

Visitor Questionnaire – Arts and Culture Activity

Thank you for choosing the Naples, Marco Island, Everglades area (Paradise Coast) for your visit. Please take a few minutes to complete the following questions so that we can better serve the needs of future visitors to Florida's Paradise Coast and our arts and culture programming.

- 1. In your opinion, was this program, performance, or exhibition a meaningful artistic and/or cultural experience?**

☐ Strongly Agree ☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree ☐ Strongly Disagree

- 2. Please provide any comments on this program or activity.**

- 3. This program or activity broadens the sense of the Paradise Coast/Collier County arts and culture?**

☐ Strongly Agree ☐ Agree ☐ Neither Agree nor Disagree ☐ Disagree ☐ Strongly Disagree

4. Was this activity/event the main reason you came to the area?

☐ Yes

☐ No

5. Do you live in Collier County, FL?

☐ Yes

☐ No

6. What is your primary zip code? _____

7. Are you staying overnight in the Naples, Marco Island, Everglades area on this trip?

☐ Yes

☐ No

8. If staying overnight, in what type of accommodations are you staying?

- ☐ Did not stay overnight
- ☐ Hotel/motel resort
- ☐ Bed and Breakfast/Inn
- ☐ Personal condo/timeshare
- ☐ Rental condominium/vacation rental home
- ☐ Campground/RV Park
- ☐ Staying with friends/relatives
- ☐ Other _____

9. How many nights will you stay in the Naples, Marco Island, Everglades area on this trip?

of nights_____

10. How did you hear about this program, performance, or exhibition? Please check all that apply.

- ☐ Billboard
- ☐ YouTube
- ☐ Cable/satellite tv
- ☐ Television streaming service (Hulu, etc.)
- ☐ Music streaming service (Spotify, etc.)
- ☐ Radio
- ☐ Podcast
- ☐ Brochure
- ☐ Newspaper
- ☐ Magazine
- ☐ Ad on a website
- ☐ Online article
- ☐ Email from organization
- ☐ Social media (Facebook Twitter, Instagram, etc.)
- ☐ Visitor guide/brochure
- ☐ Online traveler review/blogs
- ☐ Other
- ☐ None

We would appreciate your assistance in answering the following questions so we can understand our audience.

9. Which category best fits your age?

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 49
- ☐ 50 to 65
- ☐ Over 65
- ☐ Refused

10. Do you identify as:

- ☐ Male
- ☐ Female
- ☐ Refused

11. Which category best describes your race or ethnicity?

- ☐ White/Caucasian
- ☐ Black/African American
- ☐ Native/Indigenous
- ☐ Asian
- ☐ Hispanic
- ☐ Other _____
- ☐ Refused

12. What was your total combined household income in 2022 from all sources?

- ☐ Less than \$75,000
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 - \$199,999
- ☐ \$200,000 - \$249,999
- ☐ 250,000 and over
- ☐ Refused