



# CENTRAL COUNTIES TOURISM

## Event Exit Survey - 2018

Your feedback is important and will help in the planning of future events here, across the region, and Central Counties.

Please take a moment to complete the survey below.

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**1. What Festival/Event are you currently attending?**

**2. What country do you live in?**

- Canada
- United States
- Other - Please Specify Country \_\_\_\_\_  
(If Other, Skip to Question 4)

**3. a) What City/Town do you live in? \_\_\_\_\_**

**b) What is your Postal/Zip Code? \_\_\_\_\_**

**4. What gender do you identify as?**

- Female
- Male
- Other (please specify) \_\_\_\_\_

**5. What is your age?**

- 18 to 24
- 25 to 44
- 45 to 64
- 65+

**6. Where did you hear about this festival/event? *Select all that apply.***

- Major Newspaper (eg. Globe & Mail)
- Local / Community Newspaper
- Social Media (eg. Facebook, Twitter)
- Word of Mouth (Recommended by Friends/Family)
- Online (Website / Advertising)
- TV / Radio
- Signage / Posters
- Tourism Guide / Festival Guide
- Other (please specify) \_\_\_\_\_

**7. How many people attended with you today?**

- 0 (Attended by myself) – Skip to Question 9
- 1
- 2-3
- Other (Please specify number of people)

**8. Who did you attend with? *Select all that apply.***

- Friends
- Family
- Significant Other
- Coworkers
- Other (please specify) \_\_\_\_\_

**9. What is your approximate dollar spend per person while attending this festival/event? (Include all your transportation, accommodation, drink, food, and souvenir or other service related costs in your total.)**

- \$0
- \$1 - \$25
- \$26 - \$75
- \$76 - \$125
- \$126 - \$250
- \$251+
- Other (please specify) \_\_\_\_\_

**10. Did you stay overnight somewhere other than your home?**

- Yes
- No

**11. If yes, where did you stay?**

- With Friends and/or Family
- Hotel/Motel/Inn/Resort/B&B
- Campground
- Other (please specify) \_\_\_\_\_

**12. Have you attended this festival/event before?**

- Yes
- No

**13. What is the main reason you attended this festival/event this year?**

- Proximity to my home
- Food
- Rides
- Entertainment
- Special interest
- Other (please specify) \_\_\_\_\_

**14. Will you COME BACK next year?**

- Yes
- No

**15. Rate your overall experience of this year's festival/event**

- 4 - Awesome
- 3 - Good
- 2 - Okay
- 1 - Not good

**16. Please add any additional comments about your experience:**

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**17. Do you want to receive emails about this and other events throughout the region?  
Select which communications you'd like to receive below:**

*(Note: You can opt out at any time.)*

- This Festival/Event
- Experience York Region Newsletter – Tourism in York Region
- Central Counties Tourism Newsletter - Tourism information on York, Durham and Headwaters Regions
- None of the above

**18. Please provide us with your email** \_\_\_\_\_

**Thank you for your feedback!**