



Bear River Heritage Area

Visitor Survey

Your Current Location _____

 Date _____

The Bear River Heritage Area Council is conducting a survey of visitors to Bear River Heritage Area attractions and businesses. As a visitor, please take a few moments to fill out this brief questionnaire and leave it with the cashier, receptionist, or other staff. Thank you!

Your Residential Zip Code (or Country Postal Code if outside the U.S.): _____ Age: _____ Sex: M F

Are you a resident of any of the following counties? Caribou County, ID; Bear Lake County, ID; Franklin County, ID; Oneida County, ID; Box Elder County, UT; Cache County, UT; Rich County, UT

- Yes** *If Yes*, please skip to the last section for **Residents and Non-Residents** at the bottom of the page.
 No *If No*, please continue with the survey for **Non-Residents** below.

Non-Residents

Including yourself, how many people are in your group today? _____

Which of the following best describes your group makeup?

- Family/Spouse/Significant Other
- Friends
- Family and Friends
- Tour Group (organized tour, school or church group, etc.)
- Self
- Other—Please describe: _____

Are you familiar with the term “Bear River Heritage Area” in promotion of this region? Yes No

If Yes, where did you first hear about the “Bear River Heritage Area?”

What is your primary destination today?
 (Please mark only one.)

- This business/attraction/establishment
- The Bear River Heritage area, generally
- Visiting family and/or friends
- Just passing through
- Other _____

What is the primary purpose of your visit today?
 (Please mark only one.)

- Sightseeing
- Visiting family and/or friends
- Shopping
- A specific event (Please identify) _____
- Outdoor recreation (hiking/camping/hunting/fishing/etc.)
- Just passing through
- Other _____

Did you, or will you, stay overnight within the Bear River Heritage Area? Yes No

If Yes, how many nights did you/will you stay? _____

If Yes, where did you stay?
 (mark all that apply)

- Friends and/or family
- Hotel or motel
- Bed and breakfast
- RV park (recreational vehicle/camper)
- Camping
- Vacation home/cabin
- Other _____

Residents and Non-Residents

Would you be willing to receive a more in-depth survey about various aspects of your visit to the Bear River Heritage Area?

If so, please provide the following information to receive a postage-paid mail survey or online survey. Information you provide will be strictly confidential. Thank you for your help!

Name _____
 Address _____ City _____ State (or Country) _____
 or Email address (for online version) _____