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## VISITOR TRACKING

Visitor tracking is an important and required component of each sponsorship recipient's Post-Event Report. As outlined in Section X - Visitor Tracking of the Tourism Event Sponsorship Program Guidelines, sponsorship recipients have three options for documenting the number of visitors:

1. Room block reports from hotels;
2. The Visitor Tracking Form completed for each visitor or group, or;
3. Completing 50 Visitor Tracking Surveys of event attendees.

**If you plan to track attendance via survey**, please use the following Visitor Tracking Survey form. As 50 completed surveys are needed, we recommend making more than 50 copies for your staff or volunteers to use. The form includes a suggested script for conducting the surveys and capturing the information necessary. Provide the completed surveys and we will assist with compiling and analyzing the information. Please have your volunteers and staff print as legibly as possible. If you choose to create a Google Form to collect data, please include the questions found on the Visitor Tracking Survey.

**If you plan to track attendance via advanced ticket or registration**, please include the following questions in your registration process to collect required details:

1. Where are you visiting from?
2. Including yourself, how many people are in your travel party?
3. Is your party staying in a local hotel, AirBnb, VRBO, etc? If so, where?
4. How many rooms did you have in your travel party?
5. How many nights did you spend in Gilmer County?

**\*Remember to export data collected at registration and upload with your post-event report.**