

VISITOR SURVEY template

**TEMPLATE VISITOR SURVEY**

*To ensure the community and committee can continually improve and grow the event, we invite you to provide feedback on your experience via our quick survey.*

**1. Are you male or female? (Circle)**

Male Female

**2. What is your age? (Circle)**

 Under 17

 18-25

 26-35

 36-45

 46-55

 56-65

 Over 66

**3. Where do you normally live?**

Town

State

Postcode

Country (if outside Australia)

**4. Did you travel to <<event name>> specifically to attend the event? (Circle)**

Yes No

**If no, did you extend your stay in <<local town name>> to attend <<event name>>? (Circle)**

Yes No

**5. How many nights in total did you spend in <<local town name>> on this trip? (Circle)**

 0 (Resident or day-tripper)

 1

 2

 3

 4 or more

**6.** **If visiting, how many nights did you spend in other parts of <<state>> during this trip?**

 1

 2

 3

 4 or more

**7. How much money did you spend in total in <<local town name>> during this trip, both for yourself and for other people travelling with you?**

Food and drink:

Accommodation:

Transport:

Tickets:

Attractions:

Retail purchases:

**8. Who did you attend the event with? (Circle)**

 Alone

 Friend/s

 Partner

 Young family (children aged 12 and under)

 Older family (children aged 13 and over)

 Social, community or sporting group

**9. What did you enjoy most about this year’s event?**

**10. What elements of the event do you think can be improved in the future and how?**

**11. Please take the time to write a short testimonial about <<event name>> to be used in the future for marketing/promotional purposes**

**12. Thank you for completing our survey. If you would like to be informed about the event in the future, please enter your email address below**

**Tip: Consider a prize or incentive to encourage visitors to complete your survey**