

**Template**

Visitor Survey



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**[Your Event] Visitor Survey**

Thank you for joining us at this year’s [Your Event]!

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. What is your gender?**

🞏 Male 🞏 Female 🞏 Otherwise identifying

**2. What is your age?**

🞏 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 [your town] specifically to attend [Your Event]?**

🞏 Yes 🞏 No

If no, did you extend your stay in [your town] to attend [Your Event]?

🞏 Yes 🞏 No

**5. How many nights in total did you spend in [your town] on this trip?**

🞏 0 (Resident or day-tripper)

🞏 1

🞏 2

🞏 3

🞏 4 or more

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

**7. How much money did you spend in total in [your town] 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?**

🞏 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 [Your Event] 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: [delete from this survey before using]***

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