



# Tourist Bureau Survey

We thank you for visiting Anytown USA. Please fill out this short survey so that we can see how we are doing.

Name of Hotel/Motel:

Date of visit: \_\_\_ / \_\_\_ / \_\_\_\_\_



- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

1. What was the main purpose of your trip?

- Vacation
- Business
- Attend/participate in sporting event
- Other \_\_\_\_\_

7. How many total people were there in your group?

- 1                     4
- 2                     5
- 3                     6 or more

2. How did you hear about our area?

- Travel Agent             Internet
- Television               Magazine
- Newspaper               Recommendation
- Radio                     Other

8. How many children did you have traveling with you?

- 1                     4
- 2                     5 or more
- 3                     No children

3. How many nights did you stay with us?

- 1 night                 5 nights
- 2 nights               6 nights
- 3 nights               7 nights
- 4 nights               8 nights or more

9. What was the main reason you came to our area?

- Business purposes             Part of a package
- Beach destination             Reasonable price
- Recommendation             Been here before

4. Please list all of the sources you used to gather information about our area:

- Advertised number/address
- Travel agent
- Friend/Relative
- Internet
- Chamber of commerce
- Other

10. What activities did you engage in while in the area?

- Sightseeing                     Dining
- Golf                               Sporting event
- Beach/swimming               Shopping
- Fishing                          Theater

5. How did you arrive to the area?

- Air
- Bus
- Train
- Car/truck/RV/motorcycle

11. How would you rate the following:

Excellent    Good    Fair    Poor

- Lodging
- Local Restaurants
- Transportation
- Local Attractions
- Area Roads
- Shopping
- Value for cost
- Overall Visit

6. Approximately how much did you spend on your entire visit (including airfare, gasoline, lodging, meals, entertainment, etc.)?

- \$1000 or less                     \$3000 - \$4000
- \$1000 - \$2000                   \$4000 - \$5000
- \$2000 - \$3000                   More than \$5000

12. What is your total household income?

- Under \$15,000                     \$45,000 - \$54,999
- \$15,000 - \$24,999                 \$55,000 - \$64,999
- \$25,000 - \$34,999                 \$65,000 - \$74,999
- \$35,000 - \$44,999                 \$75,000 or higher