

EVENT ECONOMICS

iPad survey template

1. Where do you currently live?

- Northland
- Auckland
- Waikato
- Bay of Plenty
- Gisborne
- Hawke's Bay
- Manawatu-Wanganui
- Taranaki
- Wellington
- Nelson
- Marlborough
- Tasman
- West Coast
- Canterbury
- Otago
- Southland
- Outside NZ

If the host region is chosen, skip to Q5.

2. Which country do you live in? (Show only if 'Outside NZ' is chosen in Q1)

- Australia
- UK/Europe
- China
- USA/Canada
- Japan
- Other (please specify): _____

3. Is this event the main reason you travelled from <pipe region name from Q1 if domestic visitor / country name from Q2 if international visitor > to <host region>?

- Yes
- No (skip to Q5)

4. How many nights will you stay in <host region> during this visit?

_____ night(s)

5. Can we send you a short online survey next week to ask you a few extra questions about the event? It'll take only a couple of minutes to complete.

- Yes



- No (skip to end)
6. Please enter your e-mail address. This will only be used to send you a short online survey next week.

_____ (email address validation)

All done! Thanks for your time.