



The Tweed Visitor Information Centre VISITOR SURVEY

Date: ___/___/___.

Please tick the box for your answer unless otherwise requested.

1. **Is this your first visit to The Tweed?** Yes go to question 2 No complete below

If you have visited previously, how often and how many times a year do you visit?

Number of previous visits?		Number visits per year?	
Once <input type="checkbox"/>	4-5 times <input type="checkbox"/>	Once <input type="checkbox"/>	4-5 times <input type="checkbox"/>
2-3 times <input type="checkbox"/>	6 or more times <input type="checkbox"/>	2-3 times <input type="checkbox"/>	6 or more times <input type="checkbox"/>

2. **What is your gender and age?** Male Female

Age category	20 <input type="checkbox"/>	50-59 <input type="checkbox"/>
	20-29 <input type="checkbox"/>	60-69 <input type="checkbox"/>
	30-39 <input type="checkbox"/>	70+ <input type="checkbox"/>
	40-49 <input type="checkbox"/>	

3. **How many people are travelling with you?** Nil No. Male No. Female

4. **What is your postcode or Country of origin?** _____

5. **How many days did you stay in The Tweed?**

1 2 3 4 5 6 7 Other (Please specify) _____

6. **What activities did you participate in while in The Tweed?** Please tick all activities undertaken.

Beach (including swimming) <input type="checkbox"/>	Eat out at restaurant <input type="checkbox"/>	Visiting Friends/Family <input type="checkbox"/>
General Sightseeing <input type="checkbox"/>	Pubs, clubs, discos <input type="checkbox"/>	Shopping <input type="checkbox"/>
Picnic / BBQ <input type="checkbox"/>	Museums/galleries <input type="checkbox"/>	Bushwalking <input type="checkbox"/>
Other outdoor activities <input type="checkbox"/>	Markets <input type="checkbox"/>	Canoeing/Kayak <input type="checkbox"/>
Picnic/BBQ <input type="checkbox"/>	Scenic drive/lookouts <input type="checkbox"/>	Fishing <input type="checkbox"/>
Photography / painting / drawing <input type="checkbox"/>	Cycling/mountain bike <input type="checkbox"/>	Play sport <input type="checkbox"/>
Boating/water skiing <input type="checkbox"/>	On Business <input type="checkbox"/>	

Other (Please specify) _____

7. **Where did you stay while in the Region?**

Tweed Coast
Tweed Heads
Tweed Valley

Other (Please specify) _____

8. **What style of accommodation did you use?**

Hotel / Motel Lodge/B&B
Caravan Park Friends / family
Backpacker Unit/Cabin/Cottage

Other (please specify) _____

9. **Where did you hear about this Visitor Information Centre?**

Family/friends <input type="checkbox"/>	Locals <input type="checkbox"/>
Was part of tour group <input type="checkbox"/>	Web page <input type="checkbox"/> What site? _____
Other visitor centre <input type="checkbox"/>	Signage <input type="checkbox"/> Where? _____
Advertisement <input type="checkbox"/>	(Please specify) _____

Other (Please specify) _____

Please turn over

10. What was your main reason for visiting this Visitor Information Centre?

- | | | | |
|---|--------------------------|--------------------------------|--------------------------|
| Activities information | <input type="checkbox"/> | Accommodation advice / booking | <input type="checkbox"/> |
| National Park information (including walks) | <input type="checkbox"/> | To view displays | <input type="checkbox"/> |
| Regional information | <input type="checkbox"/> | Shopping | <input type="checkbox"/> |
| Transport advice / booking | <input type="checkbox"/> | | |

Other (Please specify) _____

11. How satisfied were you with the facilities provided at our Visitor Information Centre? Please circle one number on the scale where 1 = not satisfied and 5 = extremely satisfied.

1 2 3 4 5

12. How satisfied were you with the customer service provided at our Visitor Information Centre? Please circle one number on the scale where 1 = not satisfied and 5 = extremely satisfied.

1 2 3 4 5

13. How satisfied were you with the range of information and brochures available at our Visitor Information Centre? Please circle one number on the scale where 1 = not satisfied and 5 = extremely satisfied.

1 2 3 4 5

14. How satisfied were you with the range and quality of our retail products? Please circle one number on the scale where 1 = not satisfied and 5 = extremely satisfied.

1 2 3 4 5

15. On average how much do you spend per day on the following items while visiting The Tweed?

- | | | | | | |
|------------------------|----|------------------|----|----------------------|----|
| Food | \$ | Accommodation | \$ | Fuel/travel expenses | \$ |
| Activities/attractions | \$ | General Shopping | \$ | Souvenirs/Gifts | \$ |

16. Which words would you use to best describe The Tweed?

17. Do you have any further comments or suggestions?

18. If you would like to be kept up to date with The Tweed information, please complete you contact details below.

Name: _____ Address: _____

Town: _____ Postcode: _____ E-mail: _____

(Please note your information will only be used for this purpose and will not be passed onto any other party).

**Thank you for taking the time to fill in our survey.
Your responses will help us to ensure we continually provide quality service and facilities now and in the future.**

**Please return your completed survey by fax to (07) 5536 4204
or mail to Tweed Tourism Inc, PO Box 19, Tweed Heads 2485.**