

Visitor Experience Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

1. Which kind of place did you visit?

- ☐ Museum or gallery
- ☐ Visitor attraction
- ☐ Heritage or historic site
- ☐ Community venue
- ☐ Public facility
- ☐ Nature or garden site
- ☐ Another place
- ☐ Prefer not to say

2. What was your main purpose for the visit?

- ☐ See an exhibition or attraction
- ☐ Attend a program or activity
- ☐ Learn about a topic
- ☐ Spend time with other people
- ☐ Use a service or facility
- ☐ Explore without a fixed goal
- ☐ Another purpose
- ☐ Prefer not to say

3. How much of what you came to do were you able to complete?

- ☐ Everything
- ☐ Most
- ☐ Some
- ☐ Very little
- ☐ Nothing
- ☐ I did not have a specific goal

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4. How easy was it to find the entrance or starting point?

- ☐ Very difficult
- ☐ Difficult
- ☐ Neither easy nor difficult
- ☐ Easy
- ☐ Very easy
- ☐ I already knew where to go

5. How easy was it to navigate to the places you wanted to visit?

- ☐ Very difficult
- ☐ Difficult
- ☐ Neither easy nor difficult
- ☐ Easy
- ☐ Very easy
- ☐ I did not move between areas

6. Which source helped you most during the visit?

- ☐ Staff member
- ☐ Signs or labels
- ☐ Printed map or guide
- ☐ Digital map or app
- ☐ Exhibit or display information
- ☐ Accessible facility or service
- ☐ Another source
- ☐ Nothing was helpful
- ☐ I did not need help

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7. What is one change that would improve a future visit?
