



Energizing Your DMO Surveys with Effective Design Strategies

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Tourism Research Initiatives

Visitor Profile/Segmentation

Advertising Effectiveness & ROI Research

Unaided/Aided Brand Awareness

Resident Sentiment

Creative Testing

Brand Development Projects

Visitor/Partner Satisfaction

Economic Impact Analysis/Spending

Event Attendees Profile/Post-Event Feedback

Website Usability

Meeting Planners Perceptions

Sustainability/Stewardship Concerns/Best Practices

Community Engagement Insights

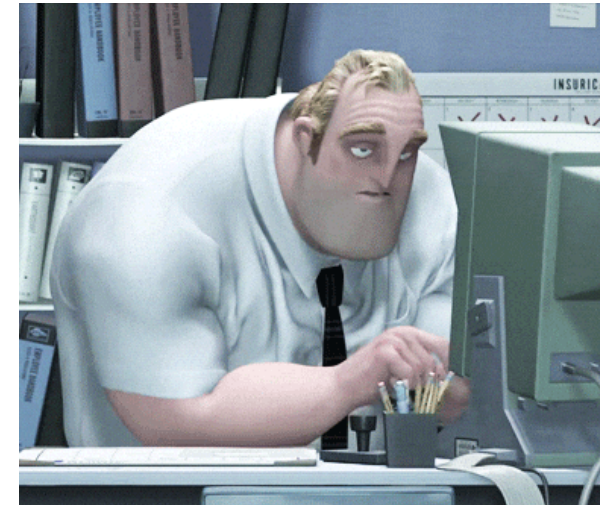
Specific Decision: e.g., eNewsletter groups, marathon route etc.

The Truth About Surveys

Data Detectives



Other People



As online surveys rise and demand for information grows, response rates are dropping.

Outline

- **Pre-Survey Discussions**
- **Objective(s)**
- **Design**
 - Questions
 - Answers
- **Incentives**
- **Tools**



“The quality of a survey is best judged not by its size, scope, or prominence, but by how much attention is given to [preventing, measuring and] dealing with the many important problems that can arise.”

“What is a Survey?”, American Statistical Association

Pre-Survey Process

Do we really need to discuss this?

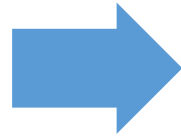


What was it that triggered the need for this research?

Why Discussions Matter

Discuss Purpose

- *inform decisions*
 - *advocacy,*
 - *stakeholder engagement,*
 - *performance measurement,*
 - *strategic planning*
 - *reporting etc.*



Consider Other Alternatives

- Desk Research
- Check existing data
- Evaluate other research methods (e.g., *focus groups, content analysis*)



Clarify

- Prioritize needed vs curiosity
- Assess if the survey alone is enough



QUICK TIPS

Treat each survey as a standalone project.

Survey Project

- **Identify objective(s)**
- Discuss expectations “who, what, why”
- Approach for the information needed (Quantitative, Qualitative, or Mixed)
- Target population, sample strategy
- Approach (self-administered, interviewer-administered)
- Survey administration method (online, intercept etc.)
- **Survey Design**
- Well-defined sample plan
- **Incentives:** budget, time, delivery
- Data collection: approach, timeline, frequency
- Pilot test
- Survey timing, reminders, pivoting decisions
- Data analysis
- Reporting

Survey Objective(s)

Survey Objective(s)

Categories	Description
Topic(s) of Study	The core topic(s) that you want to explore.
Subject Matter	The underlying subject matter
Time Frame	Time frame of interest
Target Audience	Characteristics or criteria of your target audience

Survey Objective: To assess the **travel intentions** of **affluent Cape Coral residents (travelers, HHI \$100K+)** to Kissimmee, FL **within the next three months**.

Survey Objective(s) +

Categories	Description	Example
Purpose	How will the information be used? E. g. Reporting - to measure campaign success, Planning - data used as inputs to building a campaign plan, Strategy – for target markets configurations etc.	Planning
Key beneficiary	Who will be using the data? <i>E.g. leadership, creative team, marketing team, etc</i>	Marketing team

Survey Objective(s) +

Topic(s) of Study | Subject Matter| Time Frame| Target Audience| Purpose| Key beneficiary

To assess the **travel intentions** of **affluent Cape Coral residents (HHI \$100K+)** to Kissimmee, FL **within the next three months**. Insights will be used by **marketing team** for **planning purposes**.

Survey Design

Survey Key Considerations

Blueprint

Length of Survey

Survey Flow

Survey Blueprint

A plan that helps the process of building survey questions.

Quick Tip: Rely on the survey blueprint to outline the key questions for your survey.

Section	Description
Introduction	Survey purpose, confidentiality statement, time commitment
Screening Questions	Recent travel experience, age verification
Travel Patterns	Frequency of travel, typical trip duration, seasonal preferences
Destination Preferences	Types of destinations visited, domestic vs. international
Planning Process	Advance planning timeframe, information sources used
Travel Motivations	Primary reasons for travel, key decision factors
Accommodation Preferences	Preferred accommodation types, important amenities
Transportation	Travel methods, airline preferences, ground transportation
Activities & Experiences	Preferred activities, entertainment, cultural experiences
Dining & Culinary	Food preferences, dining habits while traveling
Budgeting & Spending	Typical budget ranges, spending priorities
Technology Use	Apps, websites, and digital tools used for travel
Sustainability	Eco-friendly travel practices, interest in sustainable options
Travel Companions	Solo, family, friends, group travel preferences
Demographics	Age, income, education, household composition
Closing	Thank you message, information about results sharing

Length of Survey

5-15 min

Optimal Time

**Balancing
comprehensiveness
with fatigue.**

1. Overall, how satisfied are you with our company?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

Next

Progress Bar

Page 1 of 5

Quick Tip: The role of a progress bar in improving completion rates.

Survey Flow

- **Broad and unbiased early questions**
- **Sensitive questions later**
- **Demographics at the end**
- **Avoiding confusing or disjointed transitions**



Quick Tip: Simple and neutral background and rely on brand colors. Question numbers, page numbers, and section subtitles are helpful to navigate through the survey. Fonts should be easy to read and consistent throughout the questionnaire.

Survey Content

Introduction

Questions

Answers

Closing note

Survey Introduction



**CLEAR, ENGAGING
INTRODUCTION/INFO
RMED CONSENT**



**SET EXPECTATIONS
FOR TIME
REQUIREMENT**



**CLARIFY DATA
PRIVACY**



**DESCRIBE RESULT
USAGE**



**HIGHLIGHT SURVEY
DEADLINE**



**INCORPORATE THE
LOGO AND BRAND
MESSAGING**

Survey Content

Introduction

Questions

Answers

Closing note

Questions

Choice questions– multiselect or single select

Grid/Matrix**

Ranking

Ranking scale (Numeric values)

Open end (Validation)

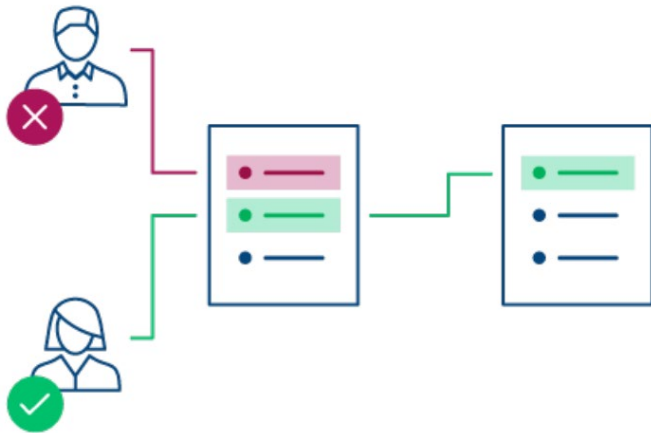
True or False?

Respondents are more likely to skip a closed-ended question than an open-ended.

False

Specific Types of Questions

Screening Questions



Isolating your target audience within the broader population

- Qualifying questions: demographics, attitudes, behaviors
- Document screening criteria
- The more specific the sample, less screening needed

Quick Tip: Minimal to no screening criteria for your contact list.

Specific Types of Questions

Attention Check Questions

Use reverse statements

- Make statements completely opposite or in total contrast to the original.

Select this response

- Easy to implement but perceived to be frustrating.

Repetitive questions

- Asking about age or date of birth multiple times.

Quick Tip: Attention check question help in data cleaning.



How to answer multiple choice question

Question Wording

01

It measures the underlying concept it is intended to tap

02

It doesn't measure other concepts

03

It means the same thing to all respondents

Considerations for Questions

- **Avoid technical terms and jargon**
 - e.g., DMO, CVB
- **Avoid Vague or Imprecise Terms**
 - e.g., local resident (e.g., winter residents etc.)
- **Define Things Very Specifically**
 - e.g., What was your total annual household income *before taxes*?

Considerations for Questions

- **Avoid Complex Sentences**
 - Short & clear
- **Provide Reference Frames**
 - e.g., impact of tourism in Osceola County vs neighborhood
- **Avoid Double-Barreled Questions**
 - E.g., how *easy and intuitive* is Experience Kissimmee's website to use?

Considerations for Questions

Avoid Questions Using Leading, Emotional, or Evocative Language.



We welcome everyone in our destination. How would you rate the welcomeness of our destination?

- ★
- ★★
- ★★★
- ★★★★
- ★★★★★

Survey Content

Introduction

Questions

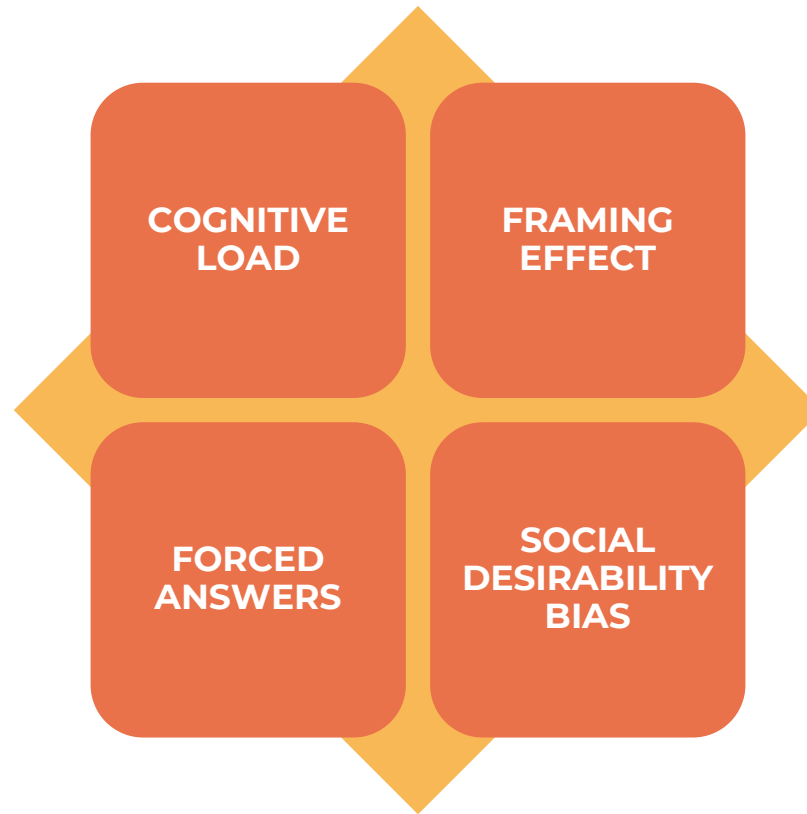
Answers

Closing note

Considerations for Answers

- **Answer Choices Should Anticipate All Possibilities**
 - Try to keep response list short (no more than 15)
 - Other (please specify)
 - None, Not Applicable
- **Avoid Leading Answers**
 - Use balanced scales (e.g., neutral, midpoint)
- **Avoid double-barreled answers**
 - Which of the following attributes are important to you when deciding where to travel? *Location* and *travel time* required.

Considerations for Answers



Cognitive Load

The working memory resources your brain needs to read and understand a question.

Increased cognitive load
**= Decreased data
quality**

1. How satisfied or dissatisfied are you with each of the following?

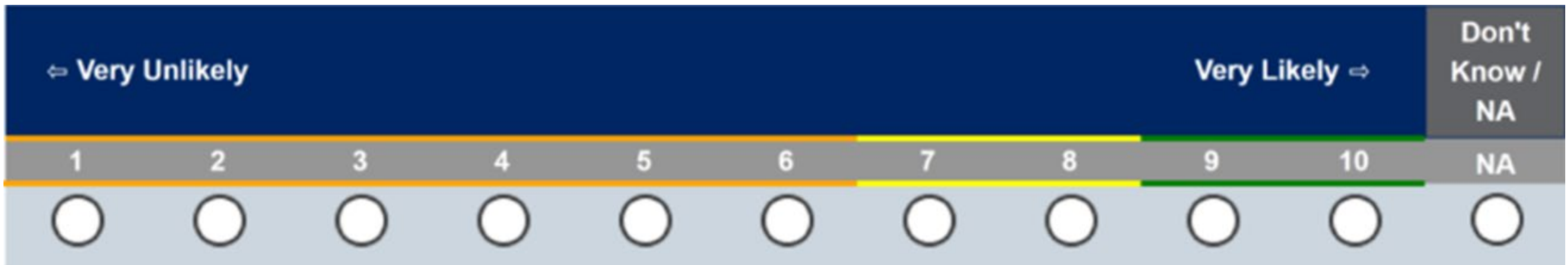
	1 - Very satisfied	2 - Somewhat satisfied	3 - Neither satisfied nor dissatisfied	4 - Somewhat dissatisfied	5 - Very dissatisfied	N/A
The interaction with the sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your experience at the register	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The organization of the store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The products offered in the store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The sizes available at the store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Framing Effect

When decisions are influenced by the way information is presented.

- Equivalent information can be more or less attractive depending on what features are highlighted.



Net Promoter Score (NPS)

Forced Selection

Which destinations did you go to for your last vacations?

- Kissimmee, FL
- Cape Coral, FL

How would you rate your experience at the party?

- Excellent
- Good
- Poor
- Very Poor

Social Desirability Bias

- **When respondents give answers to questions that they believe will make them look good to others, concealing their true opinions or experiences.**



Anonymity

Protect the identity of participants to encourage more truthful answers.



Wording

Be careful of leading questions that can influence a respondent's answer



Use self-administered questionnaires

Respondents might answer more truthfully without the presence of the interviewer or other participants



Indirect questioning

Ask respondents to make predictions about how someone like them would think or act to encourage truthful responses

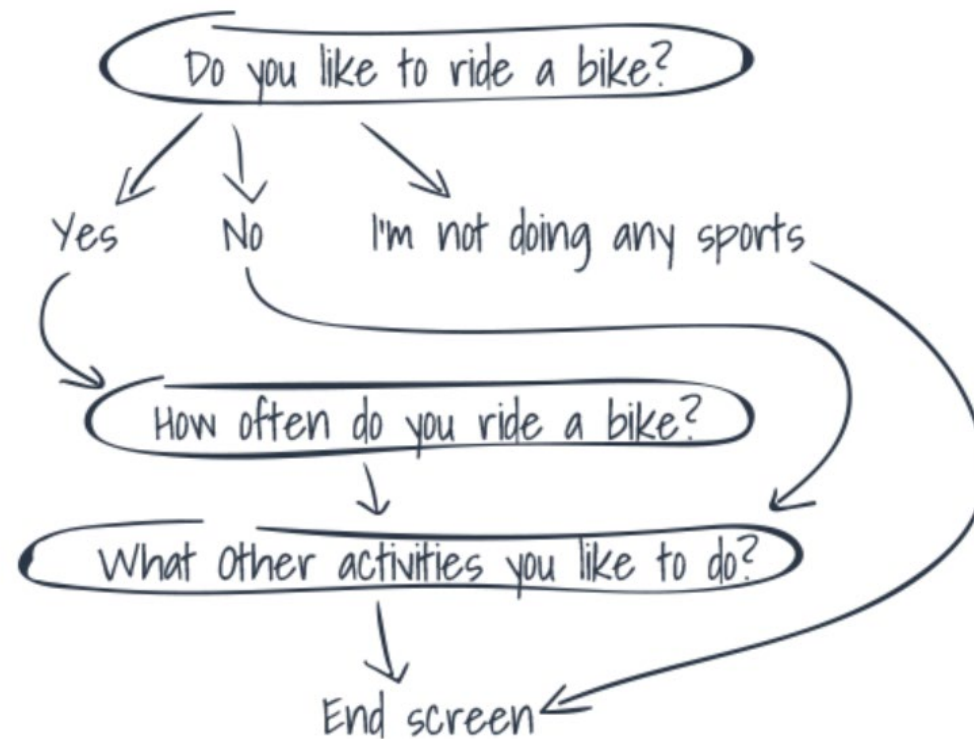
Other Aspects

Survey Mechanisms

Incentives

Survey Mechanisms

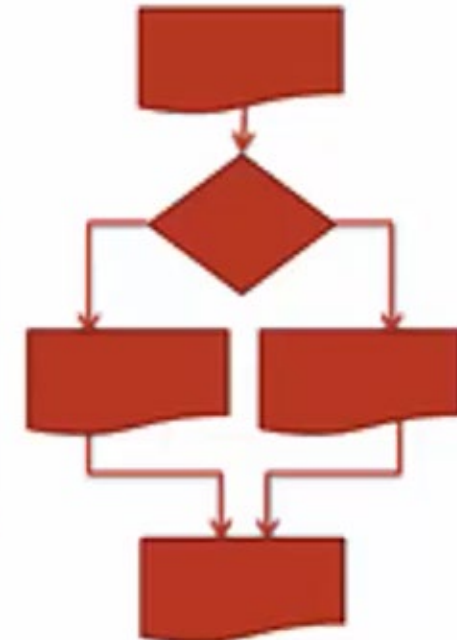
Dependencies / Skip Logic



Skip Patterns



Branching



Survey Mechanisms

Piping Mechanism

Survey 2015

0% complete

1 What's your name?

Bob

2 What is your favourite season?

☐ Spring ☒ Summer ☐ Autumn ☐ Winter

Next >

Survey 2015

50% complete

3 Why is Summer your favourite season?

< Previous Next >

How satisfied were you
with your last vacation in
Kissimmee, FL?
Very satisfied

Can you tell us more why
you were *very satisfied*
with your last vacation in
Kissimmee, FL?

Survey Mechanisms

(Negative) Carry Forward Logic

1. Which 3 features do you like the most about your new sneakers?

- ☐ Comfort
- ☒ Style/Design
- ☒ Brand Reputation
- ☒ Durability
- ☐ Exclusivity/Limited Edition
- ☐ Versatility

2. Which of the features you like is your absolute favorite?

- ☒ Style/Design
- ☐ Brand Reputation
- ☐ Durability

In which of these destinations have you vacationed before?

- A, F, L (Selection)

Which of these destinations would you consider for you next vacation?

- A
- F
- L
- None of them
- All of them

Survey Incentives

1. One-off survey prizes
2. Sweepstakes
3. Monetary incentives
4. Merchandise
5. Personalized products
6. Event entry
7. VIP access to events
8. Discount coupons

Timing of incentives

Generic incentive/Avoid bias

Quick Tip: E-gift cards for online surveys and spin the wheel promotions or gamified experiences for intercept are among the most effective incentives.

Final Takeaway

- **Clear survey objective(s)+**
- **Try to keep survey to 5-15 min; roughly 20-25 questions**
- **Present questions neutrally, use clear and specific language, and avoid leading or biased wording**
- **Include screening and attention check questions**
- **Utilize survey mechanisms for more effective surveys**
- **Offer incentives that do not bias the quality of responses**

Industry Leading Tools

Google Forms

Typeform

Surveygizmo

SurveyMonkey

Confermit

Qualtrics

Thank You!



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EXPERIENCE
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