
VISITOR TRACKING

Visitor tracking is an important and required component of each grant recipient's Post-Event Report. As outlined in Section X - Visitor Tracking of the Tourism Marketing Grant Program Guidelines, grant recipients have three options for documenting the number of visitors:

1. Room block reports from hotels;
2. The Visitor Tracking Form completed for each visitor or group, or;
3. Completing 100 Visitor Tracking Surveys of event attendees.

If you plan to survey event attendees, please use the following Visitor Tracking Survey form. As 100 completed surveys are needed, we recommend making more than 100 copies for your staff or volunteers to use.

The form includes a suggested script for conducting the surveys and capturing the information necessary. Provide the completed surveys and we will assist with compiling and analyzing the information. Please have your volunteers and staff print as legibly as possible.

Event Name: _____

Hi, my name is _____ and we are taking a short survey about (Event Name). I would like to ask you 4-5 questions that only take a minute.

Question 1: Where are you visiting from?

City: _____ State: _____ Zip Code: _____

Question 2: Including yourself, how many people are in your travel party?

of People: _____

Question 3: Is your party staying in a local hotel, AirBnb, VRBO, etc? If so, where?

Hotel/AirBNB Name: _____

Question 4: How many rooms did you have in your travel party?

of Rooms: _____

Question 5: How many nights did you spend in Ellijay/Gilmer County?

of Nights: _____

FOR INTERVIEWER ONLY: Calculate total room nights by multiplying question 4 & 5.

of Room Nights: _____

Optional: Would you like to receive monthly updates about events in Ellijay?

Email: _____