POST EVENT SURVEY FOR ATTENDEES

The survey questions below are designed for you to pick and choose what questions you would like to use in your organisations SurveyMonkey or Google Poll platform. The survey questions below are quite detailed, so we recommend you provide an incentive to complete the survey, such as free double pass ticket to your next event or similar. Alternatively, you can reduce the number of questions. For all references to ‘the event’ in the survey questions, replace with the name of your event.

**Questions**

1. Where do you live – The Hunter, somewhere else in NSW, other Australian State of Territory, Outside Australia?
2. Postcode
3. Age brackets
4. Gender
5. Employment status
6. Household composition
7. Annual household income
8. Did you attend, and which days
9. Describe your attendance (sponsor, VIP, General Attendee, Media, Event staff, contractor, volunteer, artist/entertainer, exhibitor, other)
10. How did you purchase your ticket?
11. What type of ticket (adult/child, VIP, 3 days, single days etc)
12. The event was the primary reason to visit the area, one of the main reasons, I extended my stay in the area in order to attend the event or the event didn’t influence my decision to visit the area?
13. Did you spend nights in other parts of NSW during your trip to the event?
14. How many nights in Hunter?
15. How many nights in other parts of NSW?
16. How much you spent?
    * Accommodation
    * Meals
    * Airfares
    * Transport with NSW
    * Tickets to event
    * Event merch
    * Attractions/entertainment other than event
    * Any other expenses such as retail, souvenirs, gifts, toiletries, medications etc
17. What type of accommodation did you use:
    * Home of friend/family
    * Bed and breakfast
    * Camping/caravan park
    * Backpackers
    * Airbnb
    * Rented house/apartment
    * Standard hotel/motel (3 stars or less)
    * Luxury Hotel/serviced apartment (4-5 stars)
    * Did not stay in overnight accommodation
    * Other
18. Did you camp onsite the event?
19. How many people travelled with you to the event?
20. Did these people attend the event – yes, not all attended, not sure?
21. How did you travel to the event?
    * Plane, Bus, Train, Taxi, Private car, ship/cruise, other
22. How did you first become aware of the event?
    * Moshtix (or other)
    * Newspaper/magazine
    * Radio
    * TV
    * Event website
    * Event newsletter
    * Moshtix (or other) newsletter
    * Outdoor advertising (billboards, street banners etc)
    * Social media
    * Club/association
    * VisitNSW
    * Email/-enewsletter
    * Word of mouth
    * Other
23. What other ways did you hear about the event? (All same channels as above)
24. Which of the following do you recall as being a sponsor of the event (list sponsors)?
25. Describe the event in one word:
26. What was the best part of the event?
27. Any advice to event managers to improve the event?
28. How would you rate your experience at the event? Very poor to Very good (out of 5)
29. How likely are you to attend the event next year or again?
30. Please indicate the extend to which you agree with each of the following statements (from strongly agree to disagree out of 5):
    * I would recommend the Hunter as a destination for a holiday or short break with family and friends
    * I would encourage family and friends to attend the event
31. Please indicate how much you agree with the following statements (from strongly agree to disagree out of 5):
    * The event helped make NSW a more enjoyable place to live
    * The event enhanced NSW’s reputation as an events capital
    * The event enhanced NSW’s reputation as a regional event capital
    * The event had a negative impact (eg traffic congestion, noise pollution) upon residents in surrounding areas
    * The event made me proud to be from NSW
    * The event created a buzz in the region
    * The event was a popular event and positively embraced by the wider NSW population
32. In which years have you previously attended the event?
    * This was my first year
    * Years prior
    * Not sure.
33. Did you purchase tickets to this event for anyone else? If so, how many?
34. Where did they live?