

## Ag Tourism



### Ag Tourism: Tools for Tracking

Tracking measures **effectiveness** in terms of both your **money** (Return on Investment) and **time** (Return on Effort). It can help **define your market** and **report on your success**. To address the type of tracking appropriate for your operation and/or ag tourism cluster project, the Alberta Ag Tourism team has created an *Ag Tourism: Tools for Tracking* resource document.

The results that directly relate to tracking components of your event and/or daily operation will benefit you by answering: “What’s in it for me (WIIFM)?” The following story illustrates how tracking is a part of your marketing plan you cannot take for granted:

**“A survey done by organizers of a major food event at Minter Gardens helped them to address their advertising needs. Upon surveying the attendees with a simple four-question form upon exiting, the organizers were able to determine that most of the visitors came from within a 30-min drive of the event. However most of the advertising dollars had been spent on trying to reach the audience in the city of Vancouver (about 1.5hours away). With that information the advertising budget was reorganized for the following season to get more information out to the immediate area.”** - *Marketing on the Edge, A Marketing Guide for Progressive Farmers*

### Ag Tourism: Tools for Tracking

A variety of tracking tools have been created each addressing different areas that can be monitored, tracked and evaluated. Each category includes a description (*what it means, why it is important and things to think about*) and an example tool you can use to assist with your tracking needs.

- **TRACKING CATEGORIES - p. 2 – p. 20**
  - ‘VIEWERSHIP’ & ‘LISTENERSHIP’: MEDIA COVERAGE... p. 2
  - PRINT PIECE DISTRIBUTION... p. 5
  - SIGNAGE VISIBILITY... p. 8
  - SPONSOR VISIBILITY... p. 11
  - DONATION (IN-KIND) VALUE... p. 15
  - VISITORS... p. 18
- **VISITOR SURVEY - p. 21 – p. 23**
  - VISITOR EVALUATION FORM... p. 22
  - EVENT EVALUATION FORM... p. 23
- **POST-EVENT EVALUATION - p. 24 – p. 26**
  - HOST EVALUATION REPORT... p.25

This document provides a quick overview of tracking, if you are **further interested in this topic** please contact **Bill Reynolds** ([bill.reynolds@gov.ab.ca](mailto:bill.reynolds@gov.ab.ca)) with the Ag Tourism Initiative at 780.427.4424  
**Or visit:** [www.agtourism.ca](http://www.agtourism.ca) to download a copy.

RENEWAL

Aussie disponible en français

## How and What to Track

### 'Viewership' & 'Listenership' : Media Coverage - What it Means

- Refers to media uptake and exposure for the event/operator/sponsor
- News releases, PSAs (Public Service Announcements for TV and radio) and media events/launches can result in event coverage (exposure) to a diverse and broader audience
- Event coverage includes all types of media promotions (paid or unpaid)

#### Why it is important:

- Media coverage can help increase awareness for an event and individual operations
- Spin offs can include event inquiries and on site visits from both your perceived target market and beyond (this can be tracked in visitor surveys by asking “how did you hear about our event”)
- Knowing how many people you reach (the extent of your media coverage) can help recruit and retain sponsors and operators

#### Things to think about:

- Is the event sponsor's logo included in media exposure?
- Track media coverage pre event, during event and post event.
  - For example sending a news release after the event builds awareness and reminds people to keep visiting local ag tourism operators who are open all summer
  - Keep copies of media coverage to show sponsors, funders and operators in wrap up report

## B. Tool – Tracking For Media Coverage (*example*)

**Time Period/Year:**  
Summer 2007

**Recorder:**  
Jane Doe

**Event:**  
Farm Festival

Type of Coverage	Details (date, media contact)	Anticipated Date of Coverage and Exposure	Other Comments	Follow up with Thank you
Newspaper	June 30 <sup>th</sup> , 2006 Top 10 Summer Activities Lethbridge Herald (reporter)	June 30 <sup>th</sup> , 2006 <ul style="list-style-type: none"> <li>• 35 000 people</li> </ul>	Record any inquires as a result of promotion	July 3 <sup>rd</sup> Thank you card mailed out to reporter and section editor
Radio	July 4 <sup>th</sup> , 2006 – Call of the Land radio spot with Caitlynn Reesor	July 12 <sup>th</sup> , 2006 Noon <ul style="list-style-type: none"> <li>• 30 000 province wide</li> </ul>	Information will be included on radio show's website and aired 2 times	July 14 <sup>th</sup> , Thank you card mailed
TV	July 15 <sup>th</sup> , 2006 Global reporter interviewed operators	July 15 <sup>th</sup> , 2006 AM news channel 8 <ul style="list-style-type: none"> <li>• 100 000 people including Calgary, Lethbridge, &amp; Medicine Hat</li> </ul>	Reporter will participate in activity at Jollie Farm and Ranch	July 15 <sup>th</sup> gave reporter operator gift package with other suggestion feature
Magazine	Food For Thought: Summer Issue (writer)	June 15 <sup>th</sup> – August 31, 2006 <ul style="list-style-type: none"> <li>• 250 000 Albertans</li> </ul>	Featured 3 operators and the event	July 14 <sup>th</sup> , Thank you card mailed
Post Event Newspaper	Communicate successes of event to Lethbridge Herald	August 4 <sup>th</sup> <ul style="list-style-type: none"> <li>• 35 000 Southern Albertans</li> </ul>	Record any follow up stories/inquires	

\* Please note comments given above are examples that do not relate to a specific operator or event

Table 1: Tracking For Media Coverage

Time Period/Year:

Recorder:

Event:

Type of Coverage	Details (date, media contact)	Anticipated Date of Coverage and Exposure	Other Comments	Follow up with Thank you

## How and What to Track

### Print Piece Distribution – What it Means?

- Refers to the quantity, distribution and ‘pick up’ of promotional print (i.e. brochures, guides, maps, posters, etc)
- Distribution should match up with your visitor survey results so information reaches your visitor profile where they live, do business and recreate
- Distribution can include operator showcases, VIC’s (Visitor Information Centers), farmers’ markets, mailings, schools, libraries, fairs, on-site at ag tourism operations and at additional public locations/venues
- Knowing where your target market is coming from (generated by collecting postal codes from your mailing lists) provides information to coordinate direct mail drops with Canada Post

#### Why it is important:

- It is important to monitor not only how many print pieces are distributed, but how many are picked up so you can evaluate if marketing dollars are effectively being used and if not, where changes may be made
- Tracking will help you decide how many print pieces should go where, if numbers should be reduced, if locations should be abandoned, or if new locations are tried out
- Effective use of print distribution should raise awareness and drive traffic to the promoted event/area

#### Things to think about:

- Consider cross promoting with other operators also hosting ag tourism events (in your area and around the province) and area farmer’s markets
  - Farmer’s markets often offer a weekly ‘community booth’ that can be booked for free
  - Print pieces can be left at the market information booths
- *Active distribution* (i.e. having a conversation and handing out a brochure) is far more effective than *passive distribution* (i.e. filling shelves at a VIC)
- Don’t forget to check whether your brochures are moving and need to be re-supplied or if they are sitting in a box and need to be shifted to a new location
- Day of event questionnaire can ask visitors if and where they have seen examples of your print pieces:
  - **“Where did you see or hear about us?”**
    - Our poster                      Where did you see it: \_\_\_\_\_
    - Our brochure                    Where did you pick it up: \_\_\_\_\_
    - Our lure card                    Where did you pick it up: \_\_\_\_\_

## C. Tool – Tracking For Print Distribution Effectiveness *(example)*

**Time Period/Year:**  
Summer 2007

**Recorder:**  
Jane Doe

**Event:**  
Farm Festival

Type of Print	Location/venue	Number Distributed & details	Follow up	Comments
Special Event postcard with coupon	5 area elementary schools	3 000 students ages 6 -11 and 200 staff	On event day keep tally on number of redeemed coupons	800 coupons redeemed
Lure Card	3 farmers' markets	200 (small –mid sized rural market, 350 (large rural market, 400 urban market)	Actively hand out flyers at market and rent community booth for one Saturday	Needed additional 1500 brochures at markets
Brochure/Map	2 VIC's	2 x 500	Call back in 3 weeks to see how many have been picked up and restock if necessary	Second VIC distributed far more then first
Brochure/Map	County Fair	500	Handed out all 500	Bring 750 next year
Brochure/Map	20 participating operators (100 each)	2000 (100 each)	Record where leftovers are and who ran out	Next year, distribute more to operators with higher traffic
Poster	Libraries, local Co-op, UFA store,	20		Use brighter colour and include a photograph
Brochure/Map	Postal Code mail drop	500	Cross check for visitor postal codes* given on surveys with targeted mail drop	Expand mail drop into PC area where high match with visitors is
Brochure/Map	Accommodations 15 B&B; 5 hotels	1 000	Record where leftovers are and who ran out	Next year, distribute more to businesses with higher traffic/interest

\* Please note comments given above are examples that do not relate to a specific operator or event

\*\* A 'Reverse Search' of postal codes through Canada Post's website can help you locate where postal codes originate from. Visit the link below to learn more:

[http://www.canadapost.ca/personal/tools/pcl/bin/cp\\_search\\_response-e.asp#](http://www.canadapost.ca/personal/tools/pcl/bin/cp_search_response-e.asp#).

Table 1: Tracking For Print Distribution Effectiveness

Time Period/Year:

Recorder:

Event:

Type of Print	Location/venue	Number Distributed & details	Follow up	Comments

## How and What to Track

### Signage/Banner Views – What it Means?

- Signage views refers to on highway, event signage used at intersections to help direct visitors to rural operations
- Banner views refers to additional, often outdoor, public signage raising awareness for an event (i.e. on an overpass, across main street)

#### Why it is important:

- Highway signage and banners are used to provide awareness of an event by attracting additional interest, stimulating drop in visitation and leaving an impression on a high volume of people as they drive by (vehicular traffic)
- By communicating the high volume of vehicular traffic that sees these ‘billboards,’ prospective sponsors may be more interested to have their logos on highway signs or title sponsor an event (i.e. in Vermont, Turkey Hill presents Strolling of the Heifers [www.strollingoftheheifers.com](http://www.strollingoftheheifers.com))

#### Things to think about:

- Is your sign clear, colourful and readable from a passing car? Consider modeling your signage after the size of real estate agents’ signage
- Does your logo and design leave an impression? Did you include a website address? Are your banners located in the highest traffic volume area?
- Operators can find Average Traffic Summer Volumes on Highway 1 through 986 by going to: [www.infratrans.gov.ab.ca/Roads\\_&\\_Highways/Traffic\\_Counts/index.htm](http://www.infratrans.gov.ab.ca/Roads_&_Highways/Traffic_Counts/index.htm)

### C. Tool – Tracking For Signage Views (example)

**Time Period/Year:**  
Summer 2007

**Recorder:**  
Jane Doe

**Event:**  
Farm Festival

Date Signage/Banner is Put Up	Location of Sign/Banner	Traffic Count: Average Annual Daily Traffic (AADT) or Average Traffic Summer Volumes	Total Signage Views (days signage is up X Traffic Count)	Comments/Inquires
June 12 <sup>th</sup> (5 Days before event)	Mama J's Happy Farm and Boutique (2)	S OF 2A & 552 N OF OKOTOKS 16830 AADT	16,830 AADT x 5 days = 84,150	
June 12 <sup>th</sup> (5 Days before event)	Alpaca's Delight Farm and Corn Maze	S OF 582 E OF DIDSBURY 21021 AADT	21,021 AADT X 5 = 10,5105	

\* Please note comments given above are examples that do not relate to a specific operator or event

Table 1: Tracking For Signage Views

Time Period/Year:

Recorder:

Event:

Date Signage/Banner is Put Up	Location of Sign/Banner	Traffic Count: Average Annual Daily Traffic (AADT) or Average Traffic Summer Volumes	Total Signage Views (days signage is up X Traffic Count)	Comments/Inquires

## How and What to Track

### Sponsor Visibility – What it Means?

- Refers to the potential and scope of opportunity the event presents for visitors and the public at large to see and identify the sponsor (and their logo) with the event
- Includes pre, during and post visibility of sponsor's logo

#### Why it is important:

- Tells sponsors pre-event (and after the fact) where they will be seen and by how many
- Communicates to potential and actual sponsors approximately how many people will see their logo on event's promotional material
- Takes a professional approach to recording 'sponsor visibility' thereby improving chance of sponsor buy in and retention for current and future events

#### Things to think about:

- Although time consuming, knowing the potential for sponsor visibility at your event will attract new sponsors, keep them coming back year after year and can help leverage increased sponsorship dollars
- Different levels of sponsor recognition:
  - Based on a hierarchy of support where those sponsors who contribute larger sums are given additional and/or premium recognition
  - SEE EXAMPLE BELOW (**Tool D – Sponsor Levels/Recognition For Driving Event**)
- Tracking redemption of free passes (if supplied to sponsor employees) can be of interest to the high level sponsor
- Sponsors want to know that their logo was made public at the event and visible
  - Think of all the places where the sponsor was recognized and include copies (i.e. survey) or take photographs (i.e. Highway signs) to include in the sponsor report
  - Photographs should be taken during the event that shows visitors enjoying the day with the sponsor's logo in the background.
- Any additional representation for publicity should be communicated to the sponsors. If media take a picture that shows the sponsors logo, include a copy in your final thank you report back to the sponsor

## A. Tool – Tracking For Sponsor Visibility (*example*)

**Time Period/Year:**

Summer 2007

**Recorder:**

Jane Doe

**Event:**

Farm Festival

Sponsors Logo Appears On...	Sponsor Visibility	Comments
15 000 brochures	Brochures distributed: farmers' markets, schools, VIC's, ag tourism operations	Include distribution strategy and brochure copy with report
25 Event Highway Signage	60 000 vehicles (Average Summer Traffic Volume)	Include picture in report
Visitor Evaluation Survey	500 event visitors	300 evaluation forms redeemed
Draw Box	Local newspaper took photograph of event draw box while announcing prize winner and featured in the paper (circulation 10,000)	Include picture and article in report for sponsor
Event web site	10 000 website visitors over the summer months	Title sponsor's logo on homepage, additional sponsors listed in 'sponsorship section'

\* Please note comments given above are examples that do not relate to a specific operator or event

Table 1: Tracking For Sponsor Visibility

Time Period/Year:

Recorder:

Event:

Sponsors Logo Appears On...	Sponsor Visibility	Comments

## D. Tool – Sponsor Levels/Recognition For Driving Event (*Example*)

<b>Sponsorship Grid</b>	<b>Platinum \$10 000</b>	<b>Gold \$5000</b>	<b>Silver \$2500</b>	<b>Bronze \$1000</b>	<b>Patron \$500</b>	<b>Supporting \$250</b>	<b>Friends \$100</b>
Your decal displayed on draw box and ballot entry	X						
Largest logo on event signage and print pieces	X						
2 <sup>nd</sup> largest logo on event signage and print pieces		X					
Logo/name appears on website	X	X	X	X	X	X	X
Largest logo space on driving map/brochure	X						
2 <sup>nd</sup> largest logo space on driving map/brochure		X					
Logo recognition on driving map/brochure	X	X	X	X	X	X	
Recognition in other event print piece	X	X	X	X	X	X	X
Listing on Posters	X	X	X	X	X		
Participation in media launch	X	X	X	X	X		
Discount on ads in flyer, guide	X	X	X	X	X		
Mention in Press release	X	X	X	X	X	X	X
Letter to your local operators on your contribution and support	X	X	X	X	X	X	X
Logo on banner/invites to Regional Cuisine Dinner	X	X					
20 Free Passes Donated to Sponsor	X						
10 Free Passes Donated to Sponsor		X					
5 Free Passes Donated to Sponsor			X				

\* Please note information above has been adapted from the Strolling of the Heifers Festival in Vermont ([www.strollingoftheheifers.org](http://www.strollingoftheheifers.org)).

\*\*This table can be adapted for different events such as regional cuisine, festivals and ag tourism guides and should reflect the needs of your sponsors and what you can offer them

## How and What to Track

### Donation Value – What it Means?

- Donations refer to in-kind contributions whereas we use sponsorship to refer to cash contributions

#### Why it is important:

- Demonstrating the extent of donors lends credibility towards rallying additional support
- The total budgetary value (cash & donations) can raise the importance of the event improving chances of further contributions
- A community organization or business will be more interested to support your event if they know how substantial your volunteer hours are (i.e. 600 community volunteer hours)

#### Things to think about:

- Funders like to know how their contributions are being leveraged (When you are looking at the budget for an event, tracking donations will give a more accurate description of true costs)
- Sponsors can provide in kind contributions as well as outright cash for the event organizers to spend
- Ask your businesses and stakeholders to provide you with in kind values for their services
- It is important to track time, materials and supplies from private sponsors, public stakeholders and individual volunteers
- If you are planning to apply for grants it is important to ask your volunteers to supply you with their hours so you can respond to the grant agency requirement

### C. Tool – Tracking For Donation Value (*example*)

**Time Period/Year:**  
Summer 2007

**Recorder:**  
Jane Doe

**Event:**  
Farm Festival

Donations	Details	In-Kind Value
Event Door Prizes	20 participating operators donate \$25 of product	\$500
Sales of event tickets	Chamber of Commerce and Farmer's Markets (10hours)	\$250
Event information telephone number & event coordination	Municipality designated one staff to work 8 hours a week on event (12 weeks) & answered telephone inquires	\$2400
Office supplies	Chamber of Commerce	\$500
Custom Event T-Shirts for Operators (50)	UFA Logo + Event Logo on T-Shirt (courtesy of UFA)	\$800
Event Volunteers	600 volunteer hours	\$6 000
Media Ad Coverage in local newspaper	Quarter page ad (ran 3 issues)	\$1 500
<b>Total:</b>		\$10 950

\* Please note comments given above are examples that do not relate to a specific operator or event

Table 2: Tracking For Donation Value

**Time Period/Year:**

**Recorder:**

**Event:**

Donations	Details	In-Kind Value
<b>Total:</b>		

## How and What to Track

### Visitors – What it Means?

- Refers to knowing the total number of visitors at an event and/or individual site

#### Why it is important:

- Interpreting the data from tracking visitor numbers can help you:
  - Measure effectiveness in terms of your money (Return on Investment) time (Return on Effort) and event budget
  - Report on your success (for sponsors, grants, partners)
  - Recruit and retain sponsors
  - Attract new operators

#### Things to think about:

- If you do not charge admission for the event it may be hard to know exactly how many visitors came out
- Each site should track visitor numbers (a head count or car count) to be collected by event organizers
- Consider having site ‘greeters’ check for or hand out a paper bracelet or pin to each visitor. The total number distributed can give you an idea of the numbers of visitors who participated in the event
- Share Results. Who should you share results with? Consider who is impacted by these results (stakeholders, sponsors, partners, grant and funding agencies)

## Tool C – Tracking For Visitors at an Individual Event Site (*example*)

**Time Period/Year:**  
July 14<sup>th</sup>, 2007

**Recorder:**  
Jane Doe

**Site**  
Verry-Berry Farm

**Event:**  
Farm Festival

Site Greeter	Shift	Head Count or ticket/button check**	Event admission sold on site***	Comments
Fred K.	8:45 am – 10:45am	55	42	First site of the day for many visitors so sold a number of tickets. A handful of people came before actual event start time of 9:00am
Susan E.	10:45 am – 12:45 pm	80	N/A	Susan checks visitors already holding Farm Festival Tickets
Gamal R.	10:45 am – 12:45 pm	N/A	35	Gamal sells Farm Festival tickets
Cindy J.	12:45 pm – 2:45 pm	68	12	Was busy 2pm: visitors came for afternoon concession (needed another greeter)
Bruce W.	2:45 pm – 4:30 pm	37	0	Event finishes at 4pm, 12 visitors came after 4pm
<b>Total</b>		<b>240</b>	<b>89</b>	<b>329 visitors in total</b>

\* Please note comments given above are examples that do not relate to a specific operator or event.

\*\* If an event charges admission or provides visitors with an identifiable 'ticket' (such as a paper bracelet or pin) greeters can count visitors while checking for 'admission.'

\*\*\*If an event charges admission and/or each visitor must pick up a 'ticket' at the first site they visit, greeters can count the number of admission tickets distributed. The total number distributed at each site will give organizers a good idea of the total number of event visitors.

Table 1: Tracking For Visitors at an Individual Event Site

**Time Period/Year:**

**Recorder:**

**Site**

**Event:**

Site Greeter	Shift	Head Count or ticket/button check**	Event admission sold on site***	Comments
<b>Total</b>				

## How and What to Track

### Ag Tourism Visitor Survey – What it Means?

- Refers to tracking visitor profiles and soliciting visitor feedback
- Questions should reflect what you want to know:
  - **Demographics** (age, gender, distance traveled)
  - **Psychographics** (relate to interests, attitudes and opinions)
  - **Service quality**
  - **Economic impact.**

#### Why it is important:

- To know what future direction you must go in, you must know what you are doing well and where you can improve
- If you know who your attendees are and what they expect on site, you can adjust your marketing and business plan to reflect the needs and interest of your target
- **Tracking expenditures** (visitor spending) provides information on local spending as well as the economic impact an event has on a community (gas stations, restaurants, lodging). When communicated to the right partners, this information can be leveraged for future support
- You can use survey results to:
  - Adapt **promotional** strategy
  - Analyze **value-added** activities
  - Modify **pricing**
  - Change or improve **logistical details.**

If you want to calculate the full-fledged event's economic impact, see **guide lines** and **questionnaires** at Alberta Economic Development:  
<http://www.alberta-canada.com/statpub/tourismResearch/economicimpacts.cfm>

#### The 'HOW' to:

- **On Site Survey**- Although time consuming, the most effective way to conduct a survey is on-site, one on one with a clipboard
- **Utilize technology** – post event visitor surveys can be offered and completed online. Check out Rural Ramble's survey at [www.ruralramblefarmtour.com](http://www.ruralramblefarmtour.com) where visitors have the choice to complete a survey on site or on line (prize incentive)
- **Informal Surveys** - Operators, volunteers and event staff can be encouraged to facilitate informal surveys by asking visitors 2 or 3 specific questions. For example, in a gift shop staff can ask customers at the till where they are from and how many people they are traveling with. Staff will need to have a tool to record answers

#### Things to think about:

- **Incentives** – visitors should be rewarded for completing a survey
- **Results** - Survey results such as visitor profiles, expenditures and perception of the event should be communicated to appropriate partners (i.e. Funding agencies and sponsors; stakeholders and operators)
- **Be Selective & Effective** - The information being asked and collected should be specific to each venue and should create results useful for each individual operation
- **Create Two Surveys**
  - One for visitor feedback of each operation (include a draw at each site)
  - One for visitor feedback of the event (one larger prize)

**Visitor Evaluation Form**  
**Name of Operation**

1. What is your postal code: \_\_\_\_\_, NearestTown/County: \_\_\_\_\_

2. How many in your group (indicate number of each gender and age group)

**Male:** Under 9 \_\_\_ 10-17 \_\_\_ 18-25 \_\_\_ 26-34 \_\_\_ 35-49 \_\_\_ 50-65 \_\_\_ 65+ \_\_\_

**Female:** Under 9 \_\_\_ 10-17 \_\_\_ 18-25 \_\_\_ 26-34 \_\_\_ 35-49 \_\_\_ 50-65 \_\_\_ 65+ \_\_\_

3. How much did you (and all your household members who came) spend today at this site:

\$
----

4. What did you like best about our site:

---

---

---

5. What did you like least about our site:

---

---

---

6. How could we improve our site:

---

---

---

7. Other Comments:

---

---

---

**ALL COMPLETED SURVEYS WITH NAMES WILL BE ENTERED FOR A DRAW**

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please notify me about future events

## Multi-Site Event Evaluation Form

### Name of Event \_\_\_\_\_

(VISITORS PLEASE COMPLETE THIS FORM ONLY ONCE AT THE END OF YOUR DAY)

1. What is your postal code: \_\_\_\_\_, Nearest Town/County \_\_\_\_\_
  
2. How long are you staying in our area:  
**Just for the day** \_\_\_ **One night** \_\_\_ **Two nights** \_\_\_ **Three or more nights** \_\_\_
  
3. How many in your group (indicate number of each gender and age group)  
**Male:** Under 9 \_\_\_ 10-17 \_\_\_ 18-25 \_\_\_ 26-34 \_\_\_ 35-49 \_\_\_ 50-65 \_\_\_ 65+ \_\_\_  
**Female:** Under 9 \_\_\_ 10-17 \_\_\_ 18-25 \_\_\_ 26-34 \_\_\_ 35-49 \_\_\_ 50-65 \_\_\_ 65+ \_\_\_
  
4. Have you visited this event before: Yes \_\_\_ No \_\_\_
  
5. Have you attended other Ag Tourism events this year in Alberta  
 Yes \_\_\_ No \_\_\_ If so, where? \_\_\_\_\_
  
6. Where did you see or hear about us?  

<input type="checkbox"/> Our poster	Where did you see it: _____
<input type="checkbox"/> Our brochure	Where did you pick it up: _____
<input type="checkbox"/> Word of Mouth	Who and Where: _____
<input type="checkbox"/> The Internet	Which website: _____
<input type="checkbox"/> Radio	Which Stations: _____
<input type="checkbox"/> Newspaper	Which Newspaper: _____
<input type="checkbox"/> Magazine	Which Magazines: _____
<input type="checkbox"/> TV	Which TV Stations: _____
<input type="checkbox"/> Other	Please List: _____
  
7. How much did you (and all your household members who came) spend during this event:  

\$
  
8. What did you like best about our event: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
  
9. What did you like least about our event: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**ALL COMPLETED SURVEYS WITH NAMES WILL BE ENTERED FOR A DOOR PRIZE**

Name: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## How and What to Track

### Host Evaluation Form -

- Refers to collecting formalized opinions, impressions, suggestions and feedback from ag tourism operators and businesses who participated in an ag tourism event

#### A. Rationale

- Questions asked in the evaluation form should be created in a manner that will enable event organizers to improve on the event
- General evaluative criteria include:
  - Did the event fulfill its goals and objectives, why or why not?
  - Identify what worked and what needs fine tuning
  - How was the event perceived from the host's perspective?
  - Given all that went into staging, was it worth doing?

#### B. The 'How' to

- Operator feedback forms should be given out prior to the event and be handed back within a week or two while ideas and thoughts are still fresh
- Designate someone to go through the forms and synthesize the data into a brief report highlighting key findings, ideas, suggestions and areas for improvements
- A scheduled debriefing should be organized to review the information represented in the evaluation form

#### C. Things to Think About

- The Rural Ramble in Ontario offers a prize, dinner for two to a restaurant of choice to motivate operators to hand in their Host Evaluation Report.
- Event organizers need to listen to what operators have to say.
- Discuss what worked, what didn't and what changes should be made for the future event
- Remember – one complaint is possibly someone having a bad day. Two complaints about the same thing mean that you have a little problem. If you receive three similar complaints about the same thing, you may have a big problem that should be addressed and solved.
- Don't discount any complaint, idea or suggestion until it has been addressed, no matter how silly it may seem, someone took the time to think about it.
- Take time to celebrate the success of the event and the hard work that went into it.

## Host Evaluation Report Ag Tourism Event

We place a high value on the comments of our host families. You are the eyes and ears of the event. Please provide your feedback so we may have the opportunity to improve the event.

**\*\*Forms received within two weeks of the event will be entered for a prize: dinner for two**

**Name:** \_\_\_\_\_ **Name of Operation:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone/Fax:** \_\_\_\_\_

1. Estimated total number of visitors at your site \_\_\_\_\_

2. What did you sell at your site?
- Concession \_\_\_\_\_
  - Value added experiences \_\_\_\_\_
  - Gifts and related product \_\_\_\_\_
  - Other \_\_\_\_\_

3. Did participating in the event lead to enhanced income/sales? Yes \_\_\_ No \_\_\_  
 a. If yes by how much (in \$ or %) \_\_\_\_\_  
**(This information can help us apply for grant funds and needs to be reported to our partners)**

4. How has participating in the event lead to enhanced awareness for your operation?  
*Please rate the following statements on a scale of 1– 5:*  
*1 – Strongly disagree, 2 –Disagree, 3 – Neutral, 4 – Agree somewhat, 5 –Strongly Agree*

The event has helped distinguish my farms products from others in the marketplace.	1	2	3	4	5
--	---	---	---	---	---

The event has helped me access new customers and partners	1	2	3	4	5
---	---	---	---	---	---

The event has created opportunities to network with other farmers/operators	1	2	3	4	5
---	---	---	---	---	---

5. Did you attend host orientation meeting in the Spring? Yes \_\_\_ No \_\_\_

6. How could the host orientation meeting improve to help prepare you for the event:

---



---



---

7. Did you have any incidents or problems that required attention (i.e. an accident or injury):

---



---



---

8. What do you have to brag about? What worked really well for you?

---

---

---

9. Any big surprises (were you not prepared for something, did something wow you, etc)

---

---

---

10. What improvements could be made to the event?

---

---

---

11. Did the event meet your objectives and expectations?

---

---

---

12. This is my \_\_\_ year participating in the event. I would like to participate again: Yes \_\_\_ No \_\_\_

---

---

---

13. How can you help plan the event next year?

- I would like to be on the planning committee
- I can attend 4+ meetings
- I can attend 1-3 meetings
- I have no time to contribute to planning the event

**14. Additional Comments:**

---

---

---

---

---

*Thank You,*

Jane Doe,  
2007 Farm Festival Coordinator  
[jane.doe@shaw.ca](mailto:jane.doe@shaw.ca); (780)/480-0000,