

Appendix C  
Visitor Services/Business Questionnaire

**Visitor Services/Business Survey Questionnaire**  
**Southern Maryland Heritage Tourism Management Plan**

- Name of Business and owner/representative surveyed  
\_\_\_\_\_
  
- What is the capacity of your facility? (Rooms, Seats, Slips, etc. \_\_\_\_\_
- How many do you employ (part and full-time)? \_\_\_\_\_
- What are the range of costs for rooms/meals at your facility? \_\_\_\_\_
- What you estimate to be your annual occupancy rate? \_\_\_\_\_
- Which seasons best support your business in occupancy or meals? \_\_\_\_\_
- Which seasons are worst for your business in occupancy or meals? \_\_\_\_\_
- What are your hours of operation? Do they change seasonally? \_\_\_\_\_  
\_\_\_\_\_
  
- Can you accommodate larger groups? (buses?, outings?) \_\_\_\_\_
  
- What percentage of your customer base is derived from:  
Local Sources (in County) \_\_\_\_\_  
Regional Sources (in 3 County area) \_\_\_\_\_  
Washington Metropolitan area \_\_\_\_\_  
Beyond the Metropolitan area \_\_\_\_\_
  
- Are there other facilities in the area that greatly influence your business. (e.g. Patuxent Naval Air Station or Marinas?) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- Does your business co-market/advertise jointly with other businesses or facilities or offer package services/deals with other businesses or attractions? If so which ones? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
- Does your establishment regularly display materials promoting other attractions in the region? \_\_\_\_\_
  
- Is your business affiliated with a member of any travel industry associations? (e.g. AAA,

Diners Club, B&B Associations, etc.) If so which ones. \_\_\_\_\_  
\_\_\_\_\_

- Do you feel that your business benefits from the presence of other attractions in the region? \_\_\_\_\_ If so which ones? \_\_\_\_\_  
\_\_\_\_\_
- Why do you think attracts visitors to the area or what part of the areas image sells to visitors? \_\_\_\_\_  
\_\_\_\_\_
- Based on what you hear from customers what other attractions or support services/facilities are not available that would broaden their interest in visiting the region or better support their needs during their stay. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Is there demand for additional facilities like your own? \_\_\_\_\_
- Is there demand for other business or visitor support facilities in the area (e.g. another B&B, Restaurant, public bathrooms, parking, visitor orientation facilities.?)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What specific actions do you feel are most needed in the region to better support your business, encourage additional business or to generally promote tourism and visitor spending in the region? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Comments: