



2014 Dew Downtown Flagstaff Urban Ski and Snowboard Festival Survey

1. Have you been to the Dew Downtown Festival before?

Yes No

2. How did you hear about the festival?

Radio Television News Story Poster/Display
 Facebook/Twitter Other _____

3. On a scale of 1-5, how friendly and professional were the Dew Downtown Festival staff?

1 (not friendly) 2 3 4 5 (very friendly)

4. If you could improve one thing, what would it be?

5. Do you live within 15 miles of Flagstaff?

Yes No

6. If you live further than 15 miles from Flagstaff, did you or do you plan to:

Stay in a hotel? Stay with a friend Drive back to your home

If staying in a hotel, how many nights? _____

Which hotel? _____

If you are visiting, what City do you live in? _____

Did you visit Flagstaff specifically for Dew Downtown?

Yes No

7. Did you eat or shop at any local Flagstaff businesses on February 8 or 9?

Yes No

8. Who was your favorite vendor? _____

Thank you! Your input is valuable to us!