

NEWPORT RACING EVENT SURVEY

Location DETROIT GRAND PRIX Division Detroit - MCA

Date (s) June 11, 1995 Division Mgr R. L. Lavioie

Date Submitted July 6, 1995
(submit by 30 days after event)

Promotion Quantity:

Mugs 0
Displays (8) 0
Floor (40) 0
Posters 0

Date Rec'd --

Invitations:

Requested 10
Date Notified
Date Ordered

Date Rec'd 05/01/95

Displays Placed:

Counter 0
Floor 0
Posters 0

Attendees:

Customers Invited 8
Customers Attended 8
Lorillard Personnel 2

Invitees' Comments: Invitees stated the Newport hospitality tent was very difficult to locate. Also, the Indy Lights Paddock area was not clearly identified. Most invitees were looking for the hospitality tent in a separate identified area away from the Paddock area and the Newport car transporter.

Race Day Info: Event Attendance 10 Hospitality Tent Attendance 10

Quality of Hospitality Tent:

Food	<u> </u>	<u>X</u>	<u>X</u>
Cleanliness	<u> </u>	<u> </u>	<u>X</u>
Service	<u> </u>	<u> </u>	<u>Excellent</u>
	<u>Fair</u>	<u>Average</u>	

Suggestions / Recommendations: In the future, please specify where the Newport hospitality area will be located - at the Newport car transporter site or in a separate area. Specific directions will be needed.

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