



Visitor Survey Questions

1. Did you come to the region for the event/festival or extend your stay in region because of the festival?

Yes

No

2. How many people were you visiting with?

1

2

3

4

5

6 or 6+

3. Who did you visit 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

4. Did you stay any nights away from home?

Yes

No

5. If yes, how many nights did you stay for?

1

2

3

4

5

6

7

More than a week



6. What type of accommodation did you use for your stay?

Hotel/Motel

Air B&B

House or Unit

Caravan or Camping

Backpacker/Hostel

House of a friend/relative

7. Approximately how much did you spend on accommodation?

8. Approximately how much did you spend on other expenses such as food, drink and transport?

9. What form of transport did you use to get to the event?

10. If you travelled by car, did you travel with other people?

11. Were you able to use public transport? If not, would you have used public transport if it was available to you?

12. If there was a lack of public transport, did it impact your satisfaction and length of stay in the region?

13. What was a highlight/s of your experience?

14. Did you visit other tourist destinations in the Macedon Ranges during your visit? If yes, where?

15. How satisfied were you with the overall event experience?

Very dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

16. How likely are you to attend this event again?

Very unlikely

Somewhat unlikely

Neutral

Somewhat likely

Very likely

17. Where did you get most of your information about the event?

Previously attended

Previous knowledge

Word of mouth

Website

Email/E-News

Facebook

Instagram

Outdoor advertising

Radio

Newspapers

Other

Paid advertising

18. Has your awareness of the region increased due to the event?

Yes

No



19. Has the event inspired you to visit the region again?

Yes

No

20. What is your age group?

Under 18

18-24 years

25-34 years

35-44 years

45-54 years

55-64 years

65+ years

21. What is your postcode? If overseas, please specify country.

22. Gender?

Male

Female

Non-binary

Other

Prefer not to say

NEXT TWO QUESTIONS ARE FOR MULTI-EVENT FESTIVALS ONLY

23. How many events did you attend during the festival?

1

2

3

4

5

6 or 6+

24. What events did you attend?