**Feelgood open ended discussion – Interview Schedule**

Businesses participating in an interview had also completed a survey at one of the local ‘Ideas Cafés’. This open ended discussion was intended to obtain more detailed responses around the use of wellbeing, health and feelgood strategies in hospitality organisations in the key areas of marketing, operations and managing staff.

The questionnaire was also used as a starting point for discussion and additional questions asked were:

1. In your opinion is there a need to develop feelgood policies for your business? Why do you think this?
2. Do you think there is a trend in the industry to develop feelgood policies? Can you give any examples of businesses using this type of approach?
3. Do you think your customers expect more feelgood opportunities from your business? (Use the questionnaire to show the respondent the different examples of feelgood)
4. Do you refer to any feel good factors in your marketing? Do you expect to use any in the future?
5. What are most commonly used feelgood aspects that your business currently uses for marketing and promotion?
6. How responsive are your customers to feelgood marketing?
7. Do you have any staff based feel good policies?
8. Do you think staff-focused feelgood policies help your business?