

Proclivity to Promote Electronic Questionnaire Version

Definition of Proclivity to Promote

Proclivity of promote is a simple construct. It reflects the likelihood of encouraging others to choose to engage in a particular structured experience on a future occasion (Reichheld, 2003, see comments following). The version copied below actually includes three measures: proclivity to promote, desire for a return visit, and interest in a new experience offering that might be provided by this venue in the future.

Examples of activity types for which this scale is appropriate

The proclivity to promote set of measures below generates scores on three simple constructs: proclivity to promote to others, interest in returning, and interest in new offerings by a provider. These are scales within the “post-hoc evaluation” family of scales in the Theory of Structured Experience. Other scales in that family include perceived value of time investment and delight.

Seminal Reference Citation

*Ellis, G., Lacanienta, A., Freeman, P., & Hill, B. (in review 3/8/18). Testing Select Propositions of the Theory of Structured Experience. *Annals of Leisure Research*.*

The likelihood of promoting question is widely used in the tourism literature. It is derived from a very highly influential paper published by F. Reichheld in 2003 in Harvard Business Review:

Reichheld, F. 2003. *The One Number You Need to Grow*. Boston: Harvard Business Review.

Scale

A depiction of the electronic version of our proclivity to promote questionnaire follows.

Scoring

No conversion of the responses to the three single-item scales is needed.

NPS - How likely is it that you would recommend [venue or provider] to a friend or colleague?

Not at all likely

Extremely likely

0 1 2 3 4 5 6 7 8 9 10

If I could, I would return to this venue or provider

100% certain I would not return 0 10 20 30 40 50 60 70 80 90 100 100% certain I would return



If this [venue or provider] had a new offering, would you consider purchasing the offering?

Very certain I would

Somewhat certain I would

I am unsure

Somewhat certain I would not

Very certain I would not