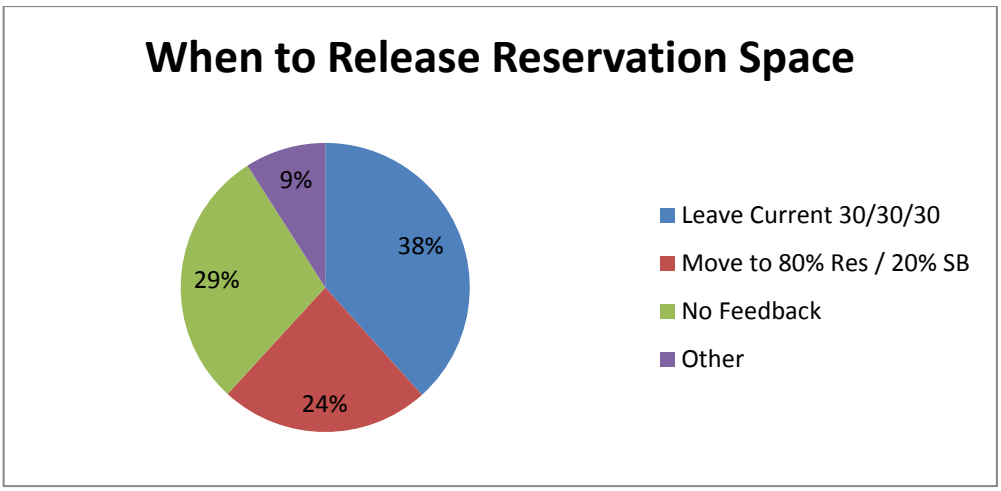
Q25 – Please rate your overall experience checking in for your reservation at the tollbooth. (SJI=11,781)



San Juan Islands Reservation Program Modifications:

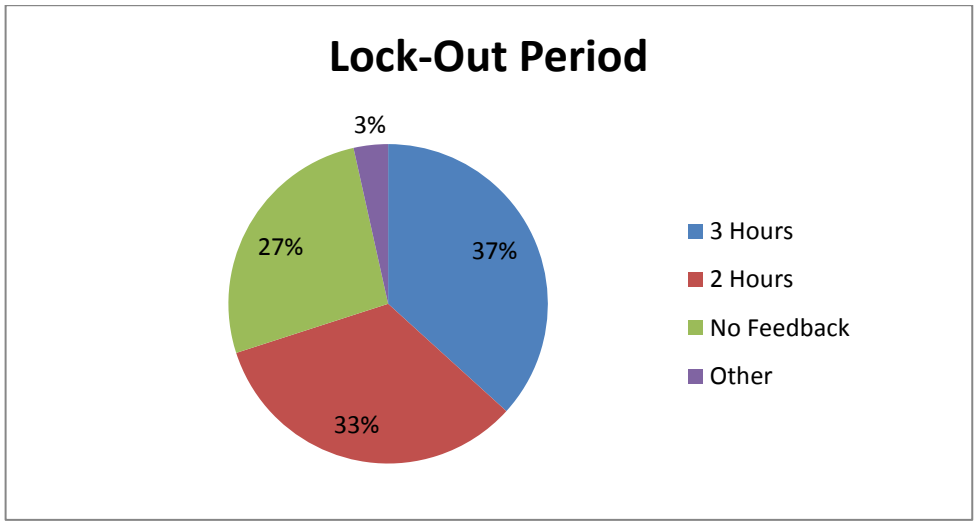
Q30 – Reservation Space Availability: When should reservation space be made available? (n=12,150)

- This question was asking how we release the reservation space. The current release has three tiers: 30% two months prior to the sailing season, 30% two weeks prior to the desired sailing date, and 30% two days prior to the desired sailing date.
- 38% suggested we maintain the current three tier release of reservation space.
- 24% suggested we make 80% of the reservation space available upfront with 20% for standby space.



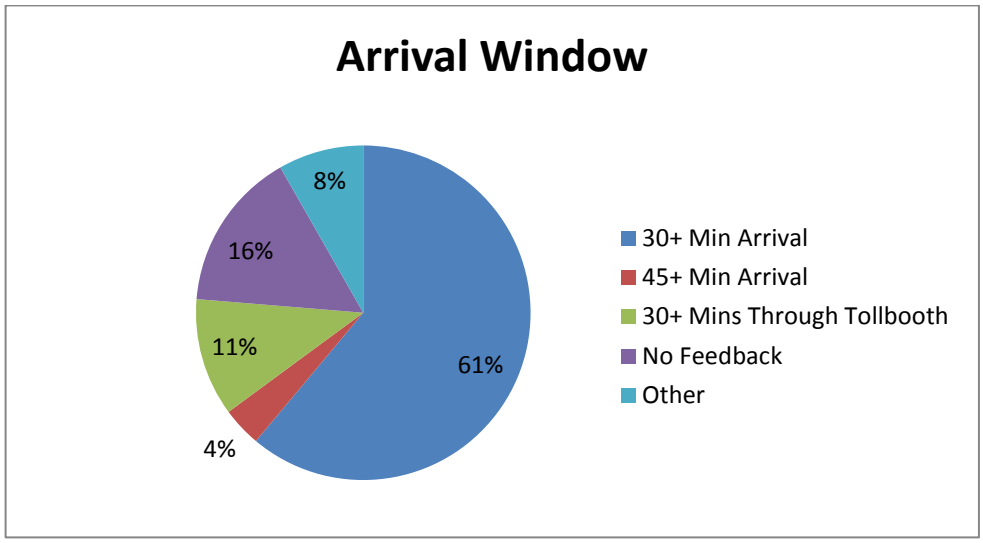
Q31 – 3 Hour Lock-Out Window: When should the lock-out window be? (n=12,156)

- The Lock-out Window is the timeframe where customers may not make or change their reservation. We lock down reservations so the terminal can plan how many reservation vehicles to expect for the next sailing and where to stage those vehicles in their holding area. It also allows the terminal staff to communicate to drive-up customers the remaining space available on the vessel for drive-up vehicles.



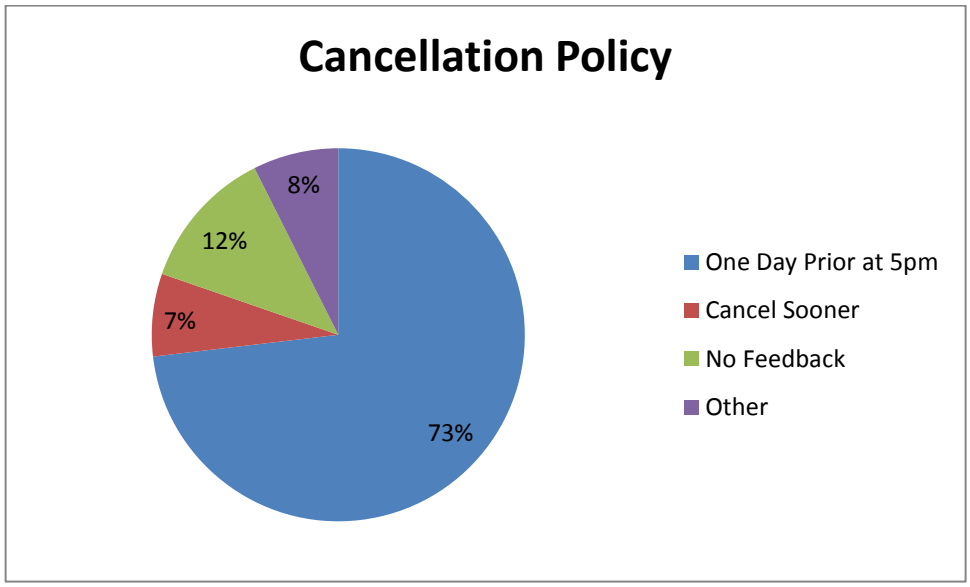
Q32 – Arrival Window: What should the reservation arrival window be? (n=12,103)

- Arrival window is the time the customer is expected to arrive at the back of the line approaching the tollbooth.
- A majority of customers suggested we maintain the current policy that reservation holders must be at the back of the line at least 30 minutes ahead of the sailing time while 11% suggested they must be through the tollbooth at least 30 minutes ahead of the sailing.



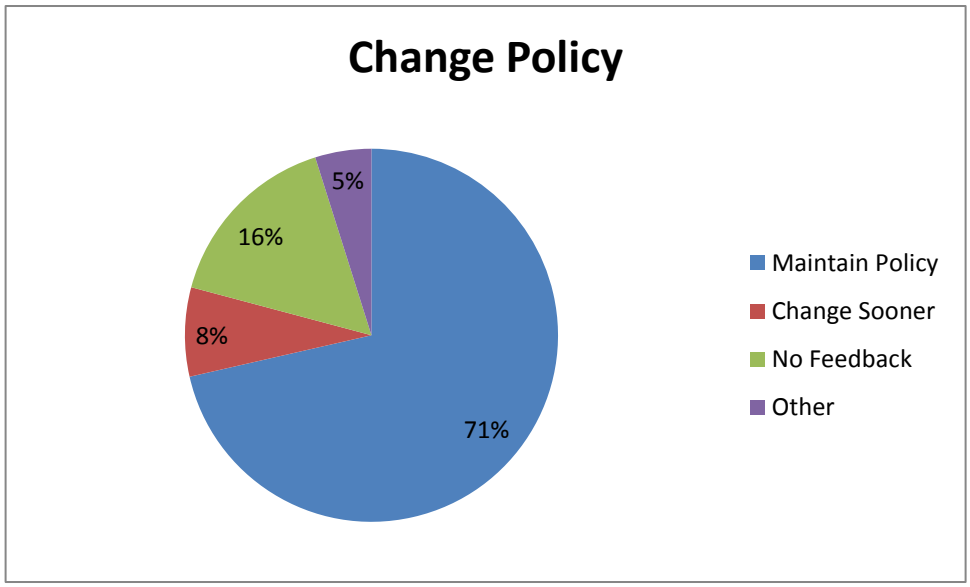
Q33 – Cancellation Policy: What should the cancellation policy be? (n=12,090)

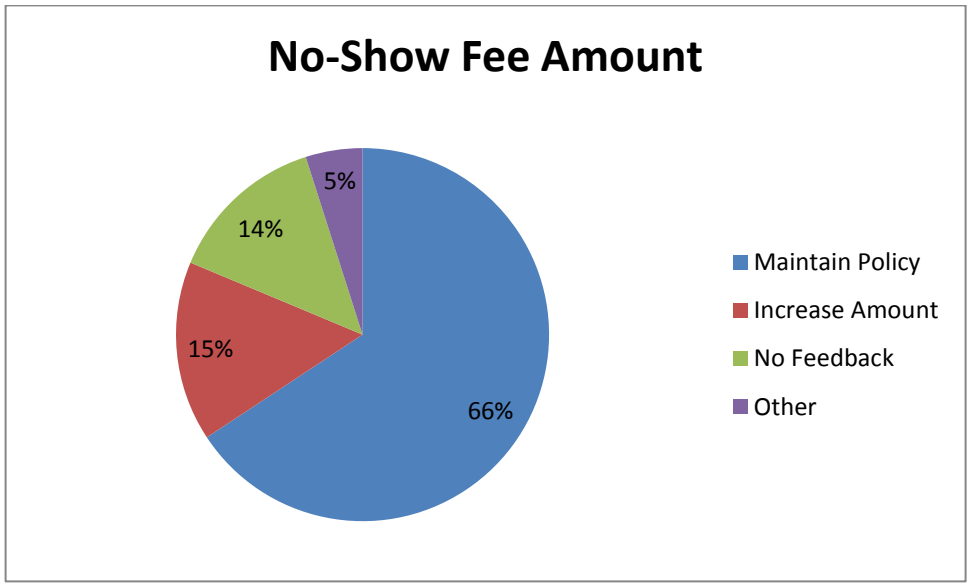
- 73% of respondents suggested we maintain the current policy that customers must cancel their reservation by 5pm of the prior day to not be penalized a no-show fee.



Q34 – Change Policy: What should the change policy be? (n=12,026)

- 71% suggested we maintain our current policy that customers may make one change after 5pm of the prior day up until the lock-out period with no penalty.



Q35 – No-Show Fee: What should the no-show policy be? (n=12,073)

- 66% of respondents suggested we maintain our current no-show fee amounts. For example, a standard vehicle is charged a $10 no-show fee if they don't travel on their reserved sailing or at any time that same day from the same terminal.