VISITOR EXPERIENCE WORKSHOP

Location: .....
Date: ……..

Visitor Reality Mission

1. What was your first impression of the town? (Consider cleanliness, retail mix, shop fronts, interest, ambience.)
2. Give details of anything that was particularly well done or attractive.
3. Give details of any negatives, opportunities for improvement and any other thoughts.
4. How would you rate your experience in businesses you visited?
5. Were the staff friendly and knowledgeable? How did this come across?
6. Did you find any signposts, information or maps to help visitors find places of interest?
7. What did you think of the lunchtime options? (range, visual & menu appeal, impression vs reality…)
8. Would you visit the establishment again? Would you recommend it to others?
9. Is there one thing you saw that you could use in your own business? (something your experience made you think you should start or stop doing, or change)
10. Any other comments?

Please rate your overall experience	/10