

# PRE-TOUR QUESTIONNAIRE

(We suggest using this as a guide during the first 10–15 minutes of your call, NOT sending this to couples to fill out in advance. The collaborative process is much more personal!)

## Part 1 - Logistics

NAME: \_\_\_\_\_

Bride     Groom     Entourage

NAME: \_\_\_\_\_

Bride     Groom     Entourage

DATE(S): \_\_\_\_\_

Flexible     Inflexible     Target time of year? \_\_\_\_\_

EVENT(S): \_\_\_\_\_

Ceremony     Rehearsal Dinner  
 Reception     Welcome Party  
 One-Day Rental     Wedding Weekend  
 Farewell Brunch     Other \_\_\_\_\_

GUEST COUNT: \_\_\_\_\_

Children Included     No Children     Pets? \_\_\_\_\_

BUDGET: \$ \_\_\_\_\_

**Pro Tip:** Be very specific about asking for the full budget... A lot of couples may have a number like \$30,000 in mind, for example, and think that \$1,000 is enough for a venue fee. On the other extreme, a couple could have a budget like \$30,000 in mind and don't realize that an \$8,000 venue fee would be a stretch for them. YOU are the professional and can help steer them accordingly to either spend more, or to look toward off-peak dates or days of the week!

LODGING (if applicable):     Yes     No     How many out-of-town guests? \_\_\_\_\_

If you have on-site lodging, you can address this specifically. If you do not have on-site lodging, you can suggest hotels nearby where the couple can secure room blocks.



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## Part 2 - Relationship Building

How did you two meet? \_\_\_\_\_

What's your proposal story? \_\_\_\_\_

Obviously, the MOST important aspect of your wedding day is you two getting married. (Yay!)  
In addition to that, what are your priorities for the wedding day?

→ Usually some order of The Four "F"s : Fun, Food, Floral/Design, "Fotography".

Do you have a vision in mind for your wedding day?

→ Some couples will have thoughts immediately as to design, event flow, etc... If they don't, you can guide them with very broad questions: "Are you looking for something very formal or more relaxed?"  
"Are you drawn to decor that is more classic/elegant, boho/earthy, or modern/minimalist?"

Let's chat about the menu!

→ Whether you handle Food & Beverage in-house or not, ASK THEM ABOUT FOOD & BEVERAGE! People love to chat about the menu, and it's a great way to paint a full and complete picture for them. Recommend menu/bar options toward the end of your tour if you provide those in-house OR suggest favorite caterers toward the end that can do exactly what they are asking for! Examples: "Have you thought yet whether you'd prefer a plated, buffet, or station-style dinner?" "Do you have thoughts on bar (none, beer & wine, full)?" "Are there any food/drink items that are must-haves?" "Any cultural cuisine or family recipes to include?"



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## Part 2 - Relationship Building, continued...

Is there a specific tradition that you're most looking forward to for your wedding?

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Any fun or unique elements you're planning to include in your day?

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Do you have any specific questions for me before we get started, or anything on property you're really excited to see?

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Do you have other venues on your list or any favorites that you've already seen? If so, what do you love about them?

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*→ Why not ask and scope out the competition?! It's useful to know what they like about these competitors' spaces so that you can highlight those aspects at your location OR show them something even better! Respond to their favorites/interests with equal excitement and respect -- we're here to support our entire industry, and hopefully your competitors do the same for you! "Oh, I LOVE Gurnesy Gardens! That Ceremony Arbor is stunning and they make the BEST sangria!"*

We can absolutely cover questions as we go (and please ask TONS), but do you have any looming questions right off the bat?

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*→ Armed with all this great information, make it a point to drop personalized notes during the tour about how you can make their ideas a reality. You got this!*

