

SURVEY QUESTIONS FOR RESIDENTS & STAKEHOLDERS

In conjunction with the Wisconsin Department of Tourism, Richland Center Tourism has undertaken a Destination Assessment Process to determine opportunities for expanding the area's appeal to visitors. Tourism to Richland County is estimated to already add \$33.2 million in visitor spending to the region's economy, powering 317 full-time jobs. This process will help determine if these economic impacts can grow even larger.

The following questions will assist the Destination Assessment Committee better understand the community's attitude regarding and interest in attracting additional visitors...and the economic impact and jobs it can bring.

- 1) If you did not live here, what about this community would encourage you to visit?
- 2) From a visitor's perspective, what are this community's most attractive assets?
- 3) What are this community's greatest weaknesses in being able to attract visitors?
- 4) What addition to the community would make it more attractive to visitors?
- 5) Knowing what you do about the economic impact of additional visitors to your community, do you support efforts to consider new ways to attract them to town...and why or why not?
- 6) If you answered "no," what is your biggest concern regarding additional visitors?

SURVEY QUESTIONS FOR ON-SITE VISITORS

In conjunction with the Wisconsin Department of Tourism, Richland Center Tourism has undertaken a Destination Assessment Process to determine opportunities for expanding the area's appeal to visitors. Clearly, as you are visiting today, the community has some appeal already. This process will help determine what, if anything could make the community even more attractive and encourage you to return.

The following questions will assist the Destination Assessment Committee to better understand the opportunities before the community in developing itself further for visitors.

1) Where do you live?

2) What about this community encouraged you to visit today?

3) Have you visited this community before?

4) From your perspective, what are this community's most attractive assets?

5) What are this community's greatest weaknesses in your eyes?

6) What addition to this community would make it more likely that you'll return?

SURVEY QUESTIONS FOR DATABASE INQUIRIES

In conjunction with the Wisconsin Department of Tourism, this community has undertaken a Destination Assessment Process to determine opportunities for expanding the area's appeal to visitors. Clearly, as you have requested information from the Chamber/CVB, etc., the community has some appeal to you already. This process will help determine what, if anything could make the community even more attractive to prospective visitors like you.

The following questions will assist the Destination Assessment Committee better understand the opportunities before the community in developing itself further for visitors.

- 1) What about this community encouraged you to request information?
- 2) After you requested information, did you visit?
- 3) Had you visited before?
- 4) From your perspective, what are this community's most attractive assets?
- 5) What are this community's greatest weaknesses in your eyes?
- 6) What addition to the community that you did not find in your initial research would make it more likely that you'll visit in the future (or return)?