

# Event Survey

The Myall Coast Chamber of Commerce and Tourism is obliged to report back to its members and financial contributors on the outcome of the event. Please answer the following questions to the best of your ability:

Organisation/Business Name: \_\_\_\_\_  
(Optional)

Do you consider the event a success?

How could we make it better?

What needs to change?

Did you offer an 'event promotion'? Such as a 'festival discount' or 'complimentary breakfast', etc.

Tell us about what happened on the day/weekend?

Approximately how many people visited your business?  under 50  50-100  100-200  Exact number?  
If your business has different categories, (ie. overnight guests and weekend guests) please indicate the approximate number for each category: This question helps us to record our visitor numbers.

What kind of revenue did you generate on the day or over the weekend? In many grant applications we are required to report on the revenue generating potential of particular events. This question assists us in calculating this figure. Note: approximations are acceptable.

For accommodation providers

According to your business records, could you tell us the effect the festival had on your accommodation bookings?

Did you reach full or near full capacity during the event period?  Yes  No

Approximately, what percentage increase did you receive compared with your low-season booking rate?

If you have website statistics available, did you experience an increase in your businesses website 'hits' in the month prior to and/or during the event period? If so, what percentage increase was experienced?

Please add further comments here ...

Thank you for your feedback