



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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_