**TEMPLATE  
Attendee Survey**

Use the following questions as a starting off point in developing your attendee survey. Consider what other information you would like to learn from your attendees. This might include information that supports a sponsorship partnership, or that helps you measure achievement of objectives you have for your event.

Ideally, copy and paste these questions into an online survey such as in [Surveymonkey](https://www.surveymonkey.com/) or [Google Forms](https://www.google.com/intl/en-GB/forms/about/).

**[Name of your event] Attendee Survey**

To help us improve and grow the event, we invite you to provide your feedback via our quick survey.

**What is your age?**

* Under 15
* 16-25
* 26-35
* 36-45
* 46-55
* 56-65
* 66-75
* Over 75

**Where do you normally live?**

* [Name of your town or region]
* Within 50km [or 100km] of [Name of your town or region]
* Within [Name of your state]
* Interstate
* Overseas

**Did you travel to [name of your town] specifically to attend the event?**

* Yes
* No

**If no, did you extend your stay in [name of your town] to attend the event?**

* Yes
* No

**How many nights in total did you spend in [name of your town] on this trip?**

* 0 - Resident
* 0 - Daytripper
* 1
* 2
* 3
* 4 or more

**If visiting, how many additional nights did you spend in other parts of [name of your state] during this trip?**

* 1
* 2
* 3
* 4 or more

**If visiting, how much money did you spend in total in [name of your town] during this trip, both for yourself and for other people travelling with you?**

Food and drink:

Accommodation:

Transport:

Tickets:

Attractions:

Retail purchases:

**Who did you attend the event with? [Consider your target markets as you write this question]**

* Alone
* Friend/s
* Partner
* Young family (children aged 12 and under)
* Older family (children aged 13 and over)
* Social, community or sporting group

**How did you hear about the event? [Consider your marketing tactics as you write this question]**

* Facebook
* Instagram
* Google search ad
* From [name of your destination marketing organisation]
* Radio
* Newspaper article

**What did you enjoy most about the event?**

**What elements of the event do you think should be improved?**

**Do you have any feedback on the event’s sustainability, inclusion, or accessibility?**

**Please write a short testimonial about the event to be used for marketing**

**Thank you for completing our survey. If you would like to be informed about the event in the future, please provide your email address**

**Tip: Consider a prize or incentive to encourage visitors   
to complete your survey**

