

NON-LOCAL VERSION
INSTRUCTIONS FOR COMPLETING THIS QUESTIONNAIRE

- Who should complete this survey?** An adult on the trip that included a visit to NAME EVENT who is **most able to report on spending and activities** for *all* people in this household who went on the trip.
- Why is the survey important?** Information you provide will help NAME EVENT organizers plan for future events and demonstrate the benefits the event brings to the community and to people like yourself.
- Is the information I provide kept confidential?** Yes. All information collected in the survey is used only for statistical analysis. Your responses are never associated with your name and all information you provide is confidential and anonymous. If you want to receive the NAME INCENTIVE be entered in the NAME CONTEST, include your name, address and telephone number in the space provided. This information will be detached from your survey responses and discarded once your gift has been sent/the winner has been notified.
- Who can I call to verify the legitimacy of the survey?** Here is a number you can call if you have any questions or wish to verify the legitimacy of the survey (INSERT PHONE NUMBER)
- What do I do with the completed survey?** There are “drop off” boxes at each gate or mail it back to us in the postage paid envelope we have provided. The cut-off date for processing returns is **Day-Month-Year**.
- Freedom of Information** To be inserted
- What is the “local” area or “community”?** Please refer to the **map** included in this questionnaire to identify the boundaries of the “local community” when answering questions about where you spent nights and money.
- What is “on-site” spending?** By “on-site” (spending), we mean within the event’s immediate area. For example, if you parked at the event’s parking facility, you would write in your parking costs under “on-site spending”, but if you parked a few blocks away, you would enter your parking costs (along with any other parking you paid for on this trip) in “other spending”.
- What if I have more than one copy of the questionnaire?** Complete only ONE questionnaire for the **entire trip** that included one or more visits to NAME EVENT.
- What if my trip is not over yet?** If your trip is not over, please provide your best estimate of how much money you will spend at NAME EVENT for *all* your visits to the event and on the **entire trip**. Please provide your best estimate of spending for yourself and all other household members (people who live in the same permanent residence) who came on the trip with you.

PROVIDE MAP THAT CLEARLY DISPLAYS THE BOUNDARIES OF THE EVENT SITE’S COMMUNITY (“LOCAL”) AND THE BALANCE OF THE PROVINCE OR STATE FOR WHICH YOU PLAN TO ESTIMATE THE TOURISM ECONOMIC IMPACT.

NON-LOCAL VERSION	Stint ID: _____ Unique ID: _____ (PRE-PRINT A UNIQUE NUMBER ON EACH ATTENDEE SURVEY BEFORE DISTRIBUTION. RECORD THIS NUMBER ON TALLY SHEET WHEN THE QUESTIONNAIRE IS HANDED OUT.)																																
ABOUT YOUR TRIP (EVERYONE ANSWERS)																																	
<p>WHERE DO YOU LIVE? (Write in)</p> <p>City/Town _____</p> <p>Province/State _____</p> <p>Country _____</p> <p>IF CANADA/USA: Postal/Zip Code _____</p> <p>HOUSEHOLD MEMBERS ON TRIP</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;"></td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%; text-align: center;">2</td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 10%; text-align: center;">4</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%; text-align: center;">6</td> <td style="width: 10%; text-align: center;">Other</td> </tr> <tr> <td>Total (including yourself)</td> <td colspan="6"></td> <td style="text-align: center;">WRITE IN</td> </tr> <tr> <td>Number under 18 years</td> <td style="text-align: center;">0</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> <td style="text-align: center;">3</td> <td style="text-align: center;">4</td> <td style="text-align: center;">5</td> <td style="text-align: center;">Other</td> </tr> <tr> <td></td> <td colspan="6"></td> <td style="text-align: center;">WRITE IN</td> </tr> </table>		1	2	3	4	5	6	Other	Total (including yourself)							WRITE IN	Number under 18 years	0	1	2	3	4	5	Other								WRITE IN	<p>MAIN DESTINATION OF TRIP (Write in)</p> <p>City/Town _____</p> <p>Province/State _____</p> <p>Country _____</p> <p>NIGHTS AWAY FROM HOME ON ENTIRE TRIP</p> <p>NONE _____</p> <p>Number of nights you plan to be away from home on entire trip _____ nights</p>
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<p>NUMBER OF DIFFERENT DAYS VISITED/PLAN TO VISIT [NAME EVENT] ON THIS TRIP</p> <p>WRITE IN # OF DAYS</p> <p style="text-align: center;">_____</p>																																	

EVERYONE ANSWERS		EVERYONE ANSWERS	
<p>HOUSEHOLD MEMBERS WHO WENT TO [EVENT]</p> <p>Total (including yourself) 1 2 3 4 5 6 Other <small>WRITE IN</small></p> <p>Number under 18 years 0 1 2 3 4 5 Other <small>WRITE IN</small></p>		<p>IMPORTANCE OF EVENT IN DESTINATION CHOICE</p> <p>Circle the number below that best describes how important [EVENT] was in your decision to visit [NAME CITY/TOWN OF EVENT] on this trip, where 0 indicates <i>no influence</i> and 10 is that [NAME EVENT] is the <i>main single reason</i> for visiting [NAME CITY/TOWN] on this trip.</p> <p>No Influence Main Reason Don't Know</p> <p>0 1 2 3 4 5 6 7 8 9 10 X</p>	
<p>SIMILAR RECREATIONAL ACTIVITIES IN COMMUNITY</p> <p>If you had <i>not</i> attended [NAME EVENT] on this trip, would you have gone to some other [SIMILAR TYPE OF EVENT] instead? Please refer to the map, if necessary.</p> <p>IN [NAME COMMUNITY] IN [OTHER PARTS OF PROV/STATE]</p> <p>No Yes Don't Know</p>		<p>IS THIS TRIP REPLACING A DIFFERENT TRIP?</p> <p>Would you have come to [NAME LOCAL COMMUNITY] in the next three months if you had not come at this time for [NAME EVENT]? Please refer to the map, if necessary.</p> <p>No Yes Don't Know</p>	

SPENDING FOR ALL HOUSEHOLD MEMBERS ON THE TRIP (EVERYONE ANSWERS)																																																																																																																										
<p>➤ Provide your best estimate for the entire duration of your planned stay in [NAME OF LARGEST AREA INCLUDED IN ECONOMIC IMPACT ASSESSMENT]. Please include the following:</p> <ul style="list-style-type: none"> ○ Cash, credit cards, debit cards, travellers cheques. ○ Travel packages you might have purchased for goods or services used on this trip (such as lodging, admission to attractions or events, meals, vehicle rental, airfare or bus fare, etc.). ○ Taxes and tips. <p>➤ Please report your spending in XX currency for you and all other household members on trip with you.</p> <p>➤ For each item, check box () if any money was spent on the item and provide your best estimate of the amount. If you cannot estimate the amount, check the “Don’t Know” box for the item and complete the “Total Amount” at the end of each list.</p> <p>➤ For “OTHER SPENDING” IN [NAME OF LARGEST AREA], please provide the proportion of your spending that was or will be done in [NAME COMMUNITY].</p>																																																																																																																										
<p>ON-SITE SPENDING AT [NAME EVENT] If you went or plan to go to NAME EVENT on more than one day, please write in your best estimate of the total amount you have or will spend on all your visits to the event for each category.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%; text-align: center;">Spent Any?</th> <th style="width: 30%; text-align: center;">Amount in XX\$ (currency)</th> </tr> </thead> <tbody> <tr> <td>Admission to [NAME EVENT] (including tickets purchased in advance)</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td>Other on-site tickets/ admissions (rides, movies, etc. on the event site)</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td>Food & beverages at restaurants, fast food outlets, concessions</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td>At lounges, bars, clubs</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td>Souvenirs</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td>Other shopping/retail</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td>Parking</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> <tr> <td colspan="3"><hr/></td> </tr> <tr> <td>TOTAL</td> <td></td> <td></td> </tr> <tr> <td>Total spent/will spend at [NAME EVENT] site</td> <td style="text-align: center;">\$ _____</td> <td style="text-align: center;">.00 Don't know</td> </tr> </tbody> </table> <p>ANY PLANE, TRAIN, INTER-CITY BUS, SHIP TICKETS BOUGHT FOR TRIP? No Yes IF YES: Was that a . . . ? domestic transportation company foreign transportation company</p> <p>Total spent on transportation tickets for all household members in XX currency (WRITE IN) \$ _____ .00</p> <p>Don't know</p>		Spent Any?	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ABOUT [NAME EVENT]																							
OVERALL RATING OF EVENT						RATING OF EVENT FOR VARIOUS CHARACTERISTICS																	
Very Unsatisfied						Very Satisfied						Don't Know											
1	2	3	4	5	6	7	8	9	10	X	Very Unsatisfied	1	2	3	4	5	6	7	8	9	10	Very Satisfied	No Opinion
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												Washrooms	1	2	3	4	5	6	7	8	9	10	x
												Parking	1	2	3	4	5	6	7	8	9	10	x
												<i>Add additional characteristics, if desired.</i>											
ATTENDANCE AT [NAME EVENT] IN PAST 3 YEARS (mark all that apply) Never attended before Attended last year Attended two years ago Attended three years ago						WHERE FIRST HEARD ABOUT [NAME EVENT] (mark ONE only) Newspaper Radio Television Magazine Billboard or poster Word of mouth from friends/relatives Other						<i>You can request the respondent to write in the name of the media source if you wish to have this additional information.</i>											
LIKELIHOOD OF RETURNING IF EVENT HELD NEXT YEAR Definitely would return Probably would return Might or might not return Probably would not return Definitely would not return Don't Know/No Opinion																							
ABOUT YOU AND YOUR HOUSEHOLD (OPTIONAL)																							
YEAR OF BIRTH _____						GENDER Male Female						HOUSEHOLD COMPOSITION All household members 18 years of age or over Any household members under 18 years Any household members under 12 years											
HERE'S HOW TO RETURN YOUR COMPLETED QUESTIONNAIRE						YOUR CHANCE TO WIN!																	
Please drop this completed questionnaire in one of the specially marked boxes or mail it back to us in the postage paid envelope provided. [INSERT MAILING ADDRESS HERE].						If you are interested in winning XX/receiving your [GIFT], please provide your name and complete mailing address so we can contact you. This information will be separated from your answers to this questionnaire so your responses will be anonymous and confidential. To have a chance to win/receive your gift, we must have your completed questionnaire no later than [INSERT DEADLINE].																	
If you have any questions about this study, please contact: NAME OF CONTACT PERSON PHONE NUMBER						Your Name _____ City/Town _____ Province/State _____ Country _____ IF CANADA/USA: Postal/Zip Code _____																	
THANK YOU FOR YOUR COOPERATION!																							

NOTE: This sample questionnaire is designed to produce tourism economic impact inputs at the local and provincial or state level. You can, however, add additional "event accounts", depending on the number of geographical impact areas you wish to assess. For example, you can add columns to the questionnaire and in the analysis such that you can estimate the tourism economic impact for the *local community, county, and state*.

LOCAL VERSION
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Why is the survey important?	Information you provide will help NAME EVENT organizers plan for future events and demonstrate the benefits the event brings to the community and to people like yourself.
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What if I don’t know exactly what I/all members of my household spent?	Please provide your best estimate of spending for yourself and all other household members (people who live in the same permanent residence) who came to NAME EVENT with you throughout <i>all</i> your visits to the event.
What if I plan to come to this event on another day?	If you plan to come to the event again, please provide your best estimate of spending for yourself and all other household members for <i>all</i> your visits to the event including future visits.

ABOUT YOU AND YOUR HOUSEHOLD (OPTIONAL)	
<p>YEAR OF BIRTH</p> <p>_____</p>	<p>GENDER</p> <p>Male Female</p> <p>HOUSEHOLD COMPOSITION</p> <p>All household members 18 years of age or over Any household members under 18 years Any household members under 12 years</p>
THANK YOU!	YOUR CHANCE TO WIN!
<p>Please drop this completed questionnaire in one of the specially marked boxes or mail it back to us in the postage paid envelope provided. [INSERT MAILING ADDRESS HERE].</p> <p>If you have any questions about this study, please contact: NAME OF CONTACT PERSON _____ PHONE NUMBER _____</p>	<p>If you are interested in winning XX/receiving your [GIFT], please provide your name and complete mailing address so we can contact you. This information will be separated from your answers to this questionnaire so your responses will be anonymous and confidential. To have a chance to win/receive your gift, we must have your completed questionnaire no later than [INSERT DEADLINE].</p> <p>Your Name _____ City/Town _____ Province/State _____ Country _____ IF CANADA/USA: Postal/Zip Code _____</p>