

COMMUNITY SURVEY: RECREATION & TOURISM

The University of Alabama
Center for Economic
Development

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 year-round recreational activity programs for youth?	Yes	No
Does your community have good recreational facilities for the elderly?	Yes	No
Does your community have all-inclusive opportunities for outdoor sports? (ADA)	Yes	No
Does your community have all-inclusive local and regional parks? (ADA)	Yes	No
Do you have public golfing facilities in your community?	Yes	No

NAVIGATION:

Does your community have public transportation?	Yes	No
Does your community have maps available to visitors with attractions listed?	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

WAYFINDING:

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

ATTRACTIONS:

Are your sites handicap accessible?	Yes	No
Does the attraction provide public restrooms?	Yes	No
Does your community have any annual events?	Yes	No
Are your attractions listed on TripAdvisor?	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 available in your area? _____		
Does your community have 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
Are there local listings on Air B & B, VRBO, etc.?	Yes	No

RESTAURANTS:

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

Are menus on their Facebook page, Trip Advisor or other digital platform? Yes No

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

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

Hospitality Advisory Board Yes No

ORGANIZATIONS:

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: _____

Have you conducted an intercept survey? (i.e. event or comment cards at hotels/restaurants) Yes No

How does the community get promotion? Circle all that apply

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

Posters / Radio / Social media / other: _____

Does your community have a website? Yes No

If yes, web address: _____

Does your community have an Information Center? Yes No

If yes, Hours: _____

Is there a location that provides community information every day of the week? Yes No

If yes, is this location staffed? Yes No

Is your community a part of a larger tourism region? Yes No