

Visitor Data Collection

Grants offered by Events Tasmania are based on the number of visitors to Tasmania travelling specifically for the event, and the number of nights these visitors stay in registered accommodation.

What Visitor Data should be collected?

There are three key pieces of data that should be collected from interstate and international visitors by event organisers:

- Where have the visitors travelled from?
- How many nights are they staying in Tasmania?
- Where are they staying? (ie hotels, motels, b&b)

How to Collect Visitor Data

There are three approved methods of collecting event data:

1. If you are organising a national championship, a touring event or a club event, the quickest and easiest way is to collect visitor data when people register for the event. These questions can simply be included in registration forms.
2. If you are running a ticketed event, survey audiences when arriving or departing to collect visitor data. Audiences can be asked at the gate if they are from interstate, and then asked to be surveyed if they are.
3. For free public events, the best way to collect information is to collect visitor data at the most productive sales or marketing points. All free public events have sales or marketing points which attract the majority of visitors, such as beverage sales, gold coin donation collections, merchandise, food sales, glass or cup sales, sunscreen stations, promotional giveaway stalls and parking vendors.

How Events Tasmania can help with Collection of Visitor Data

Events Tasmania has provided an example of a template to assist events with visitor data collection. This can be accessed online at www.eventstasmania.com and is also distributed to all approved events in the Events Tasmania Grants Program. We encourage events to discuss their plans for collecting data with us, as we may be able to offer advice and guidance on the best way to approach your specific event.

How to Present Visitor Data

Once visitor data is collected, event organisers are required to report information on a Statutory Declaration form supplied by Events Tasmania after the event has been staged. This is a legal document stating that the data has been collected and represented in accordance with approved data collection methodologies.

The Statutory Declaration must be accompanied by the Event Visitor Data Overview, a one-page form that is distributed to all approved events in the Grants Program.

Events Tasmania Grant Program 2011

Auditing of Visitor Data by Events Tasmania

As part of the government audit process, a number of events will be selected for an independent audit.

Please Note: The following information will be required should your organisation be audited:

- You will need to substantiate the information in the Statutory Declaration form you have submitted. This will mean providing your completed spreadsheets and survey forms you used to collect this information.
- You will also need to verify the methodologies you used while collecting this data (who collected it, how it was collected, where it was collected and what questions were asked at the time).