



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

EVENT FOLLOW-UP QUESTIONNAIRE/FINAL REPORT

1. Name of Event _____
2. Organization _____
3. Date of Event _____ How many years has this event taken place? _____
4. Amount of grant awarded: \$ _____
5. What advertising for your event was most effective? _____
Why? _____
6. Least effective? _____ Why? _____
7. How many participants were expected to participate in this event? _____
8. How many participants actually participated? _____
9. How many spectators were expected to attend this event? _____
10. How many spectators actually attended? _____
11. Estimated # of out-of-state attendees? _____ Spectators _____ Participants _____
12. Estimated # of out-of-Sweetwater County attendees? _____ Spectators _____ Participants _____
13. In what ways can this event improve? _____

14. Please rate how your event affected business for the following:
(4 = High impact, 3 = Medium impact, 2 = Low impact, 1 = No impact)
_____ Hotels _____ Restaurants _____ Retailers _____ Attractions _____ Airport _____
15. Please summarize the highlights of this years' event: _____

