

**Template**

Visitor Survey

**IMPORTANT: Copyright Notice**

*Except as permitted under the Copyright Act 1968 (Cth), you are not permitted to copy, reproduce, republish, distribute or display any of the information on our website or in our toolkits and resources without our prior written permission.*

*rEVENTS Academy maintains the copyright on all graphics, images, layouts, text, logos and trademarks contained within our website and toolkits. This includes following any removal of rEVENTS Academy branding and copyright notices for customisation of this document.*

*For our full terms and conditions go to* [*www.reventsacademy.com*](http://www.reventsacademy.com)

*DISCLAIMER*

*While all care has been taken in the preparation of this material, no responsibility is accepted by the author for any errors, omissions or inaccuracies. The material provided in this checklist has been prepared to provide general information only. It is not intended to be relied upon or be a substitute for legal or other professional advice. No responsibility can be accepted by the author for any known or unknown consequences that may result from reliance on any information provided in this publication.*

**[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.**