

Measuring the Return on Investment of your JPP-funded promotions

1. Conduct an inventory of total fixed-roof commercial lodging rooms in the JPP project area
2. Use a sample of fixed-roof lodgings to determine the average revenue per available room . . .INHS will assist you
3. Conduct a brief survey of guests in fixed-roof commercial lodgings in project area (N=125)

Visitor Survey

1. Please indicate your state/province of residence and zip/postal code
zip/postal code _____
2. The following are forms of advertising/promotion that _____ (name) has distributed. *(list all types here)*
Have you seen any of the above ads?
_____ Yes _____ No
3. Which of the following phrases best describes how influential our advertising and promotional material (print or web-based) was in your decision to visit _____?
_____ definitely influenced my decision
_____ didn't influence decision to visit, but caused longer stay
_____ had no influence on decision to visit or length of stay
4. If you indicated that materials influenced a longer stay, how much longer? _____ night(s)

** Submit all ROI data to INHS **