America's Byways Resource Center

TELE-WORKSHOP FACT SHEET

June 13, 2003

Marketing Research: CAPTURING YOUR CUSTOMER'S VIEW

TELE-WORKSHOP SPOTLIGHT SPEAKER

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Speaker Profile:
Judy Randall is the CEO and President of Randall Travel Marketing, an independent research company in Charlotte, North Carolina, that focuses solely on travel and tourism research. Judy has spoken at numerous conferences and seminars, including the 2003 National Scenic Byways conference in Albuquerque, New Mexico. With more than 20 years of experience in capturing the voice of the customer, Judy is nationally recognized as a travel research consultant and speaker.

Additional Materials Available

For sample questionnaires and a basic conversion study how-to, please visit www.byways.org/library/conferences.html.

Understanding your audience can help you develop targeted marketing efforts.

> *"The term I like to use is capturing the voice of the customer," said Judy.*
>
> *"The most critical thing we can do as marketers is to really understand how the customer thinks and behaves."*

The June Tele-Workshop introduced specific research methods and considerations for byways through the expertise of Judy Randall, CEO and President of Randall Travel Marketing. Judy provided three sample documents that correspond to the information provided in this Fact Sheet; download the documents from *www.byways.org* or contact the America's Byways Resource Center for more information. Also, the America's Byways Resource Center has posted its previous research on economic impact studies at *www.byways.org*.

During the specially extended Tele-Workshop presentation, Judy focused on how to conduct a survey, when to conduct a survey and how to interpret the results.

CAPTURING THE CUSTOMER'S VOICE

"The term I like to use is capturing the voice of the customer," said Judy. "The most critical thing we can do as marketers is to really understand how the customer thinks and behaves."

The more you know about existing customers, the more effectively you can find new customers.

Judy said, "The most likely new customer perfectly matches one you've already got." According to her, if you want to get more people, then you need to ask questions:

- ★ Who's already coming?
- ★ Where do they come from?
- ★ Why do they come?
- ★ What do they do when they're here?
- ★ How much money do they spend?
- ★ How do they find out about us?

"Find the answers. Then find more people like that," she said.

METHODOLOGY: HOW YOU LEARN MORE

As destination marketers, byways primarily use intercept (in-person), mail and telephone research methods. Each of the three methods presented on these pages offers pros and cons. Using the time-tested questionnaire templates she posted online, Judy offered insights for byways considering implementing research studies.

(continued inside)

1. Mail Survey

DESCRIPTION: Mail a 4-page questionnaire to a random sample of about 1,000 individuals who inquired within the last year about your destination (perhaps from a brochure mailing list or E-mail inquiries).

PRO: With a good sample and a good return, this method is very reliable and predictive.

CON: Costs (it's expensive to write, print it, and mail it); failure to get a 20 percent return; self-selection bias—not perfectly random responses.

According to Judy, a mail survey should be no more than 4 pages long. An 11"x17" sheet folded in half with front and back printing works best. "Thirty years of experience tells me that you cannot go longer than that. It must LOOK like it's easy—ask people to circle or check answers and use very few fill-in-the-blanks," she added.

Judy's sample questionnaire has been used for 20 years. If you change any major component, test it on a few individuals before investing in mailing.

"A mail survey is one of the most comprehensive research methods. Once you know how it works, you can tailor it to just about anything," Judy commented.

Judy's Tips:

- ✔ Use an incentive, such as a free getaway or cash giveaway. "If you don't use an incentive, the chances of a good, fair return are going to be very low," said Judy. "In travel and tourism marketing, we've found that a trip is the best incentive." Give the respondent a contact name and phone number, and share the odds of winning on the questionnaire. Generally, if you send out 1,000 questionnaires and receive 20 percent back, then the odds are approximately 1 in 200.
- ✔ Ask if the respondent remembers your information packet. You want over 50 percent to remember it. (Remember: this survey is for people who have previously requested information about your byway or region.)
- ✔ Check to see that the respondent was satisfied with your information packet. Start including whatever is missing.
- ✔ Ask what the respondent liked or disliked about your information packet. "Tourists are very savvy. Most of these people are very well educated, so they'll be very articulate," she noted.
- ✔ You need to know if you're bringing in new people. If your data show that over 50 percent of your respondents visited your byway previously, then you have a problem attracting a continuous stream of new visitors. Basically, it tells you that you're "shooting fish in a barrel" – your marketing is hitting those people already predisposed to visit. A large percentage of first-time visitors shows that your marketing is effectively reaching new audiences.
- ✔ You want to know specific information about the things they've done and the money they've spent. This data will be used for calculating economic impact later.
- ✔ Asking if the respondent visited after receiving your information provides important conversion information. You learn how many inquiries (potential visitors) converted or became actual visitors. A good goal is 40 percent; for every 100 people asking for information, 40 should become visitors.
- ✔ "You'll probably find 70 to 85 percent of the respondents stay at a hotel or motel, although a strong B&B market might capture 5 percent of the respondents," commented Judy. She also said, "Most of you will see a high percentage of automobile transportation, with some motorcoaches too." Use the lodging and airline, train or other transportation information to build marketing partnerships with other travel and tourism interests.
- ✔ "One of the most effective survey questions is how much money they spent on their last trip. Ideally, what you want to see is that shopping is the number one expenditure. That tells you that you have a very healthy destination. Shopping is far and away the top tourist activity in America. When you're looking at economic impact, the shopping money is the most meaningful to the community that you serve. The sales tax stays in the community pocketbook. And, for those of you who don't have sales tax, you can still see the total economic impact," she explained.
- ✔ Put the demographics questions last. People are more likely to reveal personal information after they've spent a few minutes with your survey and become comfortable answering questions. Be sure to ask for their favorite magazines to gain insights on where to advertise.

USING MAIL SURVEYS

Achieve An Accurate Sample

For accuracy, the mail survey sample must be random and reflect the sources of the inquiries. Let's say you have a pool of 14,000 inquiries. Separate them by source. For example, you might find that 20 percent of your inquiries came from Reader's Digest and another 30 percent came from the state travel guide. You're mailing 1,000 surveys (a good number to use). Then, 20 percent of the 1,000 surveys (200) must go to names from the Reader's Digest list and 30 percent of the 1,000 surveys (300) must go to names from the state travel guide list. The random sample must match the inquiry base. Pull every 14th name from each source list to ensure random sampling.

Measure Your Conversion Rates

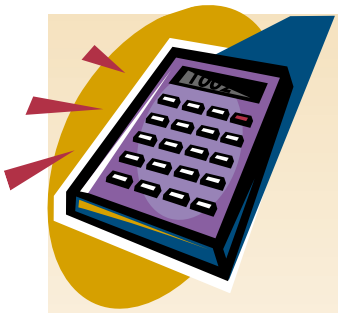
The industry norm for conversion is about 40 percent. Further, you can look at the conversion data to tell you how well you're attracting both new and repeat visitors. Of the total conversion, you might see a 66 percent conversion for previous visitors (meaning you've given them the right reasons to come back to see and do more) and a 33 percent first-time visitor conversion rate (meaning your message is right and you're reaching the right market). If your conversion rate is below 40 percent, it could be that your message is missing the mark. If it's over 50 percent, you're not reaching out far enough. You may need to reevaluate your marketing to see how you can get your message out to a wider audience to continually drive growth.

Evaluate Roadside Attractions and Points of Interest

Provide a list of prevalent attractions. This is an unbiased way of determining what really appeals to visitors—the "must see" places are the "attractors" that you need to promote. On the questionnaire, this list should be no more than one page. Use existing attendance figures to decide which attractions to include. It doesn't matter if the attractions generate money—they can be free sites—as long as they draw people to your byway. You want to know what gets people off the freeway and onto your byway. Judy cautioned that you should be especially judicious about including events. Use only mega events; most events are held just one weekend out of the year—your sample audience visits throughout the year.

Evaluate Sites You Are Considering

Use the survey to test potential new products or attractions you want to push. Ask what people would like to do there—try fine dining, stay in cottages, etc. Be sure they are things you can actually offer and are appropriate for your byway. Maybe include 12 things. If over 40 percent respond positively to an item, it's probably a sure thing. You might try listing an existing attraction with low attendance. If it scores high here, then you know that people are looking for that attraction, but they don't know it exists or how to find it.



Economic Impact Calculation

The questionnaire will help you calculate the economic impact of your marketing dollars.

For example:
You spend $100,000 on marketing (ads, brochures, etc.).

The marketing generates 14,000 inquires (from Web site, phone calls, etc.).

Of the 14,000 inquires, you calculate that 40 percent (or 5,600 prospects) were converted into visitors. You learned this when you asked in the questionnaire, "Did you visit DESTINATION NAME after receiving the information?"

You learn that your visitors spent an average of $1,000 each, or about $560,000 total.

Your figures would show a conservative ratio of 1:5, or $100,000 marketing dollars to $560,000 tourism impact.

Judy said, "I would guess for most of you that for every $1 you spend on marketing, you generate $3 back in sales tax to the community. That gets attention. This is where your legislators sit up and say 'What?!'"

Use conservative numbers and don't inflate the figures. Judy added, "Show how you did your math. This survey conversion is direct analysis from the people who contacted you. It's scientific research. With an adequate response to your survey, you'll know that your research is reliable. This means if you were to repeat the study you would likely get the same results."

Interview visitors during all four seasons to create an accurate picture of your market.

2. Intercept Survey

DESCRIPTION: Using a basic, short questionnaire, you stop people on the byway and ask to talk with them for a few minutes.

PRO: Fast and fairly easy. You can plan to do it today and actually do it tomorrow.

CON: Sampling problems, including seasonal and timing issues; reliance on acceptable interviewers (time-consuming training, must have effective listening skills); this method is easy to bias.

According to Judy, the interview should take five minutes or less. The questionnaire should be two pages or less, printed front and back. Shorter is better. "If it looks quick and easy, they'll do it," she said.

Judy's Tips:

- ✔ The intercept study asks for the Zip code first. This tells you if you're talking to a local resident or out-of-town traveler; you can then elect to continue or not based on those criteria.
- ✔ Judy recommends that scenic byways implement intercept studies during each season and at various times and days to improve the sampling. Her advice: Go to the top stopping place on the byway on Saturday morning at 10:00. Do intercept interviews until 12:00, targeting every tenth car. Catch the interview candidates in the parking lot after they go to the bathroom. Then the next week, do interviews on Saturday from 2:00 to 4:00. Next time: Sunday. Then Monday. Stagger them to get a good representative sample of the days of week and times that are appropriate for your byway.
- ✔ The interviewer is important. Look for someone who is sweet, kind and approachable. He or she should carry a clipboard and look professional. "You can't have someone who is 6'4", 250 pounds, and looks like a Klingon. Little old ladies are incredible [interviewers]. Nobody turns down little old ladies. We even use them for bait-and-switch—hooking the respondent, but letting another interviewer handle all the questions," Judy said.
- ✔ Save time on some questions if you can answer them visually for yourself. For example, you can count how many people get out of the car—you don't have to ask.
- ✔ You don't have to read every optional answer; keep it quick. Some researchers have been successful listing attractions or other categories on cards, then laminating the cards so interviewees can scan the possible answers.
- ✔ You may run into people who don't know what they spent on certain items, but they may know how much they spent per day, or a vacation total. If it's a day-tripper or the person really doesn't know, then leave it blank. **Don't make up answers.**
- ✔ You don't need to offer an incentive with an intercept survey, although a free beverage and shade won't hurt. If you offer coupons or other incentives, you might bias the data.

3. Telephone Survey

DESCRIPTION: Like the intercept survey, the telephone survey should be quick and easy. It should not take more than 5 minutes. The hurdle for successful, unbiased results is in the calling list—acquiring the telephone numbers can be very expensive. Most byways would not pursue this type of survey without a professional consultant or firm assisting them.

PRO: Fast and reliable with strategic sampling technology.

CON: Costly; hard to get phone numbers; high refusal rate.

USE JUDY'S DOCUMENTS

The Basic Conversion How-To document, available at *www.byways.org*, covers how to pull random samples so that you're not biasing your results. You'll also find information about cost differences between mail and intercept studies, quick post-card surveys, and tabulating your results. "You don't need specialized software. Excel spreadsheets work fine," she added.

Study the questionnaires. Use them as templates. Decide what you really want to know, then form the questions you should ask. The information to help you become a better destination marketer is out there—search wisely. ◆

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Q&A

Q. Did the National Park Service approve the questionnaires provided online?

A. No, the forms are not specifically endorsed by the NPS. However, we received approval on a case-by-case basis where we used intercept studies. You should always get approval for intercept research, whether it's at a state park, shopping mall or restaurant. Usually, when you explain that you're a nonprofit organization looking for data that will help the hosting site too, you're likely to receive permission. The NSP or other agencies may even share its data with you.

Q. Where are the best places to conduct intercept research?

A. Rest areas along interstates. Stop visitors coming out of the rest rooms, not those going in! Often the husband waits for the wife, so he's an easy target. Be sure to get random samples. Watch awhile before you start. Try catching every tenth car. Other good places for research are restaurants and major attractions where people must stand in line.

Q. Should we plan on a training session for local volunteers?

A. Absolutely! Use at least one training session and then pair each volunteer with a mentor. The volunteer can watch the mentor first, then the mentor can keep tabs on the volunteer. Be careful about the people you ask to do these interviews. They must be approachable.

Q. Should we recruit volunteers from the local university?

A. The university may accept the research study as a project. The downside is that the professor and students usually do not work on the schedule that you want or work according to what's best for you. Think through the methodology, including timing, very carefully before you bring in a group like this.

Q. Are focus groups worthwhile?

A. A **focus group** can be very valuable. Typically, you would recruit a group of 10 to 12 people to discuss topics related to your byway. The sessions are recorded and/or videotaped. It's not scientifically reliable and it's easily skewed if one person in the group is opinionated and dominates the discussion. Hire a professional facilitator to control the discussion and keep it unbiased. It's also difficult for non-professionals to recruit focus group participants. And, for the tourism and travel industry, it's likely that the individuals you need to target are not from your state. You may try a **focus forum**, which involves individuals that represent the demographics of a larger population—a group of 50 people from one city that mirrors the demographics of the entire state, for example. This adds some scientific reliability. For both focus groups and focus forums, the participants usually receive a stipend. This type of research is expensive and effective recruiting is a challenge.

Q. Will the mail questionnaire translate to E-mail?

A. Yes, it works fine. We tend to be conservative. We're now confident that the Internet has grown enough so that few market segments are not online and most groups are represented. You must be technically savvy, however—the E-mail questionnaire has to be easy to complete or people will delete it and move on.

What draws people from the freeway to your byway? What are the main "attractors"? Research can reveal this important information.

America's Byways Resource Center

provides information, connections and expertise that help build better byways. State coordinators, local groups, volunteers and organizations with ties to nationally designated scenic byways look to us for hands-on assistance in planning, preserving, promoting and managing scenic byways.

2003 Tele-Workshop Topics

America's Byways Resource Center asked byway leaders for their suggestions for topics for the 2003 Tele-Workshops. In response, this year's training discussions focus on four major areas—marketing, funding, sustainability, and interpretation. Don't miss these valuable learning opportunities presented on the first Wednesday of every other month at noon CST:

February 5
Byway Integrity: Preliminary Patterns and Prospects
William J. Kelley, Eastern Washington University

April 2
National Heritage Areas Program and
How It Affects Byways
Brenda Barrett, National Heritage Areas Program
Daniel M. Rice
Ohio & Erie Canal National Heritage Corridor

June 13
Marketing Research: Capturing Your Customer's View
A User-Friendly Guide to Tourism Research
Judy Randall, Randall Travel Marketing

August 6
Using the Community Tool Box for Byway Sustainability
Evelyn Swimmer, Rivers and Trails Conservation
Assistance Program, National Park Service

October 1
Is Your Byway Interpretation Going to Be Sustainable?
John Veverka, Certified Interpretive Planner

December 3
Scenic Conservation Strategies for Byways
Meg Maguire, Scenic America

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A Basic Conversion Study How To

Overview

The only reason to fulfill inquiries is to *convert the inquirer to a visitor, preferably an overnight visitor in local lodging*. The most important measure of the success of your marketing efforts is to measure the conversion rate. Conversion studies do not have to be expensive and can be conducted in-house. Conversion studies should be conducted at minimum – annually. Any research project can be as complicated as you want to make it. This handout describes a very basic conversion study that will help you identify what fulfillment methods are working for you.

The Sample

To conduct a conversion study you must pull a sample of names from an inquiry database that includes all inquiries for any twelve-month period. It helps if the database is stored electronically, but an accurate list of names in a notebook will work also. You want to test the conversion of all inquiry types; telephone, fax, Internet, purchased lists and formatted label inquiries. Inquiries from any twelve-month period should be tested to determine the difference of visitor decision behavior at different months of the year. Therefore, if you are mailing a conversion study in September you should back up four months and pull the sample from that twelve-month period (May 1 – April 30). This allows the inquiries made in April to have had time to convert to an actual visit.

Sort the inquiries by telephone, Internet, fax, purchased lists, formatted label. Pull a random sample from each inquiry method group. The size of the sample you pull depends on the number of inquiries received in each category and the size of your budget for the project. If you have budgeted to mail out 1,000 survey cards then your sample should be pulled with each inquiry type representing a percentage of 1,000. By example, if you received 20,000 inquiries in a twelve-month period and 5,000 of those inquiries came from *Travel & Leisure* Magazine, it stands to reason that *Travel & Leisure* generated 25% of your inquiries and should therefore represent 25% (250) of the 1,000 names pulled for the sample. Pull all of your names from the database using this calculation method.

When pulling the sample, make sure that you *randomly* pull names from the list. As in the *Travel & Leisure* example above you would pull every 20th name from the *Travel & Leisure* list of 5,000 names thus achieving a random sample of 250.

Pulling the sample is the tedious part of a conversion study and it should be! If you carelessly pull names from your database you run the risk of pulling too many or too few *Travel & Leisure* names which would skew the results of your scientific research. Be very careful when pulling your sample!

What Questions Should You Ask
Remember that the goal is to test conversion. When developing any survey instrument remember this rule: First decide what answers you want to know, then write the questions. By example, if you are concerned that your brochure lacks detail in its lodging information you might ask this question: "Did the brochure provide adequate detail in lodging information? If so, what additional information would you like to have provided?" Keep the questions short and to the point. If you overload the survey you run the risk of diminishing your return. If the survey is quick and easy to respond to you will get a higher rate of return.

Some questions don't have to be asked specifically. Once you pull your sample you could put a simple color code or symbol on the survey response cards being mailed to the *Travel & Leisure* generated inquiries. Once the response cards are received back it will be easy to count the response from *Travel & Leisure* readers and you have saved space on the card to ask other questions.

Cost

The size of the sample mailed, the number of questions you want to ask and the size of the mailer as a result will determine the cost of the survey. The cost of a very basic survey can be determined using the following method:

BASIC Cost:		
#10 Envelope	.03	
First Class Postage	.37	
Address Label	.01	
Response card	.10	
First Class Return Postage	.27	
Total Cost (each)	$ .78	X 1,000 = $780.00

The response card in the envelope should have return postage attached and include an introduction message and simple questions with simple responses.

Incentives Work!

If you offer a drawing for a free trip (an incentive to return the survey) you will get a higher response. The goal is a 20% response from those mailed to provide you with valid results. Select an incentive that will have appeal to the recipient! Work with your local tourism partners to provide a meaningful incentive. An overnight stay at a noisy roadside motel in a town with little to see or do may not be appealing to many! If this is your situation you might offer a cash incentive, a gift certificate to a certain lodging chain (Holiday Inn etc…) or a shopping spree at any outlet mall (chain malls such as Tanger are all over the country).

A Sample Conversion Study Response Card (not actual size)

Hooterville County Tourism **Return This Card & You Might Win____!**

Greetings from Hooterville! Last year (1999) you requested information about Hooterville. We were delighted to send it to you and hope that you found it useful. To improve the information we send visitors, we are surveying people about the usefulness of the information and about visits they may have made to the Hooterville area. For helping us we would like to include your name in a drawing for a **free deluxe weekend for two at the Hooterville Marriott**. To be included in the drawing you must complete this card & fill in the return address on the other side.

Please circle the appropriate response to each question.

1. Did you receive the package of information from Hooterville? 1 – YES 2 – NO
2. Was the information helpful in planning a visit to Hooterville? 1 – YES 2 – NO
3. Was there information you expected to receive but didn't? _____
4. Did you visit Hooterville after receiving the package of information? 1 – YES 2 – NO
5. When did you visit Hooterville?
   1-Jan 2-Feb 3-Mar 4-Apr 5-May 6-Jun 7-Jul 8-Aug 9-Sep 10-Oct 11-Nov 12-Dec
6. Where did you stay (lodging) while visiting Hooterville? _____
7. How many nights did you stay? _____
   Estimated total trip expense 1- less than $199 3- $350-$499 5- $750 or more
   2- $200-$349 4- $500-$649

Fill out the return address (prize registration) and drop card in the nearest mailbox.

The questions on this card are designed to test conversion. Did the inquirer actually visit the area after receiving the information packet and what was the resulting economic impact? Again, the questions that you ask should be determined by your need to know specific information for future planning. The return address on the card will provide the following demographic data about the respondents: Gender, City, State, Zip. This information can help guide your ad placement decisions.

Results Take Time

No, you won't get your responses back in a week. Some will come back quickly but it could take up to six weeks to receive a 20% return. Time your mailing so that it does not go out in the weeks prior to a major holiday or vacation period. Holidays and vacations tend to force people to throw out all unnecessary mail and your survey will go in the trash.

Tabulating The Results

Once the response cards are received the results can be tabulated using any spreadsheet such as Microsoft Excel (an Excel spreadsheet is shown below). The numbers before the responses make it easy to accurately enter the data in a spreadsheet (1 = yes, 2 = no). Number each response card and each row of the spreadsheet represents one respondent. The columns represent each question asked. The spreadsheet formulas will then tally your responses. An example is provided below.

	First	Last	Address	City	State	Zip	Q1	Q2	Q3	Q4	Q5	Q6	Q7
1	Bob	Smith	Box 7	Garges	IN	56021	1	1	No	1	5	Holiday Inn	3
2	Sally	Jones	4 Idlewild Ln	Jefferson	SC	99034	1	2	Dining info	2			
3	Mary	Randall	271 Jones Av	Charlotte	TX	11555	1	1	State Parks	1	7	Days Inn	4

Free Weekend Getaway!

Just complete this tourism survey for DESTINATION to register to win.

We are conducting a survey to learn more about the people that travel to the DESTINATION area The information we learn will help us determine future travel marketing efforts.

Only a small sample of people are being surveyed so your answers are very important. Your answers will be held in strict confidence.

For helping us we would like to include your name in a drawing for a **free weekend for two in DESTINATION** . To be included in the drawing, you must complete the survey and fill in your name and address at the end of the survey.

Thank you for your help, EXECUTIVE
DESTINATION MARKETING ORGANIZATION NAME, PHONE NUMBER

Instructions: **Please read and answer each question carefully.**
Circle the *number* next to your answer or *write in* answers where necessary.

Date: _____

1. What is your home zip code? _____

2. Including yourself, how many people are in your travel party? _____

3. How would you describe the people with you today?

1 - Family
2 – Friends
3 – Group
4 – Business associates
5 – Other_____

4. How many days will you be away from home during this trip? _____

5. What was the major purpose of this trip?

1 - visit friends/relatives
2 – attend a sporting event
3 – meeting/convention
4 – attend a festival
5 – vacation getaway
6 – other (specify:_____
7 – honeymoon
8 – reunion
9 – genealogy
10 – concert
11 - business
12 – golf outing
13 – medical business
14 – visit a museum
15 – visit a state park
16 – antique shopping
17 - recreation day trip
18 – relocation
19 – sports event
20 – overnight – part of a longer trip
21 – visit a historic site

6. What type of lodging did you use during your visit To DESTINATION? (circle one)

1 - hotel
2 - motel
3 - bed & breakfast inn
4 - campground
5 – RV Park
6 – Other (specify):_____
7 - rental house / condo
10 – friends / family house

6a. What lodging property did you stay in (if any)? _____

7. What Attractions or activities in the area did you visit while in DESTINATION? (list)

1. _____ **4.** _____
2. _____ **5.** _____
3. _____ **6.** _____

8. Approximately how much did you spend on your visit to DESTINATION?

1 - Lodging $_____
2 – Food/meals $_____
3 - Attractions/amusements $_____
4 – Shopping$_____
5 - Transportation $_____
6 – TOTAL $_____

9. The following is a list of activities that people may do while visiting DESTINATION. Please circle all activities that at least one member of your travel party did while visiting.

1 – business	6 – convention/seminar	11 – visit a state park	16 – visit a military base
2 - visit a museum	7 – visit an art gallery	12 – walking downtown	17 – attend a sports event
3 – camping	8 – boating/fishing	13 – attend a festival	18 – visit a historic site
4 – shopping	9 – meeting seminar	14 - antique shopping	19 – play golf
5 - hiking	10 – attend a concert	15 - driving/sightseeing	20 – Other (specify): _____

10. Overall, on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor), how would you rate your visit to DESTINATION?

	Excellent		Average		Poor
(Circle one number)	**5**	**4**	**3**	**2**	**1**

11. What did you like or dislike the most about your visit to DESTINATION?
(write in your answers)

Like: a._____ **Dislike: a.** _____

b._____ **b.** _____

c._____ **c.** _____

12. What type of attractions or activities would you participate in if offered in DESTINATION? (circle the number of all that interest you)

1 – downtown trolleys	4 – guided nature excursions	7 – downtown entertainment district
2 – guided history tour	5 – festival (music, food, fun)	8 –
3 – antique shopping distric	6 – other: _____	

THE LAST FEW QUESTIONS ARE ABOUT YOU. YOUR ANSWERS WILL HELP US TO BETTER UNDERSTAND THE PEOPLE WHO VISIT DESTINATION. YOUR ANSWERS WILL BE TREATED AS CONFIDENTIAL INFORMATION

13. Education? ***(circle one)***

1 – grade school	3 - some high school	5 - high school graduate	7 - some college
2 – technical school	4 – college degree	6 – graduate school	8 – other

14. What is your age? _____ ***Are you?*** 1 – Male 2 – Female

15. What is your occupation? _____

Thank You For Your Help!

TO BE INCLUDED IN THE DRAWING FOR THE FREE WEEKEND for two IN DESTINATION
FILL IN YOUR NAME AND ADDRESS.

Name:_____ Address:_____

City: _____ State: _____ Zip Code: _____

Phone: _____

FREE Weekend Getaway!
Just Complete This Survey For DESTINATION NAME

Dear Visitor:

In the past twelve months you requested information about DESTINATION. We were delighted to send it to you and hope that you found it useful. To improve the information we send visitors, we have asked Randall Travel Marketing to survey people about the usefulness of the information and about visits they may have made to the DESTINATION.

Only a small sample of people are being surveyed so your answers are very important, **even if you did not visit DESTINATION.** Your answers will be held in strict confidence. After completing the questionnaire, place it in the business reply envelope provided and drop it in the mail.

For helping us we would like to include your name in a drawing for a **free weekend for two in DESTINATION.** This includes two (2) nights in a hotel, dinner for 2 each night, plus admission to attractions **(a $500 value)** . To be included in the drawing, you must complete and return this survey. Note: **Your chances of winning the weekend are approximately 1 in 200.**

Thank you for your help.

NAME, Executive Director
Convention and Visitors Bureau

Instructions: **Please read and answer each question carefully.**
Circle the *number* next to your answer or *write in* answers where necessary.

1. Did you receive the DESTINATION information sent to you earlier?

1 - Yes 2 - No 3 - Don't Remember

If you answered "No" or "Don't Remember", go to question 7 on page 2.

2. Where did you find out about the information packet? (**circle a number for all that apply**)

Newspapers: 1-Travel feature stories_____
2- Newspaper ads _____

Magazines: 3- Southern Living
4- Better Homes & Gardens
5- Midwest Living
6- Modern Maturity
7- AAA Home & Away

Brochures: 8- DESTINATION Visitors Guide

Other: 18-(specify)_____

Guides: 9- State Travel Guide
10- AAA Tour Book
11 - Fodor's Tour Book
12- Rand McNally Road Atlas

Internet: 13- CVB web site
14 - STATE Tourism web site
15 - Other web site _____

Welcome Centers:
16 – STATE Welcome Center
17 - DESTINATION Welcome Center

3. Was there information you expected to receive, but didn't? 1 - Yes 2 - No

If Yes, What was missing?_____

4. Did you ever travel to or through the DESTINATION area before you received the information? 1 - Yes 2 - No

5. Did you travel to or through the DESTINATION area after you received the information? 1 - Yes 2 - No

If yes, how many times have you visited the DESTINATION area since you received the information?

Number of times _____

6. *Regarding the DESTINATION information you received, what do you remember liking or disliking the most?* **(write in your answers)**

Like: 1._____ **Dislike: 4.**_____

2._____ **5.**_____

3._____ **6.**_____

7. *Have you visited DESTINATION in the last two years?* 1 - Yes 2 - No

If "No", go to Question 21 on page 4

8. *Circle the month(s) during which you have visited.*

1	2	3	4	5	6	7	8	9	10	11	12
Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.

THE NEXT QUESTIONS ARE ABOUT YOUR LAST TRIP TO *DESTINATION*
AS YOU ANSWER, THINK ABOUT YOUR LAST TRIP

9. *How many nights did you spend in DESTINATION?* _____(number of nights)

10. *What was the main purpose of your last visit to DESTINATION?*
(Circle the main purpose or reason for your visit)

1 -	5 - business	9 - vacation / getaway	13 - participate in a sports events
2 -	6 - reunion	10 - attend a festival	14 - antique shopping
3 -	7 - relocation	11 - fishing / boating	15 - overnight as part of longer trip
4 - visit friends/relatives	8 - shopping	12 - meeting / convention	16 - other:_____

11. *What type of lodging did you use most during your last visit?* **(circle one)**

1 - hotel	3 - bed & breakfast inn	5 - campsite / campground	7- other: _____
2 - motel	4 - friends/family residence	6 - Campus housing/lodging	

12. *What mode of transportation did you use to visit DESTINATION? (circle one)*

1 – Automobile only **3** – Motor coach **4** – Other (specify):_____

2 – Combination fly/drive (if yes, what airport did you fly into?) _____
(if yes, what airline did you fly?) _____
(if yes, what car rental did you use?) _____

13. *Including you, how many people went on the trip?* _____# adults _____# children (under 18 years old)

14. *Please estimate how much you spent during your last trip to DESTINATION:*

1. $_____lodging
2. $_____food/meals
3. $_____attractions/amusements
4. $_____ shopping
5. $_____transportation, fuel, airfare, etc.
6. $_____TOTAL

15. *The following is a list of activities that people may do while visiting DESTINATION. Please circle all activities that at least one member of your travel party did while visiting.*

1 – camping	7 –	13 –	19 – concert/live performance
2 – biking	8 – visit an art gallery	14 – walking downtown	20 – attend a sports event
3 – business	9 – play golf	15 – attend a festival	21 – visit a historic site
4 – shopping	10 – meeting/convention/training	16 – visit a museum	22 – boating/fishing
5 – hiking	11 – antique shopping	17 – driving/sightseeing	23 – other _____
6 – visit a casino	12 –	18 – visit state park	

16. *Overall, on a 5 point scale (where 5 is Excellent, 3 is Average, and 1 is Poor), how would you rate your last visit to DESTINATION?*

	Excellent		Average		Poor
(Circle one number)	**5**	**4**	**3**	**2**	**1**

17. What do you remember liking or disliking most about your last trip to DESTINATION?
(write in your answers)

Like: 1._____ **Dislike: 4.**_____

2._____ **5.**_____

3._____ **6.**_____

18. Following is a list of attractions and events offered in the DESTINATION area.
First, for each attraction or event, circle whether you have never heard of it (1), heard of it but didn't visit it (2), or visited it (3).
Second, if you visited the attraction or event rate it from 5 to 1 on a five point scale where 5 is Excellent, 3 is Average, and 1 is Poor.

(circle one number for each) (circle one if visited)

Attractions	**Never Heard Of**	**Heard of / Didn't Visit**	**Visited**	**If visited, Rate each(5-1)** **Excellent**	**Average**		**Poor**
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
Regional							
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2 1
	1	2	3	5	4	3	2

		1
	1 2 3	5 4 3 2 1
Events		
	1 2 3	5 4 3 2 1
	1 2 3	5 4 3 2 1
	1 2 3	5 4 3 2 1
	1 2 3	5 4 3 2 1
	1 2 3	5 4 3 2 1
	1 2 3	5 4 3 2 1
	1 2 3	5 4 3 2 1
Other event (specify):	1 2 3	5 4 3 2 1

19. What type of activities would you participate in if offered in DESTINATION?
(circle the number of ALL that interest you)

1 -	5 -	9 -
2 -	6 - biking/cycling tours	10 -
3 - fine art museum	7 - american indian cultural center	11 -
4 - renaissance feast	8 -	12 - Other:_____

20. Are you planning to visit DESTINATION in the next year? 1 – Yes 2 - No

If Yes, what month(s) do you plan to visit? (circle the number of each month you plan to visit)

1	2	3	4	5	6	7	8	9	10	11	12
Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.

THE LAST FEW QUESTIONS ARE ABOUT YOU.
YOUR ANSWERS WILL HELP US BETTER UNDERSTAND THE PEOPLE WHO REQUEST INFORMATION ABOUT DESTINATION. *YOUR ANSWERS WILL BE TREATED AS CONFIDENTIAL*.

21. Education? ***(circle one)***

1 - grade school	3 - high school graduate	5 - some college	7 - graduate school
2 - some high school	4 - technical school	6 - college degree	8 - other _____

22. What is your age? _____ ***Are you?*** 1 – Male 2 – Female

23. What is your occupation? ***(specify)***_____

24. What is your home zip code? _____

25. Which category is closest to your total family income? (circle one)

1 - less than $20,000	3 - $40,000 - $59,999	5 - $80,000 - $99,999	7 - $120,000 - $139,999
2 - $20,000 - $39,999	4 - $60,000 - $79,999	6 - $100,000 - $119,999	8 - $140,000 +

27. What is your favorite magazine? (specify)_____

Thank You For Your Help!

TO BE INCLUDED IN THE DRAWING FOR THE **FREE WEEKEND FOR TWO** IN DESTINATION.
FILL IN YOUR NAME AND ADDRESS.

Name: _____ Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Please fold your questionnaire, insert it in the Business Reply envelope addressed to Randall Travel Marketing, and drop it in a convenient mail box.