

The University of Alabama
Center for Economic
Development

**Community Survey:
Recreation and Tourism**

Recreation:

Where does your household frequently go for recreation and entertainment?

Movies Dancing Dining (not fast food) Live Theater Educational Programs
Sporting Events Gym Hunting Fishing Biking Boating Camping Hiking Golf Parks

Does your community have enough year-round activity recreational programs for youth? Yes No
Does your community have good recreational facilities for the elderly? Yes No
Does your community have good opportunities for outdoor sports? Yes No
Does your community have adequate local and regional parks? Yes No
Do you have good golfing facilities in your community? Yes No

Navigation:

Does your community have public transportation? Yes No
Are maps of your community available to visitors with attractions listed? Yes No
Are GPS coordinates provided for each tourist attraction / amenity? Yes No
Are sidewalks in good condition? Yes No
Is there adequate lighting of walkways? Yes No
Is there adequate parking for visitors? Yes No
Do parking spaces have strict time limits? Yes No

Way finding:

Does your community have adequate directional signage from major highways? Yes No
Adequate signage to attractions? Yes No

Attractions:

Are your sites handicap accessible? Yes No
Are updates needed to increase attractiveness to visitors? Yes No
Does the attraction provide public restrooms? Yes No
Does your community have any annual events? Yes No
Does your community have historic sites that are open to the public? Yes No
Is there a location where visitors can purchase souvenirs from your community? Yes No

Lodging:

Does your community have enough hotel rooms to support lodging needs? Yes No

How many hotels are in your area? _____

Does your community have any Bed and Breakfasts? Yes No

What is the average price of a room per night? _____

Is the front desk staff knowledgeable about your community? Yes No

Restaurants:

How many locations are open seven days a week? _____ 6 days a week? _____

Is the health rating of restaurants satisfactory? Yes No

How would you rate the restaurant's customer service? Excellent Good Fair Poor Unacceptable

Average price of a Breakfast Meal? _____ Lunch meal? _____ Dinner meal? _____

Security:

Is information posted as to where visitors can get assistance if they are lost or in trouble? Yes No

Is there adequate policing of tourist areas? Yes No

Organizations:

Does your community have:

A tourism council and/or tourism director? Yes No

Historic preservation society? Yes No

Civic Clubs? Please list _____

Marketing Information:

What is your busiest time of year visitor wise? Spring Summer Fall Winter

What type of traveler do you see your community attracting? Circle all that apply

Singles / Job related /Families /Retirees /Girlfriend getaway / Sports / RV / Other: _____

Has an intercept survey been taken from your visitors ? (ex. at an event, or comment cards at hotels/restaurants)

Yes No

How is your community promoted? Circle all that apply

Brochures / Newspaper / Internet / Billboards / Magazines / Word of mouth / Television

Posters / Radio / Social media / Other : _____

Does your community have a website? If yes, web address: _____	Yes	No
Does your community have an Information Center? If yes, Hours: _____	Yes	No
Is there a location that provides community information every day of the week? If yes, is this location staffed?	Yes	No
Is your community a part of a larger tourism region?	Yes	No