



Success Story

Event survey at Villacher Kirchtag

mQuest® at Austria's biggest folklore festival

With more than 400,000 visitors, the Villacher Kirchtag in beautiful Villach is the biggest folklore festival in Austria. From July 31 to August 7, 2016, the traditional festival was held for the 73rd time. Within the course of a diploma project, more than 2,000 visitor interviews were conducted at all four main entrances of the Villacher Kirchtag during one

week. The collected data was to provide insight into the origin of visitors, their buying behavior regarding gastronomy and fairground rides, as well as the frequency of visits. Due to high reliability and easy handling, the mobile offline survey software mQuest proved to be the ideal companion for the successful conduct of the interviews.

Product in use: **mQuest®**

14 preconfigured iPads in use

2,000 interviews during one week

Data upload on a daily basis

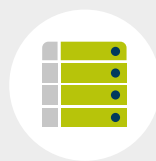
Services



Questionnaire programming



Support



Hosting



Provision of the software

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The cooperation was excellent regarding preparation, support, and overall handling. With the collected data we can now draw solid conclusions about Austria's biggest folklore festival.

Ing. Johann Presslinger,
Managing Director of Villacher Kirchtag GmbH

Further information at
www.villacherkirchtag.at

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www.mQuest.eu