

SPRINGFIELD 
CONVENTION AND VISITORS BUREAU
Springfield, Missouri ... Host of Ozarks Adventures!
Travel e-Conversion Study

1. Did you visit Springfield, Missouri or Branson in 2003 or 2004?

Yes No

If Yes, when was your most recent visit? Please Select a Month: 2003 2004

2. Which location did you visit?

Please Make a Selection

3. Do you recall receiving visitor information for Springfield, Missouri?

Yes No (If No, Skip to Question 6.)

4. On a scale of 1-5 with a 1 meaning "Very Un-Useful" and a 5 meaning "Very Useful", please indicate how useful the information was that you received.

Please Make a Selection

5. On a scale of 1-5 with 1 meaning "No impact at all" and a 5 meaning "very strong impact", please indicate how much impact these materials had when making your decision to visit the Springfield/Branson area.

Please Make a Selection

6. Which of the following best describes the primary purpose of your trip to the Springfield/Branson area?

Please Make a Selection

7. In which season of the year did you visit the Springfield/Branson area?

Please Make a Selection

8. Was this trip your very first time to visit the Springfield/Branson area?

Yes No (If Yes, Skip to Question 11.)

9. Prior to this trip, when did you last visit the Springfield/Branson area?

Please Make a Selection

10. Overall, how many times have you visited the Springfield/Branson area before your trip in 2003/04?

11. Which of the following best describes your travel party on your most recent trip to Springfield/Branson?

Please Make a Selection

12. How many people, including yourself, were in your travel party when you made that trip to the Springfield/Branson area?

13. How many people, including yourself, fell into each of the following age groups? **(Please type the number of people per category in the corresponding box.)**

- _____ A.) Under 4 years
- _____ B.) 4-11 years
- _____ C.) 12-17 years
- _____ D.) 18-24 years
- _____ E.) 25-34 years
- _____ F.) 35-44 years
- _____ G.) 45-54 years
- _____ H.) 55-64 years
- _____ I.) 65-74 years
- _____ J.) 75+ years

14. Did you stay overnight in the Springfield/Branson area on that trip?

Yes No **(If No, Skip to Question 17.)**

15. How many nights did you spend in

_____ Springfield

_____ Branson

16. What type of accommodations did you stay in while visiting the area?

Please Make a Selection

17. What was the total estimated amount of money your immediate party spent on that trip **WITHIN THE SPRINGFIELD/BRANSON AREA ...** including lodging, food, admission fees, shopping, entertainment, etc.

\$ _____ .00

18. Which of the following activities did you participate in on that visit to the Springfield/Branson area?

- A.) Attended a cultural performance
- B.) Attended a festival
- C.) Bass Pro Shops Outdoor World
- D.) Battlefield Mall
- E.) Dickerson Park Zoo
- F.) Exotic Animal Paradise
- G.) Fantastic Caverns
- H.) Fished on a lake / river
- I.) Missouri Sports Hall of Fame
- J.) Music Show(s) (Branson)
- K.) Precious Moments Chapel (Carthage)
- L.) Shepherd of the Hills (Branson)
- M.) Silver Dollar City (Branson)
- N.) Springfield Conservation Nature Center
- O.) Swam or water-skied on a lake
- P.) Took a boat trip on a lake
- Q.) Wilson's Creek National Battlefield
- R.) Wonders of Wildlife

19. On a scale of 1-5 with a number 1 meaning "very unsatisfied" and a number 5 meaning "very satisfied", how satisfied were you with your trip to the Springfield/Branson area?

Please Make a Selection

20. On a scale of 1-5 with a number 1 meaning "very unlikely to return" and a number 5 meaning "very likely to visit", how likely are you to visit the Springfield/Branson area in the next 12 months?

Please Make a Selection

21. Gender

Please Make a Selection

22. Year of Birth: 19 _____

23. Which is the highest level of education you have completed?

Please Make a Selection

24. Which of the following household income ranges best describes your annual income?

Please Make a Selection

25. Zip code:

Please enter your E-Mail Address:

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