

SPRINGFIELD

CONVENTION AND VISITORS BUREAU

Springfield, Missouri ... Host of Ozarks Adventures!
Resident e-Survey

1. Have you had any out-of-town guests visit you in the past 12 months?

Yes No **(If No, Please skip to question #12)**

2. How many out-of-town guests have visited you in the past 12 months?

Guest(s)

3. In what month did you LAST have out of town guests visit you?

Month

4. Which of the following best describes your visitors' travel party on that trip?

Please Make a Selection

If "Other", please explain:

5. What was the primary purpose of your guests' visit to the Springfield area?

Please make a selection.

If "Other", please explain:

6. How many people, were in your guests' travel party?

People

7. Did THEY spend the night in the Springfield area?

Yes No **(If No, or don't know for sure, please skip to question #11)**

If yes, to the best of your knowledge, how many nights did THEY stay?

Nights

8. To the best of your knowledge, where did THEY stay in the Springfield area?

Please Make a Selection If "Other", please explain: **9. Did THEY spend the night in the BRANSON area?** Yes No **(If No, or don't know for sure, please skip to Question 11.)**

If Yes, to the best of your knowledge, how many nights did THEY stay?

 Nights**10. To the best of your knowledge, where did THEY stay in the BRANSON area?**Please Make a Selection If "Other", please explain: **11. How did THEY travel to the Springfield area?**Please make a selection: If "Other", please explain:

12. Which of the following attractions & events have YOU visited in the past 12 months; and which, if any, have you taken OUT-OF-TOWN GUESTS to in the past 12 months? Of those YOU have visited, please indicate how you would rate these attractions using a 1-5 scale (where 5 is the best). Please leave "Rating" blank if you have not visited.

Attractions:				
Bass Pro Shops	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>
Battlefield Mall	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>
Dickerson Park Zoo	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>
Exotic Animal Paradise	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>
Fantastic Caverns	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>
MO Sports Hall of Fame	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>
Music Theater(s) in	<input type="checkbox"/> Not Visited or	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="text"/>

Branson	Taken Guests			
Precious Moments Chapel (Carthage)	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Silver Dollar City (Branson)	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Springfield Conservation Nature Center	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Wilson's Creek National Battlefield	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>

Events:				
Arts / Cultural Performance in Springfield	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Artsfest on Walnut Street	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Bass Pro Fall Hunting Classic	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Bass Pro Spring Fishing Classic	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Firefall	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Buy.com Ozark Open (Golf)	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Ozark Mountain Christmas	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Festival of Lights	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Golf Courses	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>
Public Parks	<input type="checkbox"/> Not Visited or Taken Guests	<input type="checkbox"/> Visited	<input type="checkbox"/> Taken Guests	Rating <input type="checkbox"/>

Please rate on a scale of 1 to 5 (5 being best)

Your overall satisfaction with Springfield Attractions: Rating

Your overall satisfaction with the Value for the Money Spent: Rating

13. Which of the following activities did YOU attend or participate in AND take GUESTS? (Please check all that apply.)

- A.) Attended or Participated in a Sporting Event
- B.) Played Golf
- C.) Played Tennis
- D.) Went Sightseeing
- E.) Went Biking
- F.) Went Hiking
- G.) Observed Wildlife/Bird Watching
- H.) Took a Canoe Trip
- I.) Fished in a Lake or River
- J.) Went Swimming
- K.) Went Boating/Sailing
- L.) Went Water Skiing
- M.) Visited a Lake/Waterfront
- N.) Went Camping
- O.) Went Horseback Riding
- P.) Went Hunting
- Q.) Visited a Historic Site
- R.) Visited a Museum
- S.) Visited a Theme or Amusement Park
- T.) Visited a Winery
- U.) Attended a Festival/Craft Fair
- V.) Went Shopping
- W.) Other (Please Specify)

14. How long have you had access to the Web/Internet?

Please Make a Selection

15. Have you ever booked lodging over the Web/Internet?

Yes No

16. Do you use the Web/Internet to research your travel plans?

Yes No

If Yes, which web sites do you use? (Please check all that apply.)

- A.) Travelocity
- B.) Expedia
- C.) State Tourism Web Sites
- D.) Local/City Convention & Visitors Bureau/Chamber of Commerce Web Sites

- E.) Internet Search Engines
 F.) Specific Attractions' Web Sites
 G.) Other

If Other, Please Explain:

17. Gender

- Male Female

18. What is the highest level of education you have attained?

Please Make a Selection

If Other, Please Explain:

19. How many people, children & adults, live in your household?

Children
 Adults

20. How many people in your household, including yourself, fall into the following age categories?

Under 4 Years
 4-11 Years
 12-17 Years
 18-24 Years
 25-34 Years
 35-44 Years
 45-54 Years
 55-64 Years
 65-74 Years
 75+ Years

21. In what year were you born?

19

22. Approximately, into which of the following ranges does your household income before taxes fall?

Please Make a Selection

23. Which of the following are the three most important factors you consider when selecting a travel destination? **Please Select Only Three!**

- A.) Accessibility (by highway, airline, etc)

- B.) Accommodations / Lodging (Type & Availability)
- C.) Attractions, Events or Festivals
- D.) Price / Affordability
- E.) Range of Activities Available (i.e. entertainment, sports)
- F.) Safety / Security (Within the Travel Destination)
- G.) Uniqueness of Travel Destination
- H.) Weather / Climate
- I.) A place you have never been before.
- J.) A place you visit often.
- K.) Within a Days Drive
- L.) Don't Know

24. We would like to get your opinion on some aspects of Springfield and Branson as a travel destination. For each statement following, please indicate whether you: Strong Agree, Agree, Neither Agree or Disagree, Disagree, or Strongly Disagree.

Springfield:

A.) I often visit Springfield's area attractions with my family and/or friends who live in the area.

Please Make a Selection

B.) I frequently take out-of-town guests to Springfield's area attractions.

Please Make a Selection

C.) It is not unusual for me to take my vacation right here in Springfield.

Please Make a Selection

D.) I rarely, if ever, have out-of-town guests come to visit.

Branson:

E.) I often visit Branson's area attractions with my family and/or friends who live in this area.

Please Make a Selection

F.) I frequently take out-of-town guests to Branson's area attractions.

Please Make a Selection

G.) It is not unusual for me to take my vacation in Branson.

H.) I have never visited Branson.

I.) I haven't visit Branson in more than 5 years.

25. What could be added or improved in Springfield to make it a more attractive destination for tourists?

26. Please enter your home zip code: _____

Please enter your E-Mail Address: _____

Submit Survey

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