



Chelsea Christmas Lights Switch-On - Saturday 19th November 2022 - Post-Event Survey

PLEASE RETURN BY 30/11/22 FOR YOUR CHANCE TO WIN A BOTTLE OF TAITTINGER CHAMPAGNE

1. Name:
2. Position:
3. Store Name:
4. Were you aware that the Chelsea Christmas event took place on 19/11/22? **Y / N**
5. How did you hear about the event? _____
6. Did you see an increase in footfall on 19/11/22? **Y / N**
7. By what percentage did footfall increase? _____
8. Did you see an increase in turnover on 19/11/22? **Y / N**
9. By what percentage did turnover increase? _____
10. What did you think about communications around the event, such as
 - a. Pre-event communications to your store
 - b. Pre-event publicity to the public, such as posters at Sloane Square, Knightsbridge and Victoria tube stations, social media, Evening Standard etc.

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11. What did you think of the event, such as the following:
 - c. Complimentary horse and carriage rides,
 - d. Santa's Grotto on Sloane Square
 - e. Bavarian Curling on Sloane Square
 - f. Performances on the stage outside Peter Jones
 - g. Roaming performers on Kings Road / Duke of York Square
 - h. Fireworks display from Peter Jones and Duke of York Square

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12. What changes would you like to see made when we plan for the 2023 Chelsea Christmas event and would you like to be involved more?

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13. Any other comments?
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