# Generating Visitor Survey Completions for Greater Columbus via MyColumbusExperience.org

Remember:
- The visitor survey is part of the *Experience Dedicated Destination*™ (EDD) program, an initiative of Experience Columbus and the Greater Columbus Sports Commission to enhance the visitor experience. More here: http://www.joinuscolumbus.com/feedback/.
- The visitor survey is intended to measure visitors' overall experience in <u>Greater Columbus</u>, not a specific location/business or just the City of Columbus.
- Make sure **MyColumbusExperience.org** is ready on your mobile device for your next visitor to expedite response time.
- If you are using a device that doesn't default to five survey questions, the pre-qualifying question will display on the first screen: "To get you the right questions, please select one: I'm planning a trip to the Columbus area you planning a trip; I'm here in the Columbus area now; I visited the Columbus area in the past year."
- You can offer to ask and respond to the questions for them on your mobile device.
- Residents' responses are also welcome.
- Smile, and speak with enthusiasm.
- Do whatever comes naturally, and let Robbie Banks at Experience Columbus know what has worked for you to generate visitor survey completions: rbanks@experiencecolumbus.com.

TELL US HOW COLUMBUS IS DOING

Take this 1-minute survey
My**Columbus**Experience.org
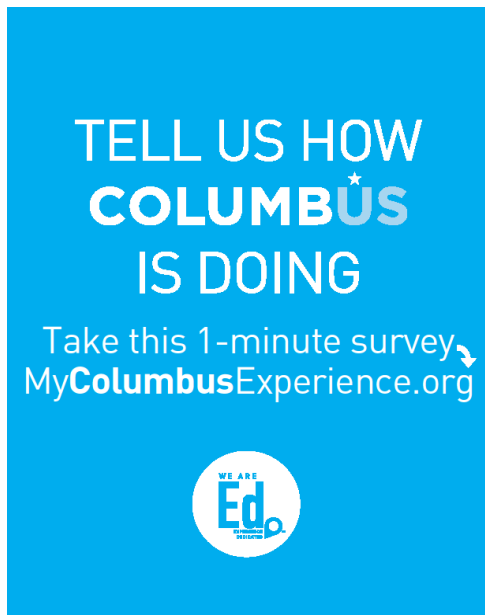
Suggested Talking Points for Intercept Surveying:

Acknowledge the Visitor's Travel
- "Where are you visiting us from?"
- "What brings you to the Columbus area?"

Propose the Survey
- "I'd like to ask you five quick questions about your stay in the Columbus area. We want to improve our destination, and your feedback will help!"
- "We're interested in getting your personal feedback about your overall experience in the Columbus area. May I ask you five quick questions?"
- "I have a few questions we're asking visitors about the Columbus area. Would you mind? It only takes a minute!"

What is done with the information?
The survey is completely anonymous, and the only demographic question asked is home zip code or country calling code. The data is used to generate reports about the overall visitor experience and to identify areas of improvement. For example, if we see a trend in feedback regarding issues with transportation, the feedback will be communicated with transportation and government leaders who will then take action to make destination improvements. The data will help drive policy decisions and spending.

How many questions?
The survey generates five questions each time, picked randomly from a total pool of about 60 questions. So the questions will be different each time you present the survey or refresh the window.

How long does the survey take?
30-60 seconds.

Goals:
As a community, we need at least 1,800 visitor survey completions per month.
As a participating business/entity, our goal is _____ visitor survey completions per month.
My personal goal is _____ visitor survey completions per shift / week / month. (Circle one.)