



Attendee Survey

OFFICIAL USE ONLY

Name of event: _____

Year of event: _____ Date: _____

Questionnaire #: _____



We are conducting a survey in relation to events supported by the Western Cape Government (WCG). Have you been interviewed before during this event? Please note that all answers will be kept confidential and presented anonymously to the WCG. IF INTERVIEWED BEFORE, FIELDWORKER NEEDS TO THANK RESPONDENT FOR THEIR TIME AND INTERVIEW THE NEXT PERSON.

NOTE TO FIELDWORKER: Only interview persons older than 18 years of age. Questions marked with a red asterisk (*) to be completed by tourists only.

Thank you for your participation!

A. ATTENDEE INFORMATION

1. Are you an overnight visitor from out of town, day-visitor from out town or a local resident?



| | | |
|------------------------------------|------------------------------|------------------------------|
| Overnight visitor from out of town | Day-visitor from out of town | Local resident (from x town) |
|------------------------------------|------------------------------|------------------------------|

1.1. If you are a tourist (out of town visitor - overnight) or day-visitor, where are you from? *

| | | | | | | | | | |
|----------------------|--------------|------------|---------|---------------|---------|------------|---------------|------------|--------------|
| Outside South Africa | Country: | | | | | | | | |
| South Africa | Eastern Cape | Free State | Gauteng | KwaZulu-Natal | Limpopo | Mpumalanga | Northern Cape | North West | Western Cape |

2. How would you describe the composition of your group?



| | | | | | | |
|-------------|---------|--------|--------------------|---------------------|------------|-----------------|
| N/A (alone) | Friends | Family | Friends and family | Business associates | Tour group | Other (specify) |
|-------------|---------|--------|--------------------|---------------------|------------|-----------------|

3. Are you a spectator or participant? (Include if applicable)



| | |
|-----------|-------------|
| Spectator | Participant |
|-----------|-------------|

3.1. If you are a participant, how many persons are accompanying you to this event?



| | | | | | |
|---|---|---|---|---|--------------|
| 1 | 2 | 3 | 4 | 5 | 5+ (specify) |
|---|---|---|---|---|--------------|

4. How many days of this event did you / or will you be attending? (Include if applicable)



| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

5. Have you attended this event in previous years? (Number not to exceed age of event)

| | |
|--|----|
| Yes (Specify number attended previously) | No |
|--|----|



6. Would you attend this event if it was held again?

| | |
|-----|-----------------------|
| Yes | No (provide a reason) |
|-----|-----------------------|

B. CONSUMER BEHAVIOUR

1. Approximately how much money will you spend during the entire period of this event or stay in the place where the event is being held ie. x town)? (ALL including locals except for accommodation) (Please write: "0" if no expenditure or "x" = I cannot recall).



| Item | Amount in Rands | None (O) or Cannot recall (X) |
|---|-----------------|-------------------------------|
| Registration Fees | | |
| Food and drinks | | |
| Event merchandise / event-related articles | | |
| Shopping | | |
| Transportation, including airfares and travel within South Africa | | |
| Accommodation * | | |
| Other (entertainment, visits to attractions, etc.) | | |
| Overall total estimate (most important figure to obtain) | | |

2. What was your primary reason for visiting the area in which this event is being held? (out of town visitors only) *



| | | | | | | |
|------------|---------|----------|--------------------------------------|----------|----------------|-----------------|
| This event | Holiday | Business | Visiting friends and relatives (VFR) | Shopping | Health/medical | Other (specify) |
|------------|---------|----------|--------------------------------------|----------|----------------|-----------------|

3. If an overnight visitor from out of town, how many nights did/will you spend during your visit to x town. In paid accommodation (excludes VFR) *



| | | | | | |
|---|---|---|---|---|-----------------|
| 1 | 2 | 3 | 4 | 5 | Other (specify) |
|---|---|---|---|---|-----------------|

C. KNOWLEDGE AND PERCEPTIONS OF EVENT AND DESTINATION

1. Which of the following media influenced you to attend this event? Multiple responses permitted.

| | | | | | |
|-----------------|--------------|--------------------------------------|-----------|---|--------------|
| Television | Radio | Magazine | Newspaper | Internet | Travel guide |
| Previous visits | Social media | Work related/professional colleagues | | Friends or relatives who have attended the event or are residents | |
| Other (specify) | | | | | |

2. Who are the main sponsors of the event? (unaided) Multiple responses permitted.



| | | | | | | |
|------------|-----------|-----------|-----------|-----------|-----------|-----------------|
| Don't know | Sponsor 1 | Sponsor 2 | Sponsor 3 | Sponsor 4 | Sponsor 5 | Other (specify) |
| | | | | | | |

3. Please indicate the level of agreement with the following statements about this event (select one option for each variable).



KEY: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

| STATEMENT | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| The event is well organised | | | | | |
| Entrance fees are reasonably priced | | | | | |
| Excellent programme/activities | | | | | |
| Marketing material for the event was good | | | | | |
| Parking is adequate | | | | | |
| Sufficient facilities and amenities at this event (e.g. toilets) | | | | | |
| Good refreshment areas/ food variety | | | | | |
| Information about this event was easily accessible | | | | | |
| Good PA/ sound system | | | | | |
| This is a green event that encouraged responsible environmental practices | | | | | |
| Signage to and at event was clear | | | | | |
| Adequate public transport options to the event | | | | | |

4. How would you generally rate your experience at this event?



| | | | | |
|------|--------------|------|------|-----------|
| Poor | Satisfactory | Fair | Good | Excellent |
|------|--------------|------|------|-----------|

5. Indicate the extent to which you agree or disagree with each STATEMENT with an 'X' in the right hand column.



KEY: 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

| STATEMENT | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Hosting | | | | | |
| I am more aware of tourism attractions in the area due to attending this event | | | | | |
| Social impacts | | | | | |
| South African culture/ sport/ business is profiled by hosting these types of events | | | | | |
| This event will be a major boost for national/ community pride | | | | | |
| <i>Entertainment opportunities related to the event will be provided for local residents (local residents only) (Opportunities for local talent to showcase their offerings)</i> | | | | | |
| <i>Training opportunities have been provided to local residents because of this event (e.g. volunteerism, training and skills development etc.) (local residents only)</i> | | | | | |
| <i>This event causes disruptions to local residents e.g. traffic congestion, excessive noise etc. (local residents only)</i> | | | | | |
| Economic impacts | | | | | |
| This event leads to increased spending in the local area and increases economic benefits for local businesses | | | | | |
| This event contributes to the promotion of the area as a tourism destination | | | | | |
| <i>The hosting of this event ensures employment opportunities to local community members (local residents only)</i> | | | | | |
| <i>This event leads to the establishment of facilities that can be used by local communities in the long-term (local residents only)</i> | | | | | |
| Environmental Impacts | | | | | |
| This event creates opportunities for environmental education and awareness | | | | | |

Note: Questions in italics for locals (from event area) only

6. What are/were the main activities you intend participating in/have participated in during your visit (besides this event)? Multiple responses permitted. (Out of town visitors only) *



| | | | | | | |
|--|--------------|-----------|-----------------|-------------------|--------------|------------------|
| Shopping | Trading | Adventure | Medical/health | Nightlife | Sport | Visited a casino |
| Business | Social (VFR) | Beach | Theme Parks | Cultural/heritage | Other events | Food and wine |
| Visiting natural attractions/ wildlife | | | Other (specify) | | | |

7. Would you advise friends, relatives or colleagues to attend this event?



| | | |
|-----------------|----------|--------------------|
| Yes, definitely | Possibly | No, definitely not |
|-----------------|----------|--------------------|

8. What was the main mode of transport you used to get to this event today?



| | | | | | | | | | |
|-----------------|--------------|------------|--------|--------------|---------|-------|--------------|--------------|-----------------|
| Private vehicle | Motor coach/ | Rental car | Walked | Metered Taxi | Shuttle | Train | Minibus Taxi | Uber/ Taxify | Other (specify) |
|-----------------|--------------|------------|--------|--------------|---------|-------|--------------|--------------|-----------------|

D. DEMOGRAPHIC PROFILE

1. What is your age or can you provide with an age range? _____ years



| | | | | | | |
|-------|-------|-------|-------|-------|-------|---------------|
| 18-20 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70 | 70+ (specify) |
|-------|-------|-------|-------|-------|-------|---------------|

2. Highest level of education attained



| | | | |
|----------------------|--|--|---------------------|
| No formal education | Primary completed (7 yrs of schooling) | Matric/ secondary completed (> 7 yrs of schooling) | Certificate/diploma |
| Undergraduate degree | Postgraduate degree | Other (specify) | |

3. What is your monthly net income (after deduction of taxes) or can you provide us with a monthly income range? _____



| | | | | | | | | |
|------|--------------|-------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------|
| None | R 1 – R 8000 | R 8000 – R 10 000 | R 10 000 – R 20 000 | R 20 000 – R 30 000 | R 30 000 – R 40 000 | R 40 000 – R 50 000 | >R 50 000 (specify) | Confidential |
|------|--------------|-------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------|

4. INTERVIEWER TO NOTE



| | | | | | | | |
|-----------------------------|--------|---|-------|----------|--------|------------|-----------------|
| Gender of respondent | | Historical racial category (South Africans only) | | | | | |
| Male | Female | African | White | Coloured | Indian | Don't know | Other (specify) |

THANK YOU FOR YOUR PARTICIPATION!

For more information please visit www.westerncape.gov.za/events
For queries contact us at events@westerncape.gov.za or 021 483 5503