



## Leon County Division of Tourism / Visit Tallahassee Visitor Tracking Survey

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Visitor tracking is an important and required component for each grant recipient's Post Event Report. As outlined in Section VIII (Visitor Tracking) of the grants policies, grant recipients have three options for documenting the number of visitors:

- Room block reports from hotels;
- The Visitor Tracking Form completed for each visitor or group, or;
- Completing 100 Visitor Tracking Surveys of event attendees.

If you plan on conducting surveys of event attendees, use the following Visitor Tracking Survey form. Since 100 completed surveys are required, we suggest making more than 100 copies for use by your staff or volunteers.

The form includes a suggested script for conducting the surveys and capturing the information necessary. Provide the completed surveys and we will assist with compiling and analyzing the information. Please have your volunteers and staff print as legibly as possible.

Should you have any questions, contact Katie Kole at (850) 606-2324.



Leon County Division of Tourism / Visit Tallahassee  
 Visitor Tracking Survey

**EVENT NAME:** \_\_\_\_\_

Hi, my name is \_\_\_\_\_ and we are taking a short survey about (*EVENT NAME*). I would like to ask you 4-5 questions that only take a minute.

**QUESTION 1:** Where do you live?

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zipcode:** \_\_\_\_\_

**QUESTION 2:** Including yourself, how many people are in your travel party?

**# of People:** \_\_\_\_\_

**QUESTION 3:** Are you (or your party) staying in a local hotel or homeshare property (ie, AirBnB, VRBO), if so which one?

**Hotel Name:** \_\_\_\_\_

**QUESTION 4:** How many rooms did you have in your travel party?

**# of Rooms:** \_\_\_\_\_

**QUESTION 5:** How many nights did you spend in hotels?

<b># of Nights:</b> _____	<i>For Interviewer Only</i> <b># of Room Nights:</b> _____	<i>Calculate total room nights by multiplying the number of rooms by the number of nights.</i>
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**OPTIONAL:** Would you like to receive more information about events and activities in Tallahassee? If so, print your email address below:

**Email Address:** \_\_\_\_\_