



How to Conduct a Visitor Survey

THE VALUE OF CONDUCTING RESEARCH ON A LOCAL LEVEL

A wide variety of tourism research data is conducted by tourism associations, universities, state tourism offices and some convention and visitors' bureaus. This research data is often available at the national, state and regional level, but it is not always appropriate for, or even applicable to, the needs of some communities, especially smaller communities. This toolkit is designed to help interested communities enhance their own research capabilities in order to get the local information they need.

To assist in the process, the following information is provided:

- A research assessment worksheet to help evaluate the needs of your organization
- A step-by-step process of how to conduct a visitor survey
- Other ways to measure visitation
- Other types of tourism research
- Tourism research resources and sample questionnaires

Communities with limited resources often find themselves choosing between a research investment and a marketing investment. Communities in this situation start with research to determine the best way to market to their consumers.

Why invest in research?

- Gives you the edge over your competitors
- Helps you understand consumer needs and preferences
- Allows you to target the right customer
- Ensures that you are appropriately spending your organization's marketing dollars. Research will provide you with information that will allow you to make informed decisions and utilize your limited dollars to achieve the best results
- Provides accountability to management

How do I begin?

This toolkit is called "How to conduct a visitor survey" because that is a good step to take at a local level to generate needed information. There are different kinds of surveys and methodologies that can be used, depending on the needs of the community. The first step is to determine your research needs.

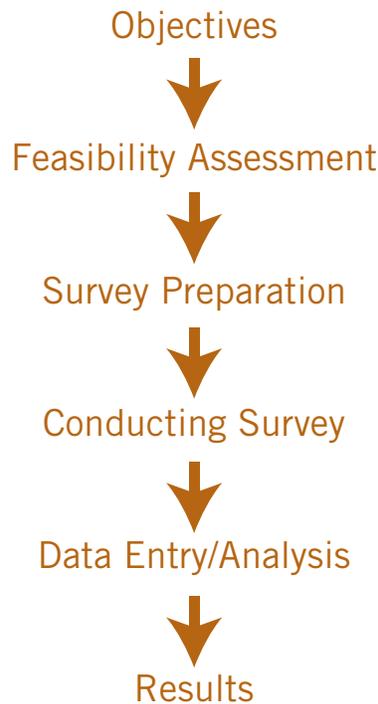
In *Appendix D* you'll find a research assessment worksheet that can help you evaluate your research needs. As you work through this toolkit, please use the research assessment worksheet and by answering the series of questions about your research needs, you can determine whether a visitor survey is indeed the step you need to take. If not, you'll find other information on "Other Ways to Measure Visitation" and "Other Types of Tourism Research" also within this toolkit. While our focus here is on conducting a visitor survey, you may find that your actual needs will be better met through other avenues.



CONDUCTING VISITOR SURVEYS

What is a visitor survey? A visitor survey is a way to communicate with people who come to your destination in order to learn more about them. You may conduct a visitor survey using the telephone, the internet, the mail, or by interviewing people at your event or attraction. By asking specific questions you can learn different aspects of the visitor's behavior and motivation, and you can use this data to make strategic decisions about many of your community's activities. Most of the discussion in this section focuses on on-site visitor surveys. You will find a sample on-site visitor survey questionnaire in *Appendix E*. Please note that this process is applicable to other types of surveys as well.

Figure A: Process



Objectives

Once you decide that a visitor survey can provide the information you need, the first step is to determine the objectives of your survey. It is important to develop clear, concise objectives in writing to determine if they make sense and are understood and agreed upon by all parties involved in the project.

Start by asking: "What do I want to know about the visitors to my local community?"

This will help define your key objective, which should remain the focus when evaluating the rest of your survey needs. There are some common objectives that can be addressed by surveying a visitor population. Examples include determining the economic impact of visitors to an event in your community, developing a profile of existing visitors, and understanding what perception visitors have of your area. The following is a brief discussion of possible visitor survey objectives:

Visitor Economic Impact

Economic impact measures the visitor spending generated by an event or in a specific geographic area during a specific time period. It estimates the net impact of spending originating from visitors who live outside the defined geographic area and those dollars that stay in the local economy. It represents the incremental spending above and beyond what would be expected in the region if the event/tourist activity were not held.

Below are some basic ways to evaluate economic impact in your local community or event:

- How much do tourists spend in the local community?
- What portion of sales made by local businesses is due to tourism?
- How much income does tourism generate for households/businesses in the area?
- How many jobs in the area does tourism support?
- How much tax revenue is generated by visitor spending?

The direct impact of visitor spending can be seen as the number of visitors to the event or region during a specific time multiplied by the average spending per visitor. Please note that the direct effects are the most important and are captured well by estimates of visitor spending. Multipliers are only needed if one is interested in secondary effects.

Please note that there may be economic impact information for the tourism industry available through your state tourism office, and it could include county-level data.

If you are interesting in more detailed explanation on Economic Impact, please see Appendix B for a link to a report on "Exploring the Economic Impacts of Tourism" by Dan Stynes.

Visitor Profile

A visitor profile is a description of visitors based on demographic and behavioral characteristics, such as age, income, accommodation preferences, travel party size, season of travel, etc, as well as spending behavior. Having a clear understanding of what visitors to your area "look like" can help you make better marketing decisions, project funding decisions, product development decisions and revenue planning decisions.

By understanding who is currently coming to your area, for example, you can decide if that is indeed the group you want to attract to your area. If not, you can make strategic changes to your marketing to target your desired audience.

- Target Marketing is choosing a specific group of people to market to based on demographics, preferences and travel patterns. You will find that using target marketing is more cost effective and successful than non-targeted advertising or promotion.
- Segmentation is grouping visitors by age, gender, income, lifestyles, activities and/or interests. Dividing the market into segments means taking a look at who comes (and when) and who doesn't (and if not, why not). The goal is to identify the customer segment in your geographic target which offers the highest potential as a visitor to your area.

Visitor Perceptions

Understanding the perception visitors and potential visitors have of your community (and competing destinations) can provide direction to your marketing and communication program of work. We all think we know what makes our community great or unique, but we often find that those things are not resonating with visitors. Armed with this information, we can make decisions about whether the perception visitors have is acceptable, or whether we want to change peoples' perceptions. If we do, the solution may be as simple as changing our communication strategy or it may mean we change our entire marketing mix and message. Information is power.

If you find that your community is struggling, refer to Appendix I, Visitor Perception Evaluation (excerpt from "Strategies for Monitoring Tourism in your Community's Economy" by Julie Leones)

Feasibility Assessment

The process of determining whether a survey project is feasible involves determining whether there are other ways to get the information you want without conducting a formal visitor survey (a Research Inventory Assessment) and if not, examining the project management resources (time, money, personnel) that you have available to undertake a new project.

Research Inventory Assessment

Once you know what the objectives of your research are, you should thoroughly investigate existing resources that might meet your needs.

- Is there another way of getting to this information?
- Review newspaper articles, trade magazines, and internet resources
- Is there existing information on visitors we can use?
- Does this information exist for nearby communities or at the county level?
- If you have information but it does not specifically address your needs, what questions need to be asked to specifically address what you want to know?

Refer to Appendix B for a list of existing tourism data resources.

Project Management

When assessing the feasibility of any project, certainly it is important to understand the resources that will be required. There are generally two possibilities – conducting the research yourself or paying someone else to do it.

Conducting research using in-house resources:

This option may well make the most sense for many communities, but you need to make sure you have specific resources to dedicate to the project.

- Personnel
- Do you have staff to dedicate to the project from beginning to end? This individual should be knowledgeable about tourism research techniques and how to construct a research project. All collected data should be consistently compiled in a database for further analysis. While Microsoft Excel is certainly an option, there are statistical software packages, such as SPSS, that would enhance your data analysis capabilities. *Please refer to Appendix B for information on the TTRA research certification program.*
- Will you conduct the visitor surveys using paid staff or volunteers? Paying interviewers will increase cost, but it may also increase the reliability of data collection. Volunteers may not stay for the duration of the study.
- Software
- Do you need a statistical software package for data entry and analysis?
- Cost
- Costs may include staff to manage the project, research training, interviewers (if paid) and software.

Note: If resources are too limited to conduct a comprehensive visitor survey, please refer to the section called "Other Ways to Measure Visitation."

Hiring a research vendor:

- Personnel
- You'll need to appoint a staff person to be the vendor's key contact from beginning to end of the project.
- Software
- The vendor should have any software needed.
- Cost
- It is generally more expensive to hire a vendor to conduct the full project, however your role would be primarily oversight, and you would not have the responsibility of conducting the research yourself. An option that should not be overlooked is contracting with a University to conduct the research. Because academic researchers are often able to enlist students to do much of the field work, this may represent a lower cost option.

Survey Preparation

Preparing to conduct your visitor survey involves several actions. This section will discuss designing a questionnaire, including both what types of questions are typically asked with different objectives in mind and tips on how to formulate those questions, as well as guidance on how to make sure your survey project meets your objectives.

Determining Survey Approach

Once you have determined what your objectives are and whether you will manage the research in-house, the next step is to design your survey approach. There are two broad methods of research: qualitative and quantitative. Qualitative research allows you to explore issues and to understand the “whys” of attitudes or opinions, while quantitative research allows you to put numbers to results. In the context of our discussion, conducting a visitor survey will most likely use quantitative methods. *Please see Appendix A for an in-depth discussion of these types of research.*

Designing a Questionnaire

Many types of information can be gathered in a quantitative questionnaire. The matrix below highlights a variety of questions that are commonly asked when completing a visitor survey, and some different survey objectives that can be met by the different questions. Remember to stay focused on your key objective.

Figure B: Questionnaire Design Matrix

Question	Economic Impact	Visitor Profile	Visitor Perception of your area
# in Travel Party (Adults/Kids)	X	X	
# of Nights in Local Area	X	X	
Total Spending	X	X	
Expenditures by Category	X	X	
Origin State		X	
Trip Started		X	
Trip Ended		X	
Primary Activities for Visit		X	
Purpose of Visit (Business/Leisure)	X	X	
Other Local Cities Visiting	X		X
Type of Accommodation	X	X	
Main Mode of Transportation	X	X	
# of Persons in Household		X	
# of Children in Household		X	
Age of Respondent		X	
Gender of Respondent		X	
Annual Household Income		X	
Occupation of Head of Household		X	
Education Level		X	
Marital Status		X	
Zip Code of Household		X	
Internet Usage		X	
How they book travel		X	
List Frequent Traveler Program		X	
Accommodation Value			X
Accommodation Satisfaction			X
Accommodation Service			X
Rental Car Value			X
Rental Car Satisfaction			X
Overall Destination Value			X
Overall Destination Satisfaction			X
Number of Visits in last 3 years		X	X

Figure C: Tips on writing and formatting a questionnaire

Tips on writing & formatting a questionnaire:

Group questions together in the following order:

1. Ask the most important questions first
2. Related to the same subject
3. Related to the same response category

Write questions in the following manner:

- Neutrally worded to avoid bias
- Short and concise
- Require simple responses
- Ask one thing at a time
- Will directly address the overall objectives of the study
- Only use open ended questions when it is not possible to use close ended question

Other valuable tips on how to write questions:

- Describe the geographic you are evaluating (in this city/town/county/state)
- Use standard census content and format for demographics questions relating to age, income, education, race and ethnicity. This will allow you to compare responses from the survey to census data
- If a question provides categories for responses, make sure to indicate all possible responses and group them
- Always include “other (please specify)” as an option when providing categories in order to capture all visitors
- For written questions that ask for dollar amounts or percentages, use dollar signs or percentage signs in the space for the response. If you ask the respondent to provide percentage responses that total to 100%, put 100% below the spaces for all the responses.
- Remember to minimize the number of open ended questions because these type of questions are difficult to interpret, time consuming when completing data entry and analysis
- Borrow well constructed questions from other surveys when applicable. An Example survey questionnaire is located in the reference section

Formatting the questionnaire:

- Start with simple and interesting questions followed by the most important questions. This gives the respondent the opportunity to warm up to you and less likely to stop the interview when being asked the key questions
- Keep the survey as short as possible (10 minutes or less)
- Eliminate questions that do not meet your objectives
- Make sure there are no redundant questions
- Make sure to include a place for a survey number in order to track the survey through data entry process.
- Include the date and time the survey was administered
- Set up coding for data entry while formatting the survey

Based on work by Julie Leones

Sampling

A sample is a representative subset of a larger population. Sampling involves using a subset of a population to draw conclusions about the larger population. For example, if you are conducting a visitor survey of people attending a three-day event in your community, you could conduct a census, which would require surveying everyone attending the event, or you could survey a portion of the whole visitor population (a sample) and use that data to draw conclusions about all of the visitors to that event. Generally, the larger the sample size, the more accurate the data and the more accurate your conclusions are about the whole population. There are Web sites that will allow you to enter some key pieces of information and calculate the sample size you need to achieve a certain level of confidence in the results. If you work with a research vendor, they will create the sample plan and sample size for you, and make sure it is adhered to during the survey process. A common sampling technique used for visitor surveys is to interview every “nth” person to come through the entrance of the event until the quota for that day is reached.

Refer to Appendix B for a link to a sample size calculator Web site.

Please note that if you are computing sample size for a year-long visitor survey, you will need an estimate of the total visitor population to the area covered in the survey. This information can be drawn from prior surveys of the area, or if that information is not available, you will have to rely on other available sources, such as visitation at nearby state or national parks or attractions. It will be necessary to study this alternative information in order to make an educated estimate of the total visitor population in order to calculate a sample size.

Instructions for Completing Questionnaire

Once you have determined your approach, designed your questionnaire, and decided on your sampling procedure, administering the surveys properly becomes critical. In order to ensure that surveys are conducted correctly and consistently by all interviewers, clear instructions should be provided to the interviewer, including:

- Purpose/Objectives of survey
- Sponsors and the organization administering the survey
- That the survey will remain confidential
- If there will be some type of follow-up to the questionnaire
- A contact that respondents can call or write if they have questions or concerns
- If it is a mail survey, when the survey should be returned

If different interviewers conduct the same survey differently, they can introduce what is called “bias,” or the possibility that they are influencing the respondents’ answers, thereby impacting the reliability of the data collected.





Pre-testing Questionnaire

It is a good idea to administer the actual survey to several volunteers under the same conditions the actual respondents will experience. If this is an on-site survey, the pre-test should be conducted at the survey site. Make note of any issues, such as:

- Any difficulties respondents have completing the survey
- Questions consistently left unanswered
- How long it takes for respondents to complete the survey

It is critical to address all issues before the survey is officially launched. The information in Figure C can be helpful in rewording problematic questions.

Conducting the Survey

There are several factors to consider when conducting a survey:

Deciding when and where to survey

- If you are conducting a survey of overall visitors to your destination, it is best to survey through the course of a full year in order to account for any seasonal variations.
- Survey sites with high traffic volume are best, because there is a higher likelihood that the sample you draw will be representative of the larger population.

Managing interviewers

- The length of time it takes to conduct every completed survey will help you determine how many interviewers you need at any given time. If you are conducting the survey at a specific event, it is important to reach your survey quota within the given time, but remember that interviewer fatigue can impact the reliability of your data. Schedule enough properly trained interviewers to make the task feasible.
- If you are conducting interviews over an extended period of time to account for seasonality, your sample plan should call for completing a specific number of interviews on specific days. You will not need to interview every day.

Data Entry and Analysis

The key to getting the most out of all of your work to this point is to have a clear plan for getting the data you collect into a program that will allow you to analyze it. Data entry should begin as soon as data starts coming in from the field. Organization is important because timely and consistent data entry allows you to detect any problems early in the process and correct them. If you leave all data entry till the end of the project, it becomes a mammoth task that could lead you to ultimately give up on the analysis and waste all of your effort.

Tips to getting quality results:

- Select a data inputting system before you start surveying
- Test the selected system with pretest data
- Enter data as it is collected when possible in order to evaluate the in-coming responses
- Edit the data to make sure that missing responses are properly coded, expenditure data makes sense on a per person per day basis and there are no easily detectable errors in data entry
- Deciding how to handle outliers such as a visitor who stay unusually long periods of time or has hefty expenditures
- If this is a year long study, you should complete quarterly reports to analyze the results

Managing database of respondent information

You should take the time to properly record not only responses to all questions on the survey, but also any contact information from respondents. In today's world, most people do not give up their contact information lightly. If they do give it to you, ask them whether they would like to receive further information about your event, destination, special offers, etc. Once they have given their permission for you to contact them again in the future, use that permission respectfully. By specifically identifying those people in your database that you can contact again, you have the beginning of a marketing list or a future survey group.

Take time to record:

- The event or project being surveyed, including date(s)
- Whether you have their permission to contact them again
- Contact information: name, address, telephone number, e-mail address
- Total distributed, returned and completed surveys

Analysis

The software package chosen for data entry will determine what kind of analysis you can easily do. It is certainly possible to analyze data from Microsoft Excel, and the program offers graphing capabilities, however a more robust statistical package like SPSS will contain more tools to make the analysis of your data more turnkey.

Results

Keep the key objective of your research project in mind as you formulate the results of your survey.

Formatting Report:

- Choose method(s) to report results based on needs and audience
- Formal report
- Executive summary of report
- Press Release
- Talks and slide presentations
- Workshops and seminars
- Documents on your Web site
- The report structure should be composed of:
 - An executive summary with the highlights of the study
 - An introduction
 - The results presented in text, tables, and graphs
 - Conclusions and recommendations
 - An appendix with sampling methodology and analytical methods
 - An appendix with a copy of the survey instrument
- Other suggestions on how to present the information:
 - Graphics should be displayed in a way that makes data easier to interpret
 - Tables should be displayed in an organized fashion
- Compare the information between different types of visitors in your study. For example, between day trip and overnight visitors or between business and leisure visitors.
- Make recommendations based on findings.

CONCLUSION

At this point, you have an outline of the steps involved in conducting a visitor survey, from determining objectives to what information to include in a final report. As mentioned during the discussion of the research assessment worksheet, however, you may decide that you don't need or want to complete a formal visitor survey. If your information needs are fairly simple, you should consider these options for obtaining individual pieces of information.

OTHER WAYS TO MEASURE VISITATION

If conducting a formal visitor survey is not feasible, there are other ways to conduct research on a smaller scale. Here are some common methods of gathering visitor information that might work well for you:

Zip Code Surveys

- This is one of the easiest and most reliable ways to track visitation to your area. Ask local hotels and lodging establishments to track the home zip code of every guest checking in. This will tell you where your guests are coming from and when.

License Plate Surveys

- If it is not possible to get zip code information, this is another way to get a general idea of where your visitors are coming from. There are some challenges because rental cars may have local plates, and you have to dedicate someone to actually observing and recording plates accurately. Please note that it is important to get permission from the property owners before you do this.

Web site Surveys

- Having a survey available for those that visit your Web site is a way to understand:
 - ~ The reasons why they are coming to your Web site
 - ~ The influence your Web site has on them visiting your local community
 - ~ Improvements that you can make on your Web site
 - ~ An opportunity to have them complete a follow up survey that will allow you to determine the conversion rate to your local community
- There is technology available that will guide you through the setup of a survey that could be added to your Web site as visitors exit your site (see online surveys for more detail).

On-line Surveys

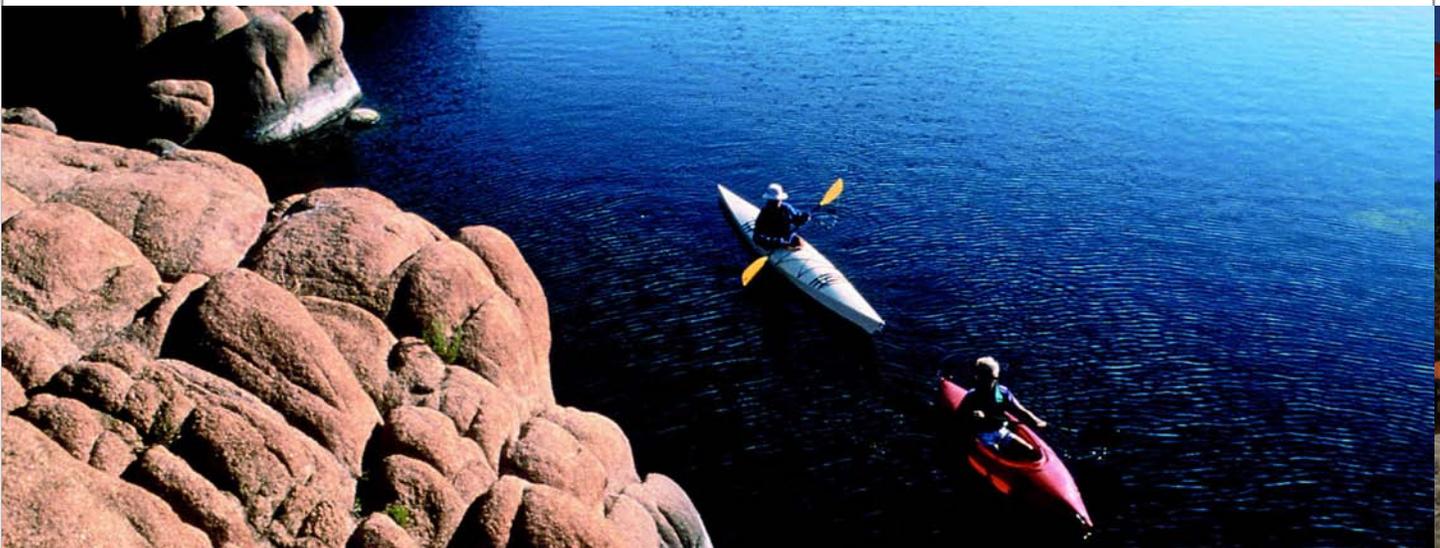
- It is possible to contract with a company that owns an "online panel" to ask a series of questions about your destination. The online panel is comprised of people who have agreed to participate in online surveys on a wide range of topics. It is important to make sure that the panel represents a balanced sample of the population as a whole.
- If you have an existing database of e-mail addresses and you wish to ask these people a series of questions about your destination, or perhaps an event they attended in your area, there are online survey programs that allow you to compose your own survey and release it yourself to your desired respondents. Some of these online programs are Survey Monkey, QuestionPro and Zoomerang.

Attraction/Event Visitor Counts

- You can "count" visitors as simply as having each one sign a guestbook, use a traffic counter or door counter, or conduct a formal intercept survey. The drawback is that the counter will not differentiate between locals and actual visitors, so it is not an effective way to understand visitation in the larger sense.

Visitor Information Centers

- Many local Chambers of Commerce, Convention and Visitor Bureaus, and Tourism Authorities have visitor centers to provide information to tourists. It would be highly advantageous to expand the type of questions asked of guestbook signers to get more usable information about visitors than just a count. Please see sample guest register in Appendix F.



OTHER TYPES OF TOURISM RESEARCH

In addition to conducting visitor surveys, there are other ways to measure the effectiveness of tourism. Here are other types of research that may be of assistance to your local community:

Database Management

As discussed in the Analysis section of this toolkit, a visitor survey will provide you with a database that you can draw on to understand your visitors better. You can also build a database that includes people ordering information about your community. Maintaining such an “inquiry” database will:

- Provide information on potential visitors' preferences and trends
- Provide a potential source of names for future research
- Provide a basis for employing a number of customer relationship marketing techniques

The key to acquiring a quality database is to:

- Develop a specific set of questions that is consistently asked of each inquirer.
- Information that can be gathered includes name, home address (with zip code), phone number, email address, date called, where they saw your number, reason for calling. If you code advertising you run in specific markets or as part of specific campaigns, you can also ask for the code in the ad they saw, ask which month they want to visit, and what their interests and preferences are during their potential vacation in your area.
- Consistently asking these questions is key
- Have all employees that interact with customers participate in data collection
- Have one person manage the database

How to use this data

- Distribute newsletters, brochures and other media to this group
- Send information to individuals based on date they intend to visit or their vacation interests and preferences.
- Conduct a profile analysis on the database that will help you understand more about the demographics, psychographics and lifestyle characteristics of this group
- Conduct a conversion study on inquirers from a specific timeframe to determine whether they actually used the information you sent to visit your destination.



Advertising Effectiveness Research

Advertising effectiveness research measures whether your advertising is reaching the intended target markets and whether it is influencing those people to visit your destination. This research can be used not only to make necessary changes to your marketing mix and message, but it can also calculate a return on investment (ROI) that will help you determine whether your advertising program is paying the kind of dividends you expect it to. Two types of research can help determine marketing effectiveness: conversion studies and advertising tracking studies.

Conversion Studies:

The purpose of conducting conversion research studies is to learn whether or not advertising and marketing campaigns generate visitors and profits greater than what would have occurred without using them. Conversion studies are used for direct-response advertising, wherein the intent is to stimulate prospects to request travel information by returning a coupon, calling an 800 number, or visiting a Web site. The studies determine if consumers in your existing inquiry database have converted to visitors as a result of the direct-response campaign. These studies are generally conducted by mail or telephone, using names captured from those requesting information. *Please refer to Appendix H for a sample conversion study questionnaire.*

Advertising Awareness Studies:

Advertising awareness studies are used to determine if consumers are converted to visit your destination by advertising solely on the basis of awareness and image-building impacts. They generally do not rely on an database, but rather a larger population that may have seen your advertising. There are two ways to conduct advertising awareness studies:

- One type typically include a “pre-wave,” consisting of phone interviews with a representative sample of respondents in the target group just prior to the launch of a campaign, followed by a “post-wave” consisting of the same questionnaire administered to a representative sample drawn from the same target group.
- The second type would present samples of your advertising to a representative sample of your target consumers using either an online panel or a mail panel. Panels are comprised of people who have agreed to participate in surveys on a wide variety of topics. By starting with a group representing all people who could have seen your advertising in the markets you target, and not just the group represented in your inquiry database, you are able to include in the analysis people who saw and were influenced to travel to your destination, but did not actually call and order your visitor information. This can be critical to the measured success of a campaign.



APPENDIX A

Research Methods

Qualitative Research is useful for gaining insights into consumer attitudes, beliefs, motivations, behaviors and opinions. Results from qualitative research do not allow for statistical analysis, but do allow an indepth understanding of the "why's" of attitudes or opinions.

- Focus groups
Take the form of in-depth discussions with small groups of eight to ten people who are carefully selected based on a set of criteria, with the discussion usually lasting one to two hours.
- One-on-One
In-person interviews, usually 20 minutes to one hour in length with individual respondents. This method is most appropriate for sensitive subjects that may be difficult to discuss in front of others or for in-depth evaluations of new concepts or promotional materials.
- Dyads
In-person interviews with two respondents, usually people who make decisions together, such as husband and wife.

Quantitative Research does allow for statistical analysis and is used to measure, track and assess effectiveness and in identifying visitor profiles. The results of this type of research can be projected to the population at large.

- Telephone studies
Participants are asked to respond to a short (10-15 minute) interview over the telephone. This type of study is most common because it is relatively inexpensive and easy to obtain a representative, sample. Participants are generally not paid.

Advantages:

- Quick data collection
- Staff is relatively easy to supervise
- Data can be entered directly into computer during the survey, which can save time and reduce potential inputting errors

Disadvantages:

- There could be a bias if phone numbers are pulled from a specific database
- Actual response rate is difficult to estimate
- Mail studies

This method is useful if participants need to read detailed descriptions or answer complicated questions that can't be asked over the telephone. Cash or other incentives for completing the questionnaire are often included in the mailing.

Advantages:

- Fairly simple to complete
- Cost-effective
- Survey can be longer in length

Disadvantages:

- Can't control who will actually fill out the survey
- More expensive than distributing them on-site
- Takes more time to obtain results
- On-line studies

This method is useful if participants need to read detailed descriptions or answer complicated questions that can't be asked over the telephone. In addition, this method also gives you the ability to display visuals and graphics.

Advantages:

- Quick data collection
- Cost-effective

Disadvantages:

- On-line population may not reflect population as a whole
- Survey length should be kept shorter than mailed surveys
- On-site Written Questionnaires (Intercept Studies)

Respondents are recruited in a public place, often at an attraction, visitor center or shopping mall, screened for target criteria and given a highly structured interview. This method is appropriate if the respondent needs to look at products, pictures of new products, or advertising, or if you are conducting an on-site visitor survey. Intercepts are also appropriate if it is important to interview respondents in the context of something they are doing.

Advantages:

- High response rate.
- Allows you to obtain quick results.
- Allows you to ask follow-up “probing” questions.
- Visitors tend to have excellent recollection of their trip.

Disadvantages:

- Can be expensive to hire trained interviewers who will not skew the answers in one direction or another

APPENDIX B

Resources:

At <http://www.azot.gov/> , under “Research & Statistics”

- Annual Industry Reports
- AZ Tourism Indicators Quarterly Newsletter
- AZ Airport Passenger Volume
- AZ Domestic Visitor Profiles
- AZ International Visitation
- AZ Local Visitor Information Centers
- AZ Lodging Indicators
- AZ National Park Visitation
- AZ Regional Profiles
- AZ State Park Visitation
- Economic Impact of the Travel Industry in Arizona
- Gross Sales & Tourism Taxes
- Painted Cliffs Welcome Center Visitation
- Selected Research Reports
- Tourism Workforce Development

Other Tourism Data Resources:

- NAU Tourism Library - <http://home.nau.edu/ahrrc/library.asp>
- Travel Industry of America - <http://www.tia.org/index.html>
- United States Census Bureau - <http://www.census.gov/>
- International Trade Administration, Office of Travel & Tourism Industries - <http://tinet.ita.doc.gov/>
- World Tourism Organization - <http://www.world-tourism.org/>
- Economic Impacts of Tourism, Daniel Stynes -<http://www.msu.edu/course/prr/840/econimpact/pdf/ecimpvol1.pdf>
- Travel Research Certification Program:
Lynne Fuller, CenStates Chapter TTRA
110 E. Washington St., #1301, Indianapolis, IN 46204
Email: l.fuller@sbcglobal.net
Phone: 317-634-6412
- Sample Size Calculator - <http://www.raosoft.com/samplesize.html>

APPENDIX C

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APPENDIX D – RESEARCH ASSESSMENT WORKSHEET

Research Assessment Worksheet

1. Organization/Department

2. What do you want to know about visitors to your area?

3. What types of research would address your needs: (select all that apply)

- Economic Impact Visitor Profile
 Visitor Perception Database Management
 Conversion Study Advertising Awareness Studies
 Other (list) _____

4. What is your key objective?

5. Does your key objective require qualitative or quantitative methodology?

Refer to Appendix A in the toolkit for assistance

- Qualitative Quantitative

6a. List existing sources of information that would meet your needs:

Refer to Appendix B in the toolkit for assistance

6b. Is there any aspect of your key objective was not addressed by these existing sources of information?

7. If there is insufficient information from existing sources, you will need to evaluate the availability of the following resources in preparation for your research project. Do you have:

Refer to the project management section of the toolkit for assistance

(Yes/No)

Employees trained to complete this project?

Employees with time and resources to dedicate to this project?

A software program to tally and analyze results?

Volunteers or a vendor available to use as interviewers?

Adequate funding that you can apply to this project?

8. What types of questions should be asked in your questionnaire that would meet your key objective?

Refer to Figure C of the toolkit for assistance

9. List the next steps your organization needs to take to implement this project?

APPENDIX E – SAMPLE VISITOR SURVEY

1. Where do you live? City_____State/Province_____Country_____

2. Was this the first time you visited Western Town? _____ Yes _____ No

3. What is the primary purpose of your visit?
____ vacation/ recreation _____ visit friends and family
____ business _____ shopping
____ special event (please tell us which one) _____
____ just passing through (please list your destination): _____
____ other purpose: (please explain) _____

4. How long are you staying in Western Town? _____ Hours _____ Days

5. How many people are in your group? _____ persons

6. If staying overnight in Western Town, enter the number of nights you are spending in each of the following:
____ Hotel _____ Bed & Breakfast
____ Motel _____ Private Campground
____ Private Home _____ Public Campground
____ Other (please specify): _____

7. What activities will you participate in? (List all activities that apply)
____ Shopping _____ Golfing
____ Visit museums _____ Skiing
____ Hiking _____ Biking

8. Please indicate the breakdown of your total spending while in Western Town:
Lodging approx. \$ _____ Gas and auto services approx.\$ _____
Restaurants/meals approx. \$ _____ Local transportation/taxis approx.\$ _____
Retail stores approx. \$ _____ Other (please specify) approx.\$ _____

9. What three things did you LIKE about visiting here?

10. What three things did you NOT like about visiting here?

Thank you for your help! By filling out your name and address on the backside, you will qualify to enter a drawing to win a weekend trip to the Western Town Ranch Inn.

APPENDIX F – SAMPLE VISITOR CENTER LOG

Location: _____ Date: _____

Local/Visitor	Name	State	Zip	Country	Purpose of Visit (√ all that apply)		Total # in Travel Party	Total # of Adults	Total # of Children under 18	# of Nights in this community	# Nights in AZ
					<input type="checkbox"/> Business	<input type="checkbox"/> Leisure					
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						
<input type="checkbox"/> Local <input type="checkbox"/> Visitor					<input type="checkbox"/> Business <input type="checkbox"/> Leisure <input type="checkbox"/> Visiting Family/Friends						

APPENDIX H – SAMPLE CONVERSION SURVEY

1. Did you visit Western Town as part of your summer vacation?
 YES NO We did not take a summer vacation this year

IF YES, PLEASE GO TO QUESTION 3

2a. IF you did not visit Western Town, where did you go for your vacation?

2b. What was the main reason for NOT visiting Western Town? _____

3. Where did you hear about Western Town?
 magazine ads newspaper/magazine story
 friends & family special event advertisement
 previous visit
 brochure, (please specify where you got our brochure): _____

4. Where did you see our toll free number 1-800-Wes-tern?
 magazine ad phone book
 AAA guide other, please specify: _____

5. Prior to requesting information about Western Town:
 Had you definitely decided to visit?
 Were you just thinking about visiting?

6. Which other destinations were you considering? _____

7. To what extent did the information you received influence your decision to visit Western Town?
 to a great extent to a slight extent
 to a moderate extent not at all
 doesn't apply

8. Please indicate how useful each information source was in planning you trip by
 If you used, please circle 5 = "most useful", 1 = "least useful", or check "Didn't use".

	<u>Most useful</u>			<u>Least useful</u>	Didn't use	
A. Western Town Travel Brochure	5	4	3	2	1	<input type="checkbox"/>
B. Western Town Website	5	4	3	2	1	<input type="checkbox"/>
C. Western Town Welcome Center	5	4	3	2	1	<input type="checkbox"/>
D. Our toll-free number	5	4	3	2	1	<input type="checkbox"/>
E. Other, please specify: _____						

Thank you for your help! By filling out your name and address on the backside, you will qualify to enter a drawing to win a weekend trip to the Western Town Ranch Inn.

APPENDIX I – VISITOR PERCEPTION EVALUATION

Community:

- How can the community improve its appearance or become more attractive to visitors?
- What do visitors see as they enter town?
- Are directional signs to attractions available and easy to follow?
- Are signs in town attractive? Are they regulated in terms of size, materials, placement, etc.?
- How is the area landscaped?
- Are maps available to help visitors find their way around the area?
- What do you find most appealing about the community as a visitor?
- Are local residents friendly towards visitors?
- Are historic structures renovated and put to new uses?
- Are there attractive parks available or other public areas?
- Are adequate public rest rooms available?
- Are adequate trash receptacles available?
- Is parking adequate, especially in the downtown area and near attractions?
- Is there a visitor center or other place to get information about the community? Is it easy to find?
- Are ATM machines readily accessible?
- If a lot of foreign visitors come to the community, are there places that they can exchange foreign currency for U.S. dollars?

Lodging Places:

- Are hotels and lodging places attractive to the visitor or do they look run down?
- Are there inns and bed and breakfast establishments available? Are they attractive?
- Are the hotel staff friendly and attentive?
- Are the hotel staff able to provide information about local attractions and things to do?
- Are the prices for lodging fair for the quality of lodging offered?
- Are the rooms clean and neat?
- Is the room decor attractive?
- Are there special services or products that the lodging places supply to guests?

Restaurants:

- Is there a selection of places where visitors can eat?
- Are there a variety of menus and prices at these restaurants?
- Are the restaurants attractive to the visitor?
- Do the restaurant staff provide good quality service during the meal?
- Is the quality of the food good?
- Are the prices fair for the type of food served?
- Are local food specialties served?
- Do the restaurants do anything extra special for diners?

Retail Shops:

- Are there a variety of shops offering attractive products to visitors?
- Are the prices fair for the quality of products offered?
- Do shops offer unique visitor-oriented products?
- Can visitors buy locally made products?
- Are the shop staff friendly and helpful?
- Are the displays appealing to the visitor?
- Do the shops seem clean and uncluttered?
- Are the shop fronts and street front areas attractive and inviting?
- Are the operating hours convenient for visitors?
- Do shops take credit cards and checks?

Source: Leones, Julie. Strategies for Monitoring Tourism in Your Community's Economy. 1999