
SCI Safari Post Show Attendee Study 2008

**SCI First Time Convention Attendee
(2008 was first convention)**

Developed for



By

Tradeshow Week
CUSTOM RESEARCH
FULL-SERVICE MARKET RESEARCH AND CONSULTING

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Introduction

Tradeshow Week Custom Research was commissioned by SCI to conduct a post-show survey targeting first time attendees. The survey results provide a measure of attendees' overall satisfaction with the Convention, and inform show management of specific strengths and weaknesses associated with SCI 2007.

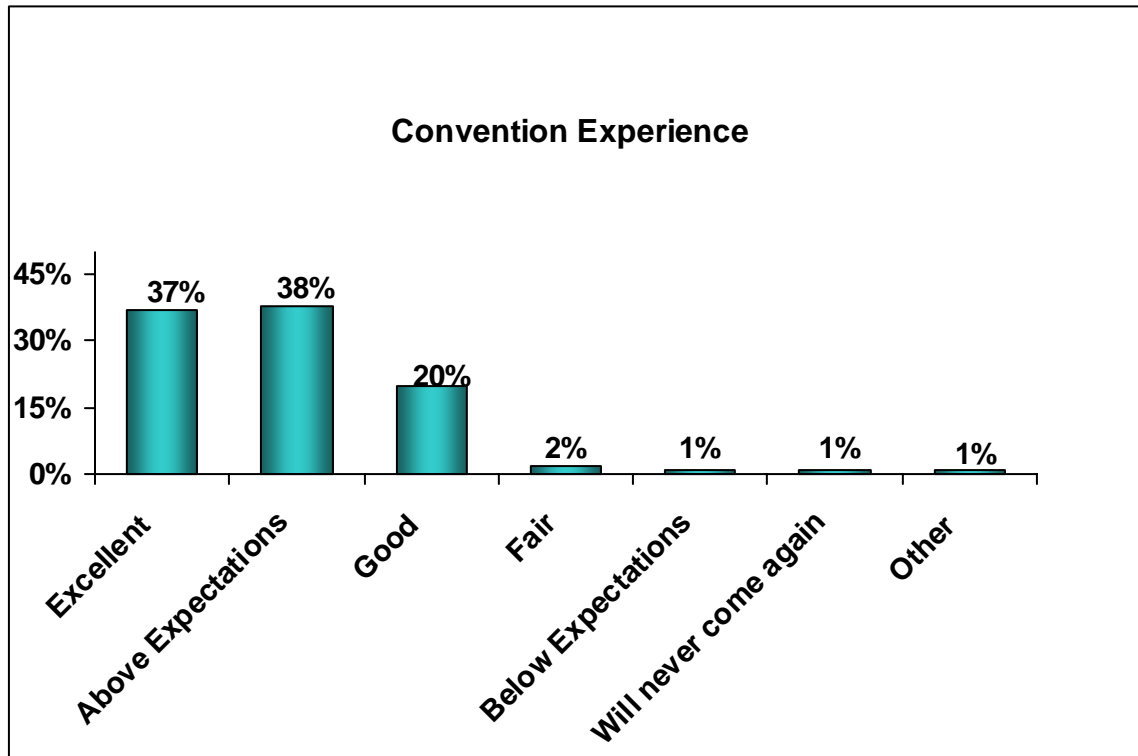
In February 2008 *Tradeshow Week* Custom Research invited 1,943 Convention attendees to participate in a research survey. The invitations were sent via email and 626 responded for a 32.2% response rate.

The verbatim responses are presented in the final section of the report. These unaided responses provide important and unedited remarks directly from the 2007 attendees. The research team has fixed many, but possibly not all of the write-in grammatical and spelling mistakes.



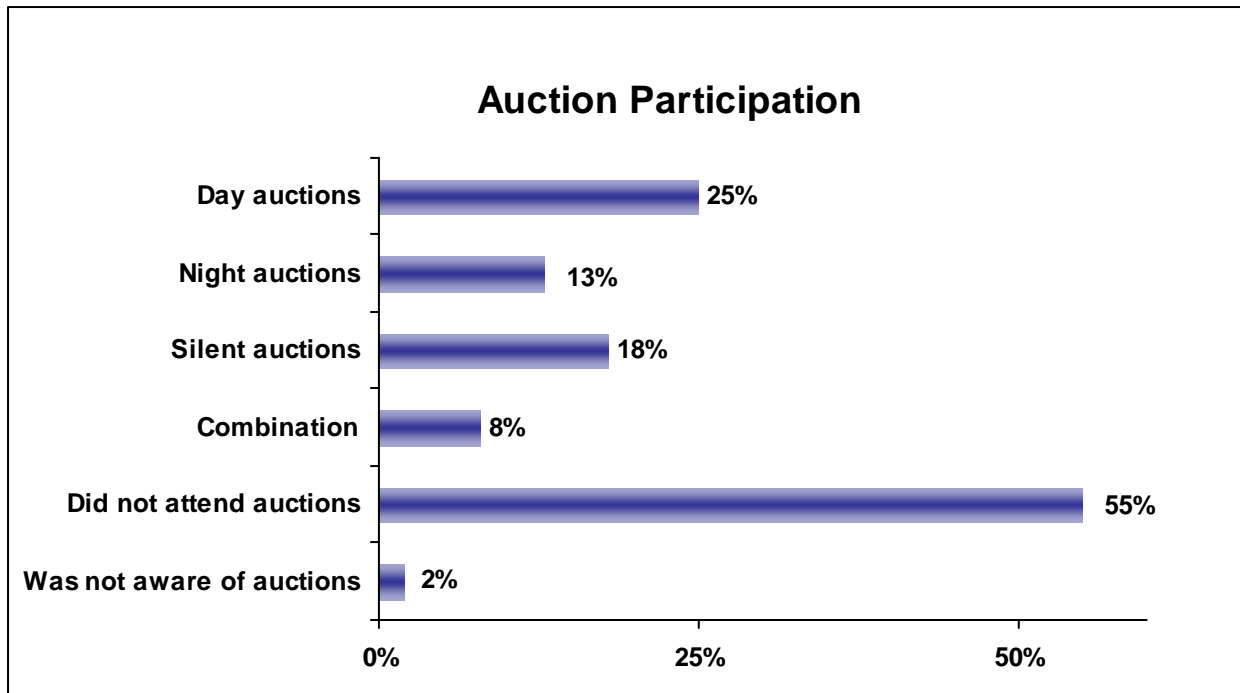
Executive Summary

Value and Rating of SCI's Annual Hunters' Convention



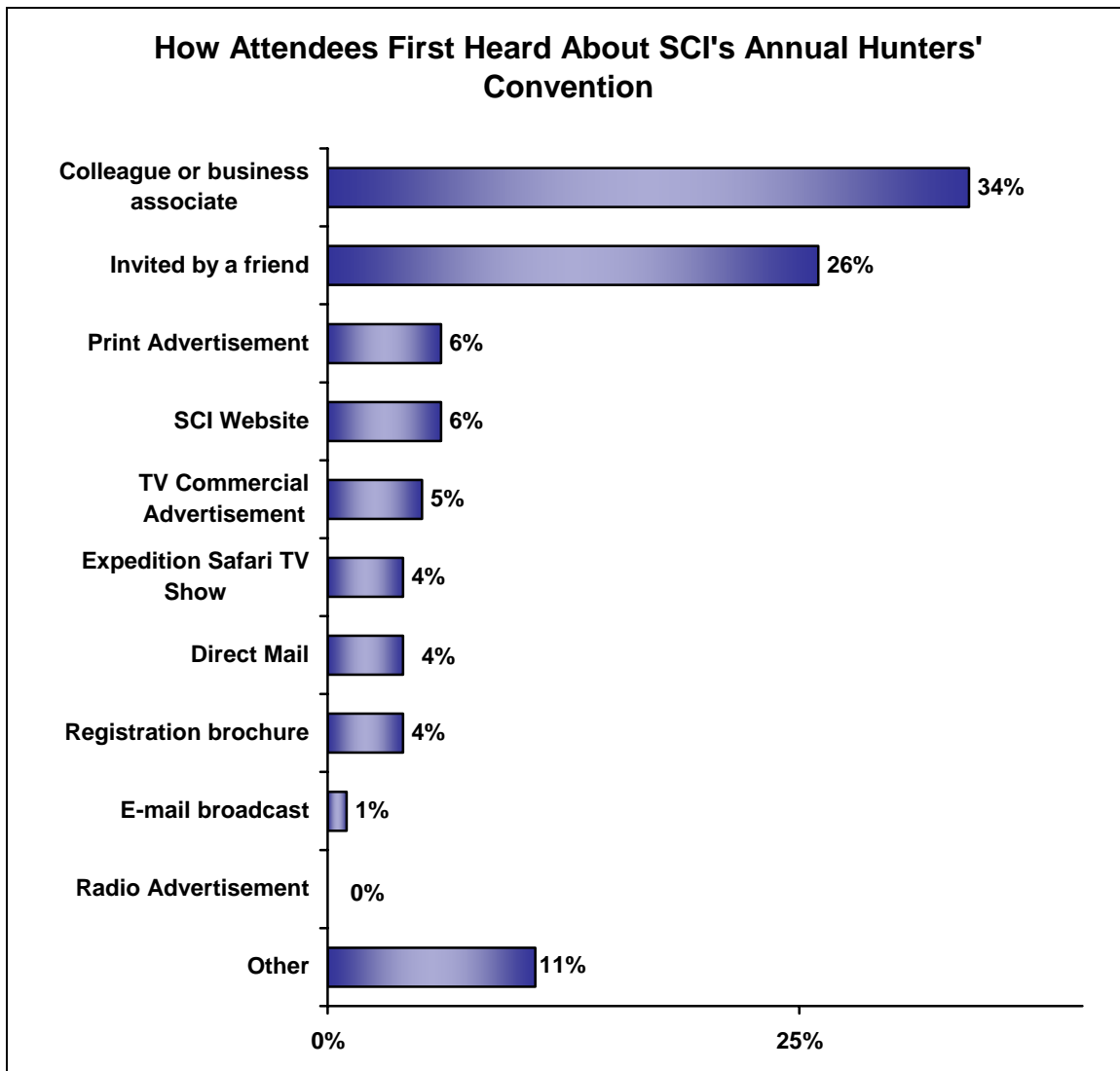
- After factoring in all related costs to attending the convention, 88% of attendees provided a positive rating the value they received:
 - Great Value: 15%
 - Very Good Value: 32%
 - Acceptable Value: 41%
- Nearly four out of five attendees (73%) felt the entrance fee was a good value when considering the diversity of the show floor.

Auctions



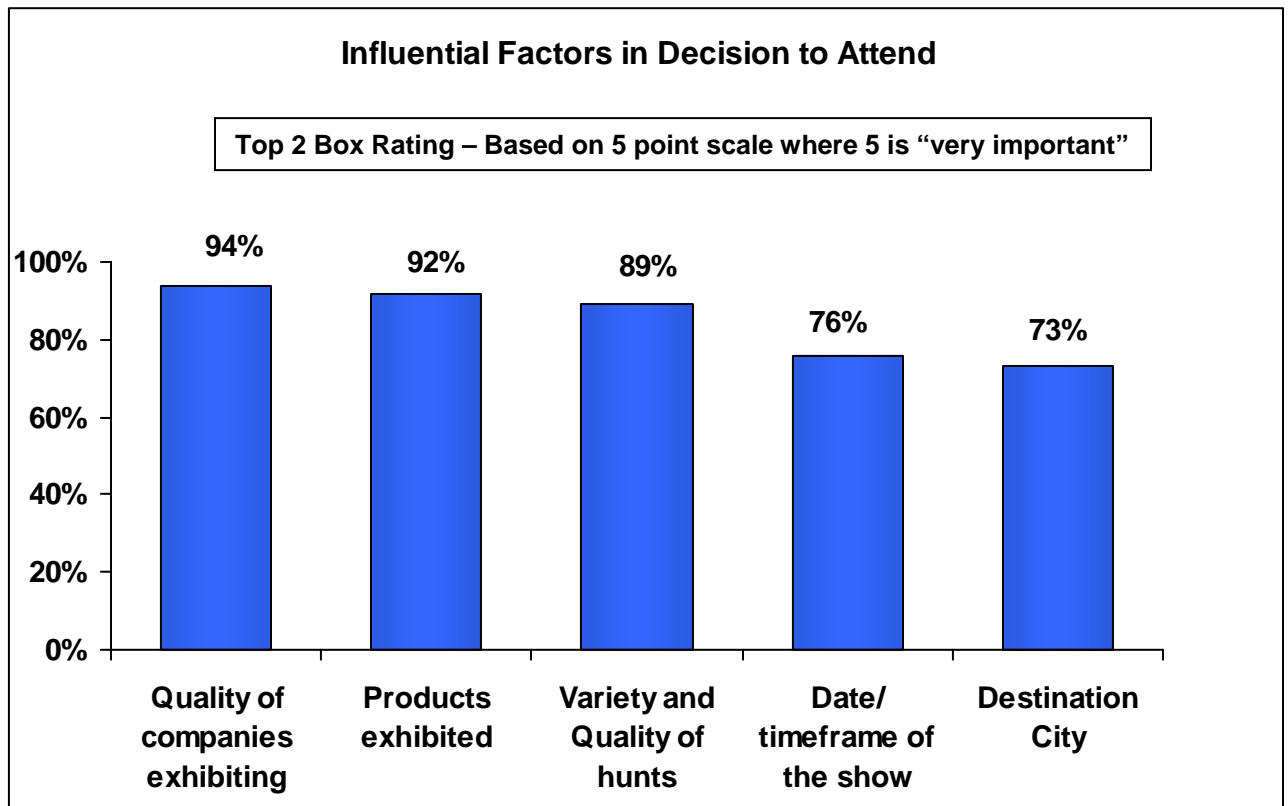
- Attendees provided their highest over-all auction experience rating for the following aspects (using a 1 to 5 scale where 5 is “extremely satisfied”).
 - Variety of hunts offered: 70% (top 2 box: 5 and 4 combined rating)
 - Auction Publications: 68%
 - Auction Staff Customer Service: 63%
- On average, attendees spent \$2,038.07 on auctions. This average includes attendees who spent \$0.0.
- 92% of the attendees who bid at live auctions, bid on 1 to 5 items.

Convention Marketing



- Most attendees prefer to obtain information about the convention via E-mail (58%). About one-quarter selected “Direct Mail” (26%)
- Attendees who indicated gaming / gambling was “Somewhat unimportant/Not important” in their decision to attend SCI’s convention outnumber attendees who said it was “Very important/Somewhat important” nearly 4 to 1 (79% to 21%).

- The top three reasons most often selected for attending the Convention are:
 - Meet with professional hunters to purchase hunts: 73%
 - To purchase products exhibited: 62%
 - Rendezvous with friends and other hunters: 60%



Convention Registration

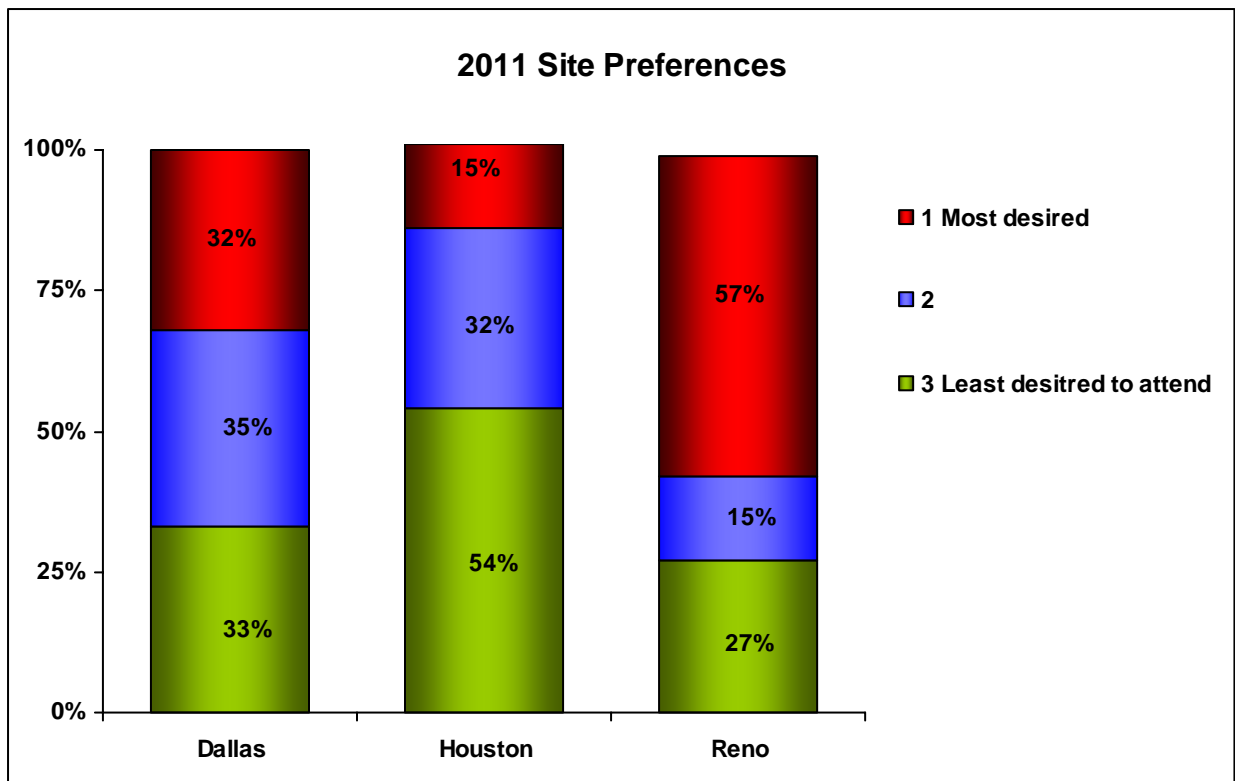
- Four out of five attendees (86%) said they did not encounter any problems or mistakes when registering via the website.
- Attendees rated the new online registration on a 1 to 5 scale with 5 meaning “extremely satisfied”. The top 2 box rating for “Ease of Use” and “Accuracy” are:
 - Ease of Use: 75% (top 2 box: 5 and 4 combined rating)
 - Accuracy: 78%

About the Convention

- Attendees provided the following satisfaction rating for the various elements of the Convention experience. Satisfaction was rated on a 5 point scale where 5 is “extremely satisfied”:
 - General Appearance: 93% (top 2 box: 5 and 4 combined rating)
 - Cleanliness of the facility: 93%
 - Convention facility & services: 89%
 - Safety/security services: 86%
 - Parking/shuttle service: 79%
 - Hotel Accommodations: 79%
 - Things to do after show hours: 72%
 - Directional Signage: 66%
 - Hotel Rates: 66%
 - Food & beverage services: 46%
- The top three shopping interests at the Convention are:
 - Hunts: 79%
 - Hunting Equipment: 57%
 - Firearms: 52%
- Attendees’ expenditure on the convention floor:
 - \$10,000 or less: 68%
 - Over \$10,000: 18%
 - Not applicable: 16%
- 60% of attendees indicated that adding a fifth day to the Convention would allow more flexibility in their travel plans to attend the show.
- Attendees had a slight preference to add the fifth day on Sunday (54%) vs. Tuesday (46%).

Future Attendance Plans

- 91% of attendees indicated they will return to another SCI Convention.
- About three out of four attendees (74%) plan to participate in the 2009 and/or the 2010 SCI Conventions scheduled in Reno.



SCI Member Profile

- The majority of first time attendees (56%) have been SCI members for “Less than one year”.
- The largest cluster of first time attendees are over the age of 50 (55%).
- Approximately two out of three attendees reside in the western U.S. (67%).
 - Northwestern US: 30%
 - Southwestern US: 19%
 - Midwestern US: 18%
- On average, the first time attendees spend \$20,754.40 annually on safaris, adventure travel and related hunting activities. This includes \$0.0 as a response.
- On average, the first time attendees spend...
 - 24 days hunting in-state
 - 12 days hunting out-of-state
 - 9 days hunting internationally

For a detailed look at what attendees liked best, least and other important issues, please see the “Verbatim Responses” section.

Attendee Survey Findings: SCI First Convention Attendee (2008 was first convention)

1. How long have you been an SCI Member?

	Number of Responses	Response Ratio
Less than one year	348	56%
1-2 years	108	17%
3-5 years	105	17%
6-10 years	43	7%
Over 10 years	22	4%

2. How did you first hear about SCI's Annual Hunters' Convention?

	Number of Responses	Response Ratio
Colleague or business associate	211	34%
Invited by a friend	161	26%
Print Advertisement	39	6%
SCI Website	38	6%
TV Commercial Advertisement	29	5%
Expedition Safari TV Show	27	4%
Direct Mail	25	4%
Registration brochure	22	4%
E-mail broadcast	4	1%
Radio Advertisement	2	0%
Other, please specify	68	11%

3. You mentioned first hearing about SCI's Annual Hunters' Convention from a print advertisement. Where was the ad?

4. Please indicate your age:

	Number of Responses	Response Ratio
Under 20	3	1%
20-25 years	9	2%
26-30 years	22	4%
31-45 years	150	25%
46-50 years	80	14%
51-60 years	191	32%
Over 60 years	137	23%

5. Please indicate where you live:

	Number of Responses	Response Ratio
Northwestern US	175	30%
Southwestern US	112	19%
Midwestern US	106	18%
Southeastern US	67	11%
South Central US	41	7%
Northeastern US	40	7%
Canada	28	5%
Mexico	5	1%
Other International	18	3%

6. What three hunting publications do you read regularly to keep informed?

7. What three cable television hunting shows do you watch?

8. Do you plan to attend the SCI Convention in Reno, January 21-24, 2009?

	Number of Responses	Response Ratio
Yes	439	74%
No	153	26%

9. Do you plan to attend the SCI Convention in Reno, January 20-23, 2010?

	Number of Responses	Response Ratio
Yes	439	74%
No	153	26%

10. SCI is considering three sites for its 2011 convention. Please rate all the cities on a 1 to 3 scale, where 1 = most desired and 3 = least desired to attend.

	Most desired	2	Least desired to attend
Dallas	168 32%	187 35%	172 33%
Houston	78 15%	167 32%	282 54%
Reno	303 57%	80 15%	144 27%

11. How important is gaming / gambling in your decision to attend SCI's Convention?

	Number of Responses	Response Ratio
Very important	25	4%
Somewhat important	97	17%
Somewhat unimportant	52	9%
Not important	411	70%

12. What is your preferred method for obtaining information about the Convention?

	Number of Responses	Response Ratio
E-mail	337	58%
Direct Mail	153	26%
Internet/Website	80	14%
Fax	2	0%
Phone	2	0%
Other, please specify	11	2%

13. How do you prefer to register for the Convention?

	Number of Responses	Response Ratio
Web site	447	76%
By phone / Registration Agent	72	12%
By mail	33	6%
On-site	22	4%
By fax	4	1%
Other, please specify	7	1%

14. If you used the new online registration, please rate it on a 1–to–5 scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (5 or 4 Rating)	Extremely satisfied	4	3	2	Not at all satisfied
Ease of Use	75%	221 49%	118 26%	81 18%	12 3%	17 4%
Accuracy	78%	245 55%	104 23%	64 14%	13 3%	18 4%

15. When registering via the website, did you encounter any problems or mistakes:

	Number of Responses	Response Ratio
Yes	69	14%
No	437	86%

16. Please rate your level of satisfaction with the pre-registration process on a 5 point scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (Combined 5 and 4 Rating)	Extremely satisfied	4	3	2	Not at all satisfied
Friendliness of registration agent	93%	379 79%	69 14%	22 5%	5 1%	4 1%
Accuracy of badges	91%	353 74%	82 17%	25 5%	8 2%	11 2%
Knowledge of registration agent	90%	330 69%	98 21%	36 8%	6 1%	5 1%
Pre-registration process	89%	277 57%	158 32%	39 8%	6 1%	10 2%
Timeliness	87%	290 59%	137 28%	47 10%	6 1%	10 2%
Receipt of badges	84%	291 60%	116 24%	42 9%	16 3%	19 4%
Successful navigation of registration website	84%	247 52%	150 32%	43 9%	11 2%	20 4%

17. Please rate your level of satisfaction with the on-site registration process on a 5 point scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (Combined 5 and 4 Rating)	Extremely satisfied	4	3	2	Not at all satisfied
Friendliness of registration agent	93%	278 76%	62 17%	20 5%	4 1%	2 1%
Accuracy of badges	90%	259 72%	66 18%	23 6%	5 1%	8 2%
Knowledge of registration agent	89%	240 66%	84 23%	29 8%	6 2%	4 1%
On-site registration	84%	222 59%	94 25%	42 11%	14 4%	6 2%
Receipt of badges	83%	226 61%	82 22%	46 12%	10 3%	7 2%
Waiting Time	76%	197 52%	89 24%	50 13%	23 6%	18 5%

18. Rate the importance of the following in helping you make your decision to attend the show, using a scale of 1 to 5 where 1 = not at all important and 5 = very important.

	Top 2 Box (Combined 5 and 4 Rating)	Very important	4	3	2	Not at all important
Quality of companies exhibiting	94%	353 68%	132 26%	29 6%	1 0%	2 0%
Products exhibited	92%	343 67%	127 25%	28 6%	7 1%	4 1%
Variety and Quality of hunts	89%	299 58%	160 31%	39 8%	6 1%	12 2%
Date/timeframe of the show	76%	227 44%	165 32%	81 16%	20 4%	21 4%
Destination City	73%	224 43%	154 30%	96 18%	23 4%	23 4%
Registration information and cost	70%	190 37%	166 33%	111 22%	24 5%	18 4%
Meeting Friends	70%	189 37%	170 33%	87 17%	31 6%	35 7%
Air travel	66%	218 43%	118 23%	80 16%	20 4%	73 14%
Things to do after show hours	40%	65 13%	136 27%	132 26%	62 12%	115 23%
Auction Items	37%	78 15%	111 22%	153 30%	73 14%	94 18%
SCI social functions	35%	66 13%	111 22%	166 33%	72 14%	87 17%
Gaming / Gambling	18%	27 5%	68 13%	71 14%	60 12%	279 55%

19. How many days per year do you spend in the field hunting?

	Number of Responses	Response Ratio
1 – 9	64	11%
10 – 19	99	17%
20 – 29	130	23%
30 or more	278	49%

20. How far away from home do you mostly hunt?

Includes “0” as a response.

Number of days hunting in-state

Average: 24
Median: 17
High: 210
Low: 0

Number of days hunting out-of-state

Average: 12
Median: 10
High: 200
Low: 0

Number of days hunting internationally

Average: 9
Median: 7
High: 100
Low: 0

21. How much do you spend annually on Safaris, adventure travel and related hunting activities? Please answer in U.S. dollars: (This information is anonymous.)

Includes "\$0.0" as a response:

Average: \$20,754.40
Median: \$10,000.00
High: \$300,000.00
Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$22,054.55
Median: \$13,500
High: \$300,000.00
Low: \$10.00

22. My top three reasons for attending the Convention are: (Please select 3)

	Number of Responses	Response Ratio
Meet with professional hunters to purchase hunts	415	73%
To purchase products exhibited	354	62%
Rendezvous with friends and other hunters	343	60%
Attending Seminars	172	30%
Bid or buy at auction	96	17%
Evening speakers and entertainers	62	11%
Other, please specify	75	13%

23. What one thing brings you to SCI's Annual Convention that you cannot find at other hunting shows?

24. My top three shopping interests at the Convention are: (Please select 3)

	Number of Responses	Response Ratio
Hunts	452	79%
Hunting Equipment	322	57%
Firearms	295	52%
Clothing	105	18%
Travel & Lodging	91	16%
Taxidermy	80	14%
Artwork	78	14%
Optics	69	12%
Fishing Trips	65	11%
Specialty items/other	65	11%
Ammunition	38	7%
Knives	30	5%
Jewelry	25	4%
Home Furnishings	17	3%
Vehicles/ATV	9	2%

25. How many days do you need to fully experience the SCI Convention?

	Number of Responses	Response Ratio
One day	16	3%
Two days	185	33%
Three days	252	44%
Four days	90	16%
Five days	26	5%

26. If SCI considered adding a fifth day to the Convention, would a five day Convention allow more flexibility in your travel plans to attend the show?

	Number of Responses	Response Ratio
Yes	341	60%
No	228	40%

27. If a fifth day were added, would you prefer Tuesday or Sunday?

	Number of Responses	Response Ratio
Tuesday	247	46%
Sunday	295	54%

28. If a fifth day were added to the show, how many days would you attend?

Average: 3.2

Median: 3.0

29. Please rate your level of satisfaction with each of the following elements of your Convention experience on a 5 point scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (5 and 4 combined rating)	Extremely satisfied	4	3	2	Not at all satisfied
General Appearance	93%	301 58%	183 35%	32 6%	2 0%	0 0%
Cleanliness of the facility	93%	309 60%	171 33%	33 6%	5 1%	1 0%
Convention facility & services	89%	261 50%	201 39%	43 8%	12 2%	2 0%
Safety/security services	86%	234 46%	205 40%	66 13%	5 1%	2 0%
Parking/shuttle service	79%	230 45%	173 34%	55 11%	31 6%	22 4%
Hotel Accommodations	79%	209 41%	193 38%	73 14%	26 5%	11 2%
Things to do after show hours	72%	151 30%	213 42%	104 20%	28 6%	13 3%
Directional Signage	66%	145 28%	195 38%	128 25%	30 6%	17 3%
Hotel Rates	66%	143 28%	194 38%	124 24%	42 8%	11 2%
Food & beverage services	46%	92 18%	142 28%	168 33%	72 14%	40 8%

30. Please rate your satisfaction with the timing and locale of the show. Please use a 1 to 5 scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (5 and 4 combined rating)	Extremely satisfied	4	3	2	Not at all satisfied
Days of the week (Wednesday – Saturday)	88%	228 44%	228 44%	50 10%	7 1%	3 1%
Month (Mid-January)	78%	218 42%	187 36%	70 14%	27 5%	15 3%
Hours (9 a.m. – 6 p.m.)	89%	275 53%	184 36%	48 9%	6 1%	3 1%
Location (Reno)	71%	234 45%	133 26%	78 15%	40 8%	31 6%

31. What type of keynote speakers or entertainers would you most like to hear or see for future conventions?

32. What would you like to see more of on the show floor? (Mark all that you would like to see more of)

	Number of Responses	Response Ratio
Retail Hunting goods	358	64%
Hunts	282	51%
Firearms	222	40%
Art	94	17%
Corporate Sponsors	84	15%
Other, please specify	82	15%

33. What would you like to see less of on the show floor?

34. Did you participate in the day, evening, or silent auctions? (Mark all that apply)

	Number of Responses	Response Ratio
Day auctions	138	25%
Night auctions	73	13%
Silent auctions	99	18%
A combination	46	8%
Did not attend any auctions	303	55%
I wasn't aware of day, evening, or silent auctions	13	2%

35. How many live auctions did you participate in at the Convention?

	Number of Responses	Response Ratio
0	324	61%
1 – 3	173	32%
4 – 6	31	6%
7 or more	5	1%

36. Approximately how many live auction items did you bid on while at the Convention?

	Number of Responses	Response Ratio
1 – 5	333	92%
6 – 10	16	4%
11 – 15	7	2%
16 or more	5	1%

37. How much did you spend at the Convention Auctions? (This information is confidential)

Includes "\$0.0" as a response:

Average: \$2,038.07
Median: \$0.0
High: \$100,000.00
Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$8,094.89
Median: \$5,000
High: \$100,000.00
Low: \$12.00

38. Approximately how much did you spend on the Convention show floor? (This information is confidential)

	Number of Responses	Response Ratio
Up to \$1,000	183	33%
\$1,001 to \$2,500	81	15%
\$2,501 to \$5,000	54	10%
\$5,001 to \$10,000	46	8%
\$10,001 to \$25,000	56	10%
\$25,001 to \$50,000	22	4%
\$50,001 to \$75,000	12	2%
\$75,001 to \$100,000	6	1%
More than \$100,000	3	1%
Not Applicable	85	16%

39. Please rate your over-all auction experience using a 1-to-5 scale where 1 = not at all satisfied and 5 = extremely satisfied.

	Top 2 Box (5 and 4 combined Rating)	Extremely satisfied	4	3	2	Not at all satisfied
Variety of hunts offered	70%	109 36%	101 34%	63 21%	11 4%	16 5%
Auction Publications	68%	100 35%	93 33%	62 22%	15 5%	16 6%
Auction Staff Customer Service	63%	82 31%	83 32%	71 27%	8 3%	19 7%
Knowledge of Auction Staff	62%	86 33%	77 29%	71 27%	10 4%	18 7%
Variety of non-hunt items offered	60%	85 29%	91 31%	85 29%	12 4%	18 6%
Live Auctions	59%	89 28%	100 31%	90 28%	16 5%	25 8%
Auction Website Preview (SCIFirstforhunters.org)	58%	78 29%	76 29%	76 29%	14 5%	22 8%
Auction Payments	53%	69 28%	63 25%	85 34%	12 5%	19 8%
Silent Auctions	50%	68 22%	86 28%	110 35%	20 6%	26 8%
Auction Pick-Up	48%	58 27%	46 21%	86 40%	9 4%	18 8%
Auction Shipping	42%	48 22%	44 20%	94 44%	11 5%	18 8%

40. Please provide any additional comments on your over-all auction experience.

**41. What types of items would you like to see more of in the auctions?
(Please be as specific as possible)**

42. What exhibitors stood out and why?

43. What other conventions and tradeshow do you attend?

44. What did you like BEST about the Convention?

45. What did you like LEAST about the Convention?

46. What ONE suggestion would you make to improve the Convention and why?

47. Overall, how do you rate your experience at the Convention?

	Number of Responses	Response Ratio
Excellent	199	37%
Above Expectations	202	38%
Good	106	20%
Fair	9	2%
Below expectations	6	1%
Will never come again	4	1%
Other, please specify	5	1%

48. After factoring in all the related costs to attend the Convention, I found the Convention to be a:

	Number of Responses	Response Ratio
Great Value	77	15%
Very Good Value	170	32%
Acceptable Value	220	41%
Somewhat Unacceptable Value	40	8%
Poor Value	13	2%
Unacceptable value	3	1%
Other, please specify	8	2%

49. Considering the diversity of the show floor, do you feel the badge entrance fee to be a good value?

	Number of Responses	Response Ratio
Yes	384	73%
No	143	27%

50. Will you return to another SCI Convention?

	Number of Responses	Response Ratio
Yes	480	91%
No	47	9%

51. What is the most important benefit of your SCI membership?

52. What other benefits could SCI offer to enhance your membership?