

SAMPLE VISITOR METHODOLOGY

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Methodology: A visitor survey differs from a conversion survey, in that the form is designed to obtain information from people who are actually in the process of visiting, or are known to have actually visited your area. You can conduct a visitor survey using one of three methods:

1. Distribute surveys to visitors while they are in NH, and ask them to mail them back to you
2. Conduct an intercept survey, where you use people to interview visitors while still in NH; or
3. Mail/Email a survey to a list of people who have visited NH and returned home.

You should be aware that #'s 2 and 3 (above) are more costly than #1, but will yield much higher rates of response. Method #1 can be costly, and still may not yield desirable returns; however, it is easiest to do.

Here is how to proceed:

1. If you elect to use methods #2 or #3, you will need to determine a set of distribution points that best represent your visitors...your distribution pattern is a matter of common sense. For example, if you want to survey an audience of day trippers, you won't conduct your surveys in a hotel or resort; if you are interested in all behaviors by winter visitors, you wouldn't limit your distribution points to ski areas. For those of you who elect #3, it will be important to select your mailing list carefully (that's where INHS comes in).
2. The list of all visitors to your area (called the "population") is very large; therefore, you may wish to survey a sample of inquiries; however, if the list is fewer than 1,000 inquirers, you should survey the entire population.
3. Your goal is to obtain 200-300 usable surveys (min.); if you use #1, you should expect to receive a 10% return rate; therefore, to determine the number of surveys to distribute, you will divide the expected return rate (0.10, or 10%) into the number of desired returns (e.g., 300)...thus, $300 \div 0.10 = 3,000$. If you plan to use #2, your response rate will be significantly higher; therefore you will need to survey fewer people (e.g., $300 \div 0.75$ (75%) = 400).
4. If you plan to conduct an intercept survey, you should plan to do 40% of your interviews on Tuesdays and the remaining 60% on Saturdays. These should be conducted over the course of the season you are studying. So, you should plan to do approximately 40 interviews per week, 16 each Tuesday and 24 each Saturday. It works best if you decide in advance to survey every ___th person, rather than stop people who look interesting to interview. If you elect to survey by mail, be certain to obtain a list of *visitors* (not inquirers) from a representative cross-section of businesses/services in your area.

SAMPLE VISITOR SURVEY

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1. When did you visit _____ (*name of your area*) on this/your most recent occasion?
Month _____ Year _____

2. Was this your first visit to _____ (*name of your area*)? _ Yes _ No

3. What was the PRIMARY purpose of this visit? (**Please check as many as apply**)
 Visit friends/relatives Business Personal (graduation, funeral, medical, etc.)
 Entertainment/pleasure Outdoor recreation Other (please describe): _____

4. In which types of activities did you participate while on this trip? (**Please check as many as apply**)
 Sightseeing Business/convention/seminar Hunting/fishing
 Shopping Events/Fairs/Festivals Wildlife watching
 State Parks/National Forests Historic sites/museums/galleries Other outdoor recreation
 Theme/amusement park Beaches (lake, ocean) Scenic drives
 Skiing/snowmobiling Boating Other: _____
 Sporting event Golfing Other: _____

5. a) How many people were in your travel party on this trip?
adults _____ # children _____ Total # in party _____

6. How many days did you spend in _____ (*name of your area*) on this trip?
days _____

7. Did you stay overnight in _____ (*name of your area*) on this trip?
 Yes No

8. 12. Which of the following categories best represents your total annual household income before taxes?
 less than \$20,000 \$35,000-\$49,999 \$75,000-\$99,999
 \$20,000-\$34,999 \$50,000-\$74,999 \$100,000+

9. Please indicate your state of residence and zip code: state _____ zip _____