**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 |

1. How many people were you visiting with?

|  |  |  |
| --- | --- | --- |
| 1 | 2 | 3 |
| 4 | 5 | 6 or 6+ |

1. 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 |

1. Did you stay any nights away from home?

|  |  |
| --- | --- |
| Yes | No |

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

|  |  |  |
| --- | --- | --- |
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | More than a week |  |

1. 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 |

1. Approximately how much did you spend on accommodation?
2. Approximately how much did you spend on other expenses such as food, drink and transport?
3. What form of transport did you use to get to the event?
4. If you travelled by car, did you travel with other people?
5. Were you able to use public transport? If not, would you have used public transport if it was available to you?
6. If there was a lack of public transport, did it impact your satisfaction and length of stay in the region?
7. What was a highlight/s of your experience?
8. Did you visit other tourist destinations in the Macedon Ranges during your visit? If yes, where?
9. How satisfied were you with the overall event experience?

|  |  |
| --- | --- |
| Very dissatisfied | Dissatisfied |
| Neutral |  |
| Satisfied | Very Satisfied |

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

|  |  |
| --- | --- |
| Very unlikely | Somewhat unlikely |
| Neutral |  |
| Somewhat likely | Very likely |

1. 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 |

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

|  |  |
| --- | --- |
| Yes | No |

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

|  |  |
| --- | --- |
| Yes | No |

1. What is your age group?

|  |  |  |
| --- | --- | --- |
| Under 18 | 18-24 years | 25-34 years |
| 35-44 years | 45-54 years | 55-64 years |
| 65+ years |  |  |

1. What is your postcode? If overseas, please specify country.
2. Gender?

|  |  |  |
| --- | --- | --- |
| Male | Female | Non-binary |
| Other | Prefer not to say |  |

**NEXT TWO QUESTIONS ARE FOR MULTI-EVENT FESTIVALS ONLY**

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

|  |  |  |
| --- | --- | --- |
| 1 | 2 | 3 |
| 4 | 5 | 6 or 6+ |

1. What events did you attend?