



East Gippsland Shire Council

Event Management Toolkit

# VISITOR SURVEY TEMPLATE

## **VISITOR SURVEY TEMPLATE**

*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. Which gender are you? (Circle)**

Male

Female

Nonbinary/Prefer not to say

### **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?**

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

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

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**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**

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