EVENT SURVEY TEMPLATE

Survey Overview

This event survey template is meant to provide event organizers with a resource to gather feedback on event performance with an emphasis on those traveling from out of the area. Feel free to use this as a reference for your event to be tweaked as necessary.

This template offers a variety of questions with the intention to provide many different options for a surveyor to use based on which feedback is most important and aligns with Travel Nevada's Visitor Profile survey where possible. To keep the survey at a manageable length and to provide the best experience for attendees, it is not advised to use every question outlined in the template.

This template is intended to be used to gather feedback from event attendees as an intercept survey, however, questions can also be adjusted as necessary for a post-event online survey as well. Below are some tips to gathering responses with an intercept survey:

- Survey one person per travel party
    - Surveying multiple individuals per travel party may put more weight on answers from travel parties that have multiple responses and have the potential to skew the overall data.
- Collect survey responses at different times throughout the day and throughout the duration of the event.
    - This will help to limit any potential biases that may occur with people who attend the event at certain times of day or during certain days throughout the event.
- Aim to ask a random sample of people
    - Asking a random sample of people will help to get a more representative sample of survey respondents from the event.
    - For example, a surveyor might ask every 3rd group of attendees that walk by a certain point. It's more important to ask every 3rd group of attendees (or a similar random way of sampling attendees) with some saying, "No thank you" than it is to ask only those that the surveyor thinks may say "Yes".
- Gather feedback from multiple locations if applicable
    - If the event covers a large geographic area, it is important to try to gather feedback from a variety of different parts of the event. This will help to avoid skewing the data of attendees that may be likely to only visit certain areas of the event.
- State your purpose
    - According to Research and Marketing Strategies, Inc. a good strategy to have an individual agree to complete the intercept survey is to have interviewers state that they are conducting a quick survey to gather feedback and aren't looking to sell anything to the attendee. When approaching attendees to try to gather feedback, surveyors should start with a friendly greeting and state their purpose.
- Note your sample size
    - When reporting your results, it is recommended to note the total number of attendees at the event along with the sample size of responses that you received to the survey. This will help communicate whether the results may be statistically

significant or not. To ensure that your survey is big enough to lead to reliable estimates, you may refer to this article from Survey Monkey outlining proper sample sizes based on the size of the population you are surveying.

A special thanks to the following sources whose documentation was reviewed to help put this template together:

Source: University of Nevada, Reno, University Center for Economic Development (Frederick Steinmann, fred@unr.edu)

- Material Referenced: UCED Technical Report 2023/24-04 December 2023

Source: Travel Indicators (Brian London, 904-402-1738)

- Material Referenced: Special Event Survey Form

Source: Research and Marketing Strategies, Inc.

Material Referenced: https://rmsresults.com/2014/04/07/7-tips-for-conducting-intercept-surveys/

Source: Survey Monkey

- Material Referenced: https://www.surveymonkey.com/curiosity/how-many-people-do-i-need-to-take-my-survey/

Survey Template Questions

Respondent location

1) Are you a local / from the area?
2) (A standard criterion for defining a visitor is a residence located 50 or more miles from the event site)
   - Yes
   - No

3) What is your residential zip code?

Travel Party Makeup

4) (If Q1 = "No") What is the primary reason for being in the area? (select one)
   - This event
   - Visit friends or relatives
   - Vacation/getaway
   - Casinos/gaming
   - Outdoor recreation
   - Road trip
   - Business-related trip
   - Sporting event
   - Other

5) How many people including yourself attended this event with you?
   - Under 6 years:___
   - 6 – 12:___
   - 13 – 17:___
   - 18 – 20:___
   - 21 – 24:___
   - 25 – 34:___
   - 35 – 44:___
   - 45 – 54:___
   - 55 – 64:___
   - 65 and over:___

6) Who attended this event with you? (select all that apply)
   - Spouse/partner
   - Children
   - Friends
   - Family (e.g. siblings, parents, grandparents)
   - Co-workers
   - I attended by myself

- Other (please specify)

Event Performance

7) How many years have you attended this event? (if this is first year attending input 1, if second year attending input 2, etc.)

8) How would you rate your overall experience at this event on a scale of 1 to 5, where 1 is "poor" and 5 is "excellent"?
   - 1 = Poor
   - 2
   - 3
   - 4
   - 5 = Excellent

9) How likely are you to return to this event next year?
   - Not at all likely
   - Not very likely
   - Somewhat likely
   - Very likely
   - Extremely likely

10) (If Q7 = "Not at all likely" or "Not very likely"): You mentioned that you are not likely to attend next year's event. Why are you not very likely to attend next year? (open-ended)

Spending / Travel Characteristics

11) How many total days will you attend the event?

12) (If Q1 = "No") What date did you arrive in the area?

13) If Q1 = "No") What is your intended departure date from the area?

14) (If Q1 = "No") How many total nights do you intend to stay in the area?

15) (If Q13 > 0) How many nights do you intend to spend at each of the following types of accommodations during your stay in the area?
   - Casino hotel/motel
   - Non-casino hotel/motel
   - Bed & breakfast or inn
   - Friends' or relatives' residence
   - Developed campgrounds/parks or RV parks
   - Undeveloped campgrounds/parks
   - Condo/timeshare

- Vacation/second home (e.g. personal or vacation home of friends/family)
- Home sharing (Airbnb, VRBO, etc.)
- Other accommodations

16) Approximately how much do you estimate your party will spend on the following:

- Fees at this event: $_
- Other spending at this event: $_
- (If Q1 = "No") Transportation to the area: $_
- (If Q1 = "No") Transportation in the area: $_
- (If Q1 = "No") Lodging in the area (hotel, motel, RV park, etc.): $_
- (If Q1 = "No") Restaurants / bars in the area $_
- (If Q1 = "No") Grocery stores in the area $_
- (If Q1 = "No") Gaming in the area (ONLY gambling expenditures): $_
- (If Q1 = "No") Shopping in the area: $_
- (If Q1 = "No") Entertainment in the area (shows, special events outside of this event, etc.): $_
- (If Q1 = "No") Sporting events in the area: $_
- (If Q1 = "No") Other spending in the area: $_

17) (If Q1 = "No") Which of these modes of travel did you use to travel to the area? (select all that apply)

- Airplane
- Personal car
- Rental car
- Train
- Bus
- RV
- Motorcycle
- Other

18) Which of these modes of travel did you use to travel to get to the event? (select all that apply)

- Personal car
- Rental car
- Bus
- RV
- Motorcycle
- Taxi
- Hotel / motel shuttle
- Rideshare (e.g. Uber, Lyft, etc.)
- Other

19) (If Q1 = "No") Would you have visited this area if you had not attended this event?

- Yes, I would have likely visited the area within the next three months
- Yes, I would have likely visited the area within the next six months

- Yes, I would have likely visited the area within the next 12 months
- No, I would not have visited the area except for this event

Event Planning

20) How did you hear about this event? (select all that apply)
- I've attended before
- Word of mouth
- On the radio
- Banners/signs/billboards
- Newspaper
- Magazine
- Email newsletter
- Ad on a website
- Social media posts
- Other

21) How far in advance did you plan your attendance for this event?
- Same day
- 2 - 6 days
- 1 - 3 weeks
- 1 - 3 months
- 4 - 6 months
- More than 6 months

22) (If Q1 = "No") How far in advance did you book your accommodations for this event?
- Same day
- 2 - 6 days
- 1 - 3 weeks
- 1 - 3 months
- 4 - 6 months
- More than 6 months

23) (If Q1 = "No") Which of these sources did you use to plan your travel to the area? (select all that apply)
- Friends/relatives/other word of mouth
- Online travel agent agency (i.e. Expedia, Orbitz, Trivago, Booking.com, etc.)
- Travel review site (TripAdvisor, Yelp, etc.)
- Artificial intelligence (AI) tools (e.g. GhatGPT, Gemini, etc.)
- Search engine (Google, Bing, etc.)
- Hotel website
- Facebook
- X
- Instagram

- Tik Tok
- YouTube
- Travelnevada.com
- Nevada Magazine and Visitor Guide
- Travel agent
- Tour operator
- Magazine (print or online)
- Newspaper/brochure
- Other travel guide
- Other social media
- Other websites
- Other source

Overall event comments

24) What did you enjoy about the event this year? (open-ended)

25) What do you feel can be improved for this event in the future? (open-ended)

26) Are there any other special events or sporting events in the region that you will be attending within the next year? (open-ended)

27) Is there anything else that you would like to add regarding your experience about this event? (open-ended)

Demographics

28) Please identify your gender.
- Man
- Woman
- Other
- Prefer not to answer

29) Which of the following best represents your total annual household income?
- Less than $30,000
- $30,000 - $49,999
- $50,000 - $79,999
- $80,000 - $99,999
- $100,000 - $124,999
- $125,000 - $149,999
- $150,000 - $199,999
- $200,000 or more
- Prefer not to answer

30) What is your current employment status?
- Employed (full-time)
- Employed (part-time)
- Self-employed
- Retired
- Not employed
- Prefer not to answer

31) What is the highest level of education you have completed?
- Some high school or less
- High school diploma/GED
- Some college, but no degree
- Associate's degree (2-year)
- Bachelor's degree (4-year)
- Graduate degree (master's, PhD, etc.)
- Prefer not to answer

32) Which of the following best describes your ethnic background? (select all that apply)
- White
- Hispanic or Latino
- Black / African-American
- Asian (including East Asian, South Asian, and Southeast Asian)
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Other
- Prefer not to answer

33) How many children under the age of 18 live in your household?