

How to Count Tourists at Your Events

1. Ask in Your RSVP System

Include these optional questions when guests buy tickets or RSVP:

- Will you travel more than 50 miles to attend? (Y/N/Prefer not to answer/Unknown)
- Will you travel from out of state? (Y/N/Prefer not to answer/Unknown)
- Will you travel from outside the U.S.? (Y/N/Prefer not to answer/Unknown)

2. Send a Post-Event Survey

Sending an email survey with the same questions above may provide valuable data. But we know that responses may be fewer than method 1 above.

3. Collect Data During the Event

- Use printed surveys with golf pencils.
- Have a volunteer use an iPad to ask attendees.
- At smaller events, have the emcee ask guests to raise their hands while a volunteer counts.

4. Analyze Ticketing Data

If you didn't ask upfront, you can estimate tourist numbers by reviewing attendee addresses (zip codes, states, and country codes).

5. Track Attendee Statements

If a guest mentions traveling for the event, log it. Examples:

- "I came from San Antonio just for this!" (1 in-state tourist)
- "My partner and I are visiting from Germany for a conference and decided to take in some local events." (2 international tourists)
- "My parents and 2 cousins came from Tennessee for this event." (4 out-of-state tourists)

All information must be reported directly from the attendees and/or their associated ticket data. You might even think of other ways to track tourists. Use what works best for your event and be sure to document responses for your final report!