

Special Event Survey (Name of event _____)

What is the zip code of your primary residence? _____ (IF LOCAL, TERMINATE SURVEY)

VISITORS ONLY

How many nights will you be staying in Pagosa this trip? _____
(ENTER 0 IF NOT STAYING OVERNIGHT IN PAGOSA)

How many previous overnight visits have you ever made to Pagosa Springs? _____ (ENTER 0 IF FIRST OVERNIGHT TRIP)

How did you hear about this event? (CHECK ALL THAT APPLY)

- | | |
|--|---|
| 1) <input type="checkbox"/> Internet/website/email | 5) <input type="checkbox"/> Television |
| 2) <input type="checkbox"/> Magazine | 6) <input type="checkbox"/> Direct mail |
| 3) <input type="checkbox"/> Newspaper | 7) <input type="checkbox"/> Poster/Brochure |
| 4) <input type="checkbox"/> Radio | 8) <input type="checkbox"/> Word of mouth |
| | 9) <input type="checkbox"/> Other |

Please rate your experience so far with the following aspects of Pagosa Springs and the event itself (1 means "Poor" and 5 means "Excellent." Use "X" for No Opinion.)

	POOR		EXCELLENT			N/A
<u>Pagosa Springs</u>						
Restaurants/Dining	1	2	3	4	5	X
Lodging (if applicable)	1	2	3	4	5	X
Quality of this event	1	2	3	4	5	X

Did you come to Pagosa specifically for this event? Yes No

Do you have any suggestions for improving the event experience?

A few brief questions about you—remember, all responses are kept confidential and the results will be used for research only.

On average, how much money per day per person do you estimate you will spend while in Pagosa on the following:

- \$ _____ Lodging (nightly room rate)
 \$ _____ Dining (per day per person)
 \$ _____ Entertainment/recreation (per day per person)
 \$ _____ Shopping/Retail (per day per person)

Which of these categories best describes the annual income of your household (before taxes)?

- | | |
|-----------------------------------|---|
| <input type="radio"/> \$0-14,999 | <input type="radio"/> \$75-99,999 |
| <input type="radio"/> \$15-24,999 | <input type="radio"/> \$100-149,999 |
| <input type="radio"/> \$25-49,999 | <input type="radio"/> \$150-249,999 |
| <input type="radio"/> \$50-74,999 | <input type="radio"/> \$250,000 or more |

What best describes your marital status?

- Single, no children
- Couple, no children
- Household with children living at home
- Household w/ grown children no longer living at home

(IF YOU HAVE CHILDREN LIVING AT HOME) Did you bring any children with you to this event?

- Yes No

In what year were you born? _____

Gender

- Male Female

DATE: _____