

Hot Springs Travel & Tourism Post-Event Report

Event:

Contact:

Email:

Event Date:

Please answer the following questions to the best of your ability. No reimbursements will be considered without completion of this form, and the post-event budget form. All post-event reports are due no later than sixty (60) days after the event. Reports received beyond that may not be considered for reimbursement.

1. Where was the event held (location)?
2. How many years has this event been held?
3. Do you see the event growing year after year and how do you measure attendance?
4. How many people attended this event this year? How many were repeat visitors to this event? (Participants, Spectators, etc.)
5. Approximately what percentage of event-goers were from somewhere other than Hot Springs County?
6. What other local events were held at the same time/location as this event? How did you plan and execute your advertising to maximize Return on Investment (ROI).
7. How many of your event-goers stayed in Hot Springs County at least one night?
8. How did you partner with other local organizations or events to further promote tourism in Hot Springs County? Are there plans for partnerships for next year?
9. Do you feel that the advertising was adequate for the event?
10. What was new about your event this year? What changes are planned to make next year's event better?

Signature of responsible party

Date

Required:

- ✓ Post Event Report
- ✓ Post Event Budget Form
- ✓ Copy of any available advertising included in reimbursement request.
- ✓ Signature

Return Post Event Report and attachments to:

Hot Springs Travel & Tourism
PO Box 927
Thermopolis, WY 82443

Or email: tourism@thermopolis.com