



Stallholder/Exhibitor 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). Please note that all answers will be kept confidential and presented anonymously to the WCG.

Thank you for your participation!

NAME OF EVENT: _____

NAME OF STALLHOLDER/EXHIBITOR: _____

A. PROFILE OF STALLHOLDER/EXHIBITOR

1. Where does the business operate from (location):



Local (city/town where event is held)		National (South Africa outside province where event is held)	
Regional (province where event is held but outside city/town)		International (outside South Africa)	

2. What products/ services are you providing? Multiple responses permitted.

Clothes and accessories		Art and décor	
Food and drinks		Fundraising and awareness	
Other (specify)			

3. Number of years in business (in years)



< 1	1-3	4-5	6-7	> 7 (specify)
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4. Monthly turnover of business (in Rands)



< 1000	1000-5000	5001-10000	10001-15000	15001-20000	> 20 000 (specify)
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5. Number of persons employed permanently

1-5	6-10	11-20	21-50	> 50 (specify)
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B. ECONOMIC ASPECTS

1. What were the costs related to acquiring a stall/ stand for this event?



Item	Cost (Rands)
Rental of stall	
Own cost of stall erection/ final touches (local charges only)	
Cost of setting up exhibits or stands (local charges only)	

2. How many additional persons were employed to assist in the preparation for or during the event, excluding volunteers? A volunteer is defined as an individual who voluntarily assists with the event for a small stipend, in-kind benefit (e.g. free lunch) or without any financial or non-financial remuneration.



2.1. On average, how long were these additional persons employed for, and how many persons in the different categories? Please leave blank if none or N/A.



Duration	Number of additional employees
Permanent	
Temporary/ Casual - 1 day	
Temporary/ Casual - 1 week	
Temporary/ Casual - 1 month	
Temporary/ Casual - > month	
Other (specify)	

2.2. On average, how many of these additional persons were employed at a local (i.e. from the City of Cape Town), regional (Western Cape) or national level, and how long were these additional persons employed for in the different categories? Please leave blank if none or N/A.



Duration	Number of additional employees		
	Employees – Local	Employees – Regional	Employees – National
Permanent			
Temporary/ Casual - 1 day			
Temporary/ Casual - 1 week			
Temporary/ Casual - 1 month			
Temporary/ Casual - > month			
Other (specify)			

2.3. What aspects did these additional persons assist with? Multiple responses permitted.



Administrative support staff		Sales and marketing	
Drivers/ transport		Infrastructural support (set-up of stall)	
Safety and security services		Other (specify)	

3. What was your total turnover (in Rands) (if any) for the event? _____



3.1. Give number of event days _____

C. EVENT GREENING



1. Indicate from the list below, greening initiatives you activated for the event.

Recycling	
Proper disposal of waste	
Conservation of water	
Conservation of electricity	
Use of alternative/ renewable energy sources e.g. solar	
Green building standards e.g. use of natural lighting and cooling	
Use of green products	
Promoting green behavioural change/ information on environmentally-friendly behaviour	
Registered with 110% Green Campaign of the Western Cape Government	
Other (specify)	

D. SATISFACTION WITH THE EVENT

1. What were your main objective/s for participating in the event and were they achieved?



Multiple responses permitted.

KEY: 1. - Achieved 2. - Somewhat achieved 3. - Not achieved

	1	2	3
Increasing sales/ business opportunities			
Market exposure			
Networking			
Providing a service/information to the public			
Fundraising			
Other (specify)			

2. How can the event be improved in the future? Multiple responses permitted.



None		Change the time of event	
Lower stall/ exhibitor fees		Increase parking facilities	
Better selection of stallholders/ exhibitors		Enhance facilities for stalls/ exhibitions	
Increase event safety and security		Lower entrance fees/ ticket costs	
Enhance transport coordination/transfers		Better communication between organisers and stallholders/ exhibitors	
Better venue/ change location		Better advertising and publicity of event	
Increase overall attendance at this event		Change day of event	
Enhance overall event organisation		Enhance overall quality of the event	
Other (specify)			

3. How can the marketing of the event be improved in the future?



Multiple responses permitted.

None/ satisfied with the marketing of the event		Advertise different aspects of the event (including stallholders/ exhibitors)	
More local advertising		More national and international marketing	
		More use of social media	
Start marketing earlier		Other (specify)	

E. PARTICIPATION

1. Did you participate in the event/activities in previous years?

Yes (specify how many)	No
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2. Will you participate in the event next year if it is held again?

Yes	No
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3. Do you service any of the other major events in the Western Cape as well?

Tick where applicable.

CT Cycle Tour	Absa Cape Epic	Old Mutual Two Oceans Marathon	CT International Jazz Festival
Klein Karoo Nasionale Kunstefees	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