

## **Visitor Tracking Surveys**

Visitor tracking is an important and required component for each grant recipient's Post Event Report. As outlined in Section VIII (Visitor Tracking) of the grants policies, grant recipients have three options for documenting the number of visitors:

- Room block reports from hotels;
- The Visitor Tracking Form completed for each visitor or group, or;
- Completing 100 Visitor Tracking Surveys of event attendees.

If you plan on conducting surveys of event attendees, use the following Visitor Tracking Survey form. Since 100 completed surveys are required, we suggest making more than 100 copies for use by your staff or volunteers.

The form includes a suggested script for conducting the surveys and capturing the information necessary. Provide the completed surveys and we will assist with compiling and analyzing the information. Please have your volunteers and staff print as legibly as possible.

Should you have any questions, contact Terri Messler at (850) 606-2331.

## VISIT TALLAHASSEE PARTICIPANT SURVEY



Visitor Tracking Survey: \_\_\_\_\_

(Name of Event)

Hi, my name is \_\_\_\_\_ and we are taking a short survey about (Name of the Event). I would like to ask you 4-5 questions that only take a minute.

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(Where do you live?)

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

(Are you here by yourself or with others...if others, how many are in your group?)

Size of travel party: \_\_\_\_\_

(Are you (or your party) staying in a local hotel?) ( ) Yes, ( ) No

(If yes, Which Hotel?) \_\_\_\_\_

(If yes, how many room nights for your party?) \_\_\_\_\_

(Example: One room for three nights = three room nights.)

Optional: Would you like to receive more information about events and activities in Tallahassee? If so, print the email address below:

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