



let us know what you think

(please print out, complete, then email back to us or drop it in at the Pannett Art Gallery)

1. Did you visit the Whitby Christmas Festival?

Yes

No

2. What was your main reason for visiting Whitby Christmas Festival?

1. You came as part of a train /coach excursion/ tour
2. To buy something different
3. For the entertainment
4. Was just passing and saw it
5. Other _____

If other can we have a brief comment?

3. How did you find out about the festival? (one item only)

1. Tourist website
2. Advertiser
3. Editorial in the Gazette
4. Banner/Poster
5. Radio
6. Flyer
7. Social Media - Facebook, Instagram, Twitter
8. Email
9. I was told about it
10. Tourist Information Centre
11. Annual visitor
12. Found in passing
13. Can't recall

4. And any other ways you found out about the festival? (Multiple responses accepted)

1. Tourist website
2. Advertiser
3. Editorial in the Gazette
4. Banner/Poster
5. Radio
6. Flyer
7. Social Media - Facebook, Instagram, Twitter
8. Email
9. I was told about it
10. Tourist Information Centre
11. Annual visitor
12. Found in passing
13. Can't recall

5. Looking at our Festival attractions can you tell us which ones you visited? (Multiple responses accepted)

1. Yorkshire Coast Radio stage (Friday only)
2. A local band / choir
3. A dance company
4. A drama group
5. Fashion show
6. Childrens workshop / activity on site
7. Santa
8. Fireworks (Saturday only)
9. Refreshment stand (tea/coffee, food and/or Bar)
10. The Christmas Market
11. Fringe event
12. Street Theatre

6. Thinking about today's visit, how satisfied or dissatisfied were you overall with the Festival?

1. Very Unsatisfied
2. Unsatisfied
3. Neutral
4. Satisfied
5. Very Satisfied

And briefly, could you say why you have this opinion? (In three to five words)

7. And which single attraction was your favourite? (Select one only)

1. Lantern parade (Friday only)
2. Yorkshire Coast Radio stage (Friday only)
3. A local band / choir
4. A dance company
5. A drama group
6. Fashion show
7. Childrens workshop / activity on site
8. Santa
9. Fireworks (Saturday only)
10. Refreshment stand (tea/coffee, food and/or Bar)
11. The Christmas Market
12. Fringe event
13. Street Theatre

8. Did you buy anything at the Festival today?

1. Street food
2. Retail
3. Didn't buy

9. How did you get here today?

1. Car
2. Train
3. Taxi
4. Bus
5. Circular Whitby bus
6. With Train/Coach party
7. Walked
8. Walked from Whitby East side (Abbey side) via the swing bridge
9. Cycled

10. Were you planning to visit the Festival or visiting Whitby anyway?

1. Just the Festival
2. Visiting Whitby anyway
3. I live in Whitby

11. If visiting Whitby anyway, how long are you staying?

1. A day
2. Weekend
3. Long weekend/4-5 days
4. A week
5. Longer than a week
6. Whitby resident

12. Were you aware the Festival was taking place this weekend?

1. Yes
2. No

13. Are you here today with FRIENDS?

How many	
No. Female	<input type="checkbox"/>
No. Male	<input type="checkbox"/>

14. Or with FAMILY?

Male	<input type="checkbox"/>
Female	<input type="checkbox"/>
Children (M/F)	<input type="checkbox"/>

15. Age of principal respondent?

1. 12 and under
2. 13 to 18
3. 19 to 30
4. 31 to 45
5. 46 to 60
6. 61 to 75
7. Over 75
8. Declined

16. Please can you provide the first part of your post code?

17. Anything else you would like to tell us about the festival, including your suggestions for making it even better next year.