

SPRINGFIELD

CONVENTION AND VISITORS BUREAU

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

1. Are you a resident of the Springfield, Missouri area?

Yes No

2. Prior to this most recent visit, when was the last time you had visited Springfield?

Please Make a Selection

3. How many times have you visited Springfield in the past three years?

Time(s)

4. On your most recent visit, what was the primary purpose for visiting Springfield? **(Please select only one!)**

Pleasure:

- A.) Using Springfield as a base for visiting Branson
 B.) On Vacation
 C.) En route to or from Branson
 D.) Passing through
 E.) Visiting friends and/or relatives
 F.) Visiting attractions (Which attraction(s) helped make your decision to visit Springfield?)

G.) Other (Please Explain) _____

Personal:

- H.) Wedding
 I.) Reunion
 J.) Visiting friend/relative in medical facility
 K.) Passing through _____
 L.) Other (Please Explain) _____

Business:

- M.) Attending convention, conference, meeting or trade show
 N.) Sales call(s) on local business(es)
 O.) Visiting local offices within own organization
 P.) Passing through _____
 Q.) Other (Please Explain) _____

R.) Don't Know/Refused

5. Which of the following best describes your travel party on that visit to Springfield?

Please Make a Selection

If "Other", please explain: _____

6. How many people, including yourself, were in your travel party?

_____ People

7. How many people, including yourself, fell into the following age categories? **(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

8. In what year were you born? 19_____

9. How long had this trip been planned?

Please Make a Selection

10. Did you spend the night in the Springfield area?

Yes No **(If No, Skip to Question 12.)**

If Yes, how many nights did you stay? _____

11. Where did you stay in the Springfield area?

Please Make a Selection

If "Other", please explain: _____

12. Did you spend the night in the Branson area?

Yes No **(If No, Skip to Question 14.)**

If Yes, how many nights did you stay? _____

13. Where did you stay in the Branson area?

Please Make a Selection

If "Other", please explain: _____

14. How did you travel to the Springfield area?

Please Make a Selection

If "Other", please explain: _____

15. Approximately, how much money did your party spend on lodging, food, entertainment, & shopping during this trip?

\$ _____ Don't Know

16. Which of the following attractions did you or any member of your party visit on your recent trip to Springfield? (Please select all that apply.)

Attractions:

- A.) American National Fish & Wildlife Museum (Wonders of Wildlife)
- B.) Bass Pro Shops Outdoor World
- C.) Battlefield Mall
- D.) Dickerson Park Zoo
- E.) Exotic Animal Paradise
- F.) Fantastic Caverns
- G.) Jordan Valley Ice Park
- H.) Missouri Sports Hall of Fame
- I.) Music Theater (Branson)
- J.) Precious Moments Chapel (Carthage)
- K.) Silver Dollar City (Branson)
- L.) Springfield Conservation Nature Center
- M.) Wilson's Creek National Battlefield

Other Facilities:

- N.) Golf Courses
- O.) Public Parks

Activities:

- P.) Attended or Participated in a Sporting Event
- Q.) Played Golf
- R.) Played Tennis
- S.) Went Sightseeing
- T.) Went Hiking

- U.) Observed Wildlife/Bird Watching
- V.) Fished in a Lake or River
- W.) Went Swimming
- X.) Went Boating/Sailing
- Y.) Visited a Lake/Waterfront
- Z.) Went Camping
- AA.) Visited a Historic Site
- BB.) Visited a Museum
- CC.) Visited a Theme or Amusement Park
- DD.) Visited a Winery
- EE.) Attended a Festival/Craft Fair
- FF.) Went Shopping
- GG.) Other (Please Specify) _____

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

- A.) Overall satisfaction with Springfield Rating
- B.) Value for the money spent Rating
- C.) Hospitality/Friendliness Rating
- D.) Likelihood of returning within one year Rating
- E.) Likelihood of returning within three years Rating

18. Before arriving in Springfield, did you request, receive, or look for travel information from any sources? (Please select all that apply.)

- A.) Didn't look for or receive any information.
- B.) Found information, but don't recall where.
- C.) Already knew about Springfield.
- D.) Received information from friends/relatives.
- E.) Received information from Missouri Division of Tourism.
- F.) Visited **www.springfieldmo.org**.
- G.) Searched the Web for information on Springfield.
- H.) Received information from the Springfield Convention & Visitors Bureau.
- I.) Found information on Springfield in the AAA Travel Guide.
- J.) Found information on Springfield in other Travel Guide(s).
- K.) Found information on Springfield in a magazine or newspaper article.
- L.) Heard information on Springfield on the radio.
- M.) Saw information on Springfield on television. _____
- N.) Other (Please Explain) _____

19. Which route (highway & direction) did you travel to Springfield on your last trip?

Please Make a Selection

If Other, Please Explain: _____

20. Was Springfield your final destination?

Yes No

If No, where was your final destination?

21. Have you ever booked lodging over the web?

Yes No

22. Gender

Male Female

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

Please Make a Selection

If "Other", please explain:

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

Please Make a Selection

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

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

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

Springfield:

A.) Springfield is safe as a vacation travel destination.

B.) Springfield is affordable as a vacation travel destination.

C.) Springfield is a good place to take children.

D.) Springfield offers many activities for vacation travelers.

E.) The opportunity to go to Bass Pro Shops is the major reason for my visiting Springfield.

F.) Springfield is a unique travel destination.

G.) Springfield is a good place to stay and use as a base for visiting Branson.

H.) What could be added or improved in Springfield to make it a more attractive destination for you?

Branson:

I.) Branson offers many activities for vacation travelers.

J.) Branson is safe as a vacation travel destination.

K.) Branson is a unique vacation travel destination.

L.) . Branson is a good place to take children.

M.) Branson offers a wide variety of entertainment and styles of music.

N.) Branson is affordable as a vacation travel destination.

O.) The shows in Branson are the main reason I visited this region.

P.) Branson has fixed any traffic problems it used to have.

27. Estimated distance traveled, one way.

Miles

28. Home Zip Code:

Please enter your E-Mail Address: