



PETERSON'S POINT LAKE LODGE

GUEST INFORMATION REQUEST FORM

Name: _____

Please tell us a bit about you: Our staff is very interested in meeting as many of the needs and wishes of our guests as possible. It helps us tremendously to know a bit about you, your hunting experience, interests and your expectations as of this trip. Please fill this part out only if you want to!

Please tell us about your previous hunting experience.

1. Is this your first big game hunt (please circle)? Yes No

If no:

a. Have you purchased a big game hunt before? Yes No

b. What type of big game hunt (s) have you been on (i.e. horse, atv, tree stand) Was it self-guided or guided? _____

c. How many big game hunts have you been on (include both purchased & private hunts) _____

d. How many times do you go hunting in a year? _____

e. What do you hunt for? _____

f. Do you hunt with bow, rifle or both? _____

g. Other details about your hunting experience (where you have hunted, year, etc...) _____

2. What influenced your decision to select PPLL as a destination? (i.e. specific details/references)

3. Please tell us about your interests:

wildlife birds geology wildflowers history photography fishing

archery rifles other _____

4. Do you have any specific interests (i.e. hunting for wolf and/or wolverine) while at on your trip?

5. How did you find out about Peterson's Point Lake Lodge? Advertising is expensive and we want to get the best use of our dollar; finding out some details from you will help us tremendously in finding out what types of advertising are most useful to our business. You are the very best source of information. Please, would you take the time to answer these few questions?

1. Where/how did you become aware of Peterson's Point Lake Lodge (PPLL)?

2. At the time were you:

A. Reading print materials, such as magazines, newspapers, travel guides etc.

- | | | | |
|------|---|-----|----|
| i. | Looking for information on the Northwest Territories as a travel destination? | Yes | No |
| ii. | Responding to ads on the Northwest Territories as a destination? | Yes | No |
| iii. | Responding to Peterson's Point Lake Lodge ads? | Yes | No |

Where did you see these ads? _____

B. Surfing the Internet, or looking for specific keywords online (please list details if possible).

- | | | | | |
|------|---------------------------------------|-----|----|-------|
| i. | Using a search engine? | Yes | No | _____ |
| ii. | Using a tourism site? | Yes | No | _____ |
| iii. | Using a hunting or hunting club site? | Yes | No | _____ |
| iv. | Direct to our website? | Yes | No | _____ |
| v. | Other _____ | | | _____ |

C. Referred to Peterson's Point Lake Lodge by someone you know?

What magazines do you subscribe to or read regularly?

We appreciate the time you have spent in filling out this questionnaire! Thank you from, the Peterson's family and staff of Peterson's Point Lake Lodge

Jim, Margaret, Chad, Amanda, Paul, Ray, Grant, John, Grant P, Egan, David & Eric