

## Event Survey Suggestions

1. Many destinations find it easy to recruit a handful of volunteers to approach event visitors and ask a short series of questions.
2. It's best to ask people to participate while they are in line waiting for something...restroom, drink line, etc. That way you are not keeping them from anything or rushing them through the questionnaire.
3. Only ask one person (adult) per party.
4. Questions to include are:
  - a. Resident or visitor? (Residents do not count as far as impact) The easiest way to do this is just to ask their zip code.
  - b. Did the visitor come to the area specifically for the event?
  - c. Did they stay longer because of the event?
  - d. Number of nights spent and at what type of lodging; great if you can get room rate.
  - e. Party size; number of rooms per party?
5. As a *very rough* rule of thumb, 200 responses will provide fairly good survey accuracy under most assumptions and parameters of a survey project.