

CITY OF KILLEEN, TEXAS
Killeen Arts Commission

Cultural/Arts Grantee Tourism Survey

Welcome to Killeen, Texas, the “*City Without Limits!*” As a recipient of a City of Killeen Cultural/Arts Grant, one of our organizations’ responsibilities is to document out-of-town attendance at our grant funded event(s). It is important to document this because the funds that pay for Cultural/Arts Grants are obtained from the taxes paid to the City by local Hotels and Motels. The law requires that the City utilize the revenues collected from these taxes, in various ways that will help enhance and promote tourism, convention and hotel/motel use back into the City. This survey helps us and the Grantor (City of Killeen Arts Commission) determine if this event did just that!

Please assist our organization in complying with this grant requirement by taking a few moments to answer some questions. There are no right or wrong answers, and all answers will remain confidential.

1. Is this the first time you have visited Killeen? YES NO

If yes, what influenced your decision to visit Killeen?

- Texas Travel Guide
- Newspaper/magazine article
- Radio/television
- Family/friends
- Information flyer/brochures
- Business
- Special Event _____
- Other _____

2. If this is not the first time you have visited Killeen, how many times have you visited Killeen in the past twelve months? _____

3. If spending the night in the region, where did you stay?

- Friends/Family
- Military Base
- Campground/RV Park
- Hotel/Motel
- Other _____

Where.....

- Killeen
- Belton
- Temple
- Other _____

For _____ # of days during THIS trip.





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4. In general, how would you grade Killeen on the basis of the following criteria:
A = Excellent B = Good C = Fair D = Poor F = Very Poor N/A = Did not visit

Restaurants	A	B	C	D	E	F	N/A
Lodging	A	B	C	D	E	F	N/A
Shopping	A	B	C	D	E	F	N/A
Entertainment	A	B	C	D	E	F	N/A
Museums	A	B	C	D	E	F	N/A
Friendliness	A	B	C	D	E	F	N/A
Parks	A	B	C	D	E	F	N/A
Historic Sites	A	B	C	D	E	F	N/A
Antiquing	A	B	C	D	E	F	N/A
Other _____	A	B	C	D	E	F	N/A

5. Please give us the number of people in each age category that are in your travel group:

Under 12 _____ 12-17 _____ 18-24 _____ 25-34 _____
 35-44 _____ 45-54 _____ 55-64 _____ Over 65 _____

6. Please indicate the total expenditures that YOUR IMMEDIATE TRAVEL GROUP is likely to make in Killeen on THIS trip for the following:
 (If no expenses are anticipated, please check here [] and continue to next question)

\$ _____	Lodging (including RV Parks)
\$ _____	Meals in restaurants
\$ _____	Gasoline and vehicle expenses
\$ _____	Groceries
\$ _____	Entertainment
\$ _____	Entrance Fees
\$ _____	Shopping (other than food)
\$ _____	Other expenses

7. Are you Male [] Female []

8. What year were you born _____

9. What is your zip code _____

Please sign below to confirm that you participated in this survey.

Name: _____

Signature: _____