
SCI Safari Post Show Attendee Study 2008

**SCI Member attended 1 Con since 2005, but has
not returned**

Developed for



By

Tradeshaw Week
CUSTOM RESEARCH
FULL-SERVICE MARKET RESEARCH AND CONSULTING

April 2008

Table of Contents

I.	Introduction.....	3
II.	Executive Summary	4
III.	Attendee Survey Findings.....	11
IV.	Verbatim Responses.....	29
V.	Methodology	88

Introduction

Tradeshow Week Custom Research was commissioned by SCI to conduct a series of post-show attendee surveys. This report focuses on SCI Members who attended one convention since 2005, but have not returned.

The survey's objective is to gauge attendees' overall satisfaction with the Convention they attended, likelihood of attending future Conventions and evaluate what they liked best and least about the show.

In February 2008 *Tradeshow Week* Custom Research invited 1,878 SCI members to participate in a research survey. The invitations were sent via email and 207 responded for a 11.0% response rate.

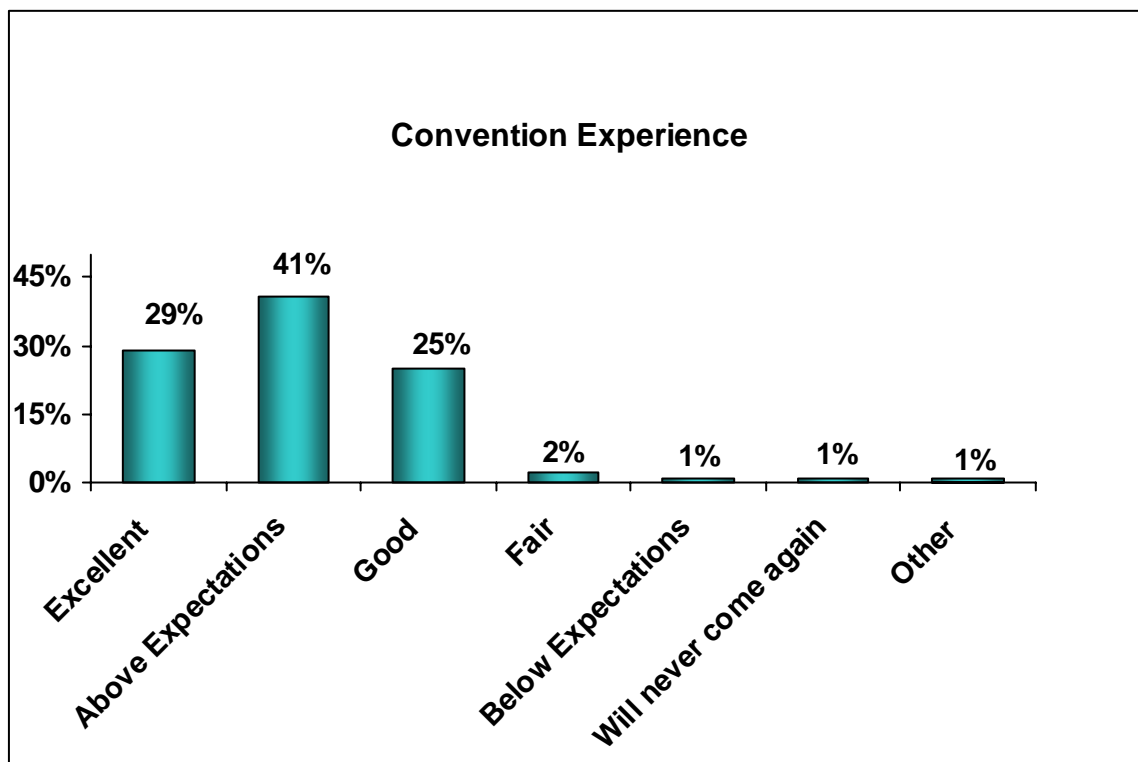
The verbatim responses are presented in the final section of the report. These unaided responses provide important and unedited remarks directly from the former Convention attendees. The research team has fixed many, but possibly not all of the write-in grammatical and spelling mistakes.



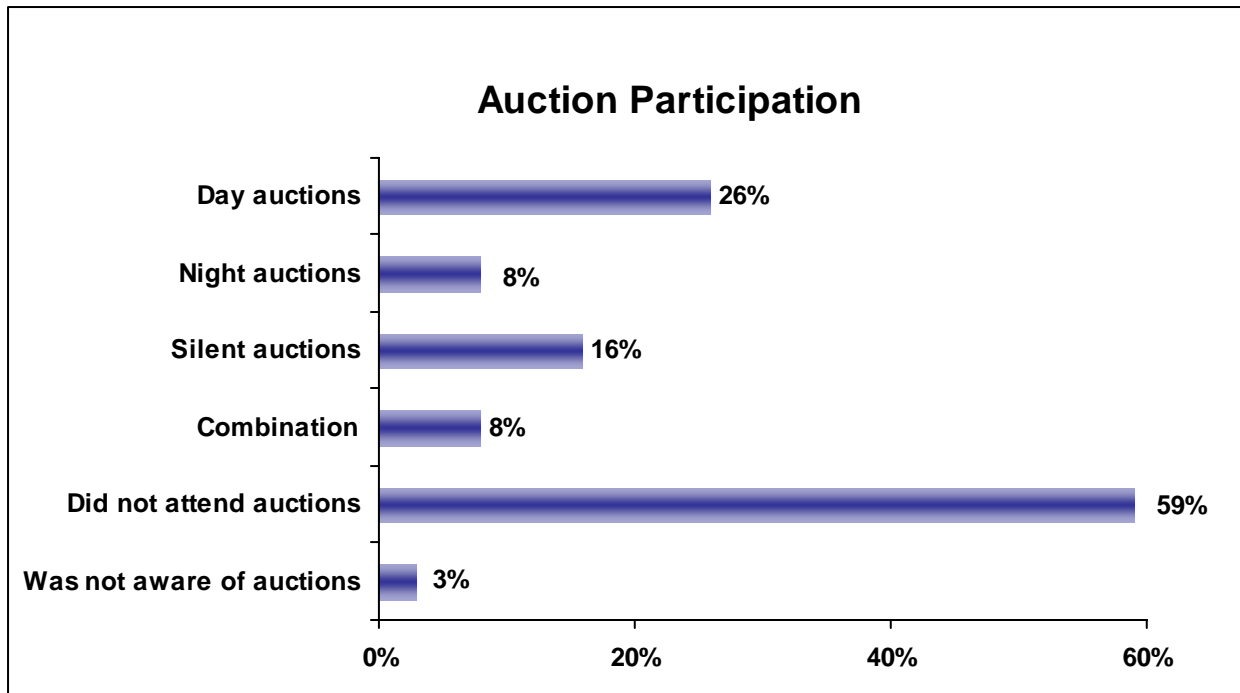
Executive Summary

Value and Rating of SCI's Annual Hunters' Convention

- After factoring in all related costs to attending the convention, 9% of attendees said it was a “Great value” and 59% said it was a “Very good value”.
- About two out of three attendees (68%) felt the entrance fee was a good value when considering the diversity of the show floor.

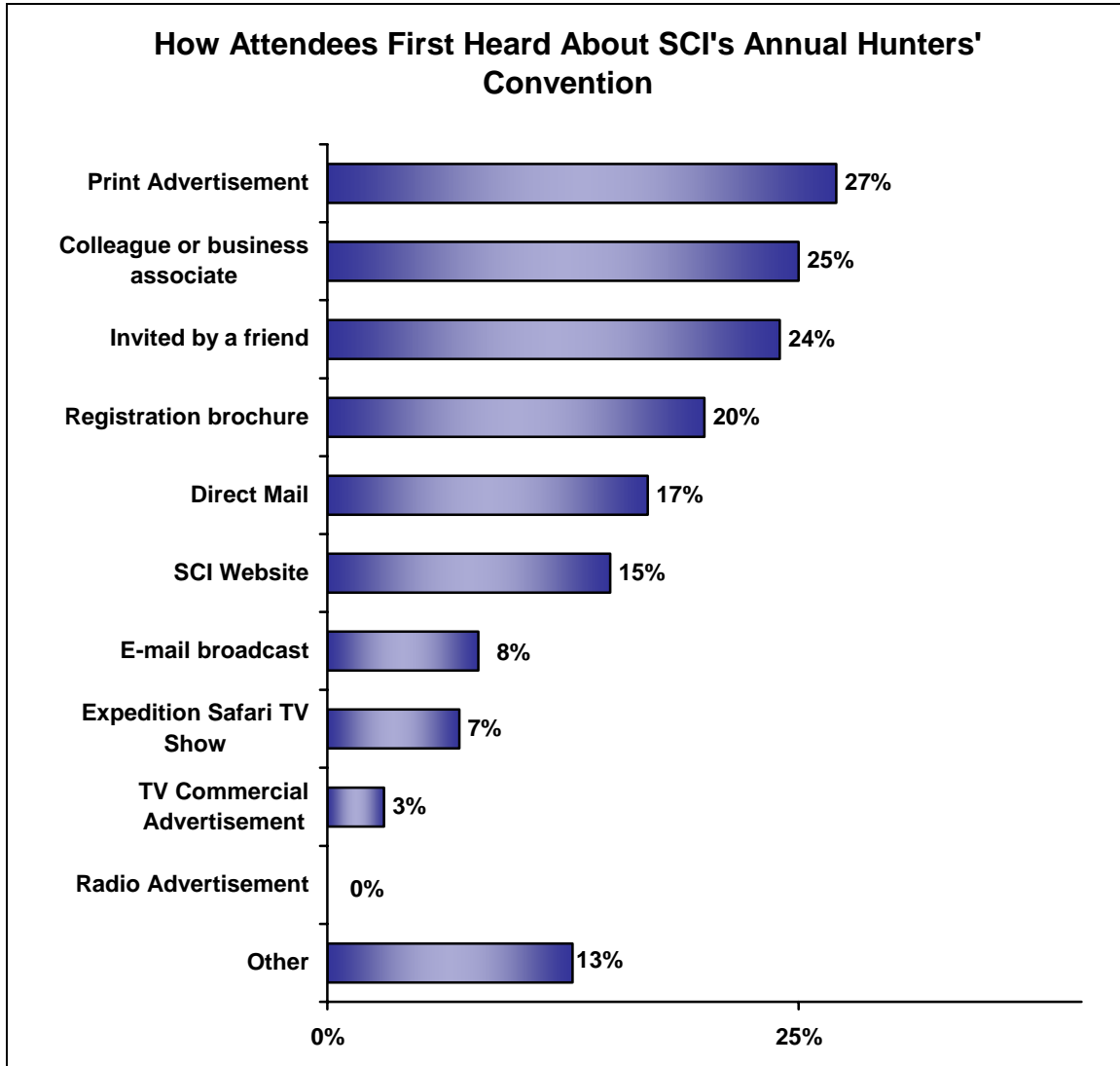


Auctions



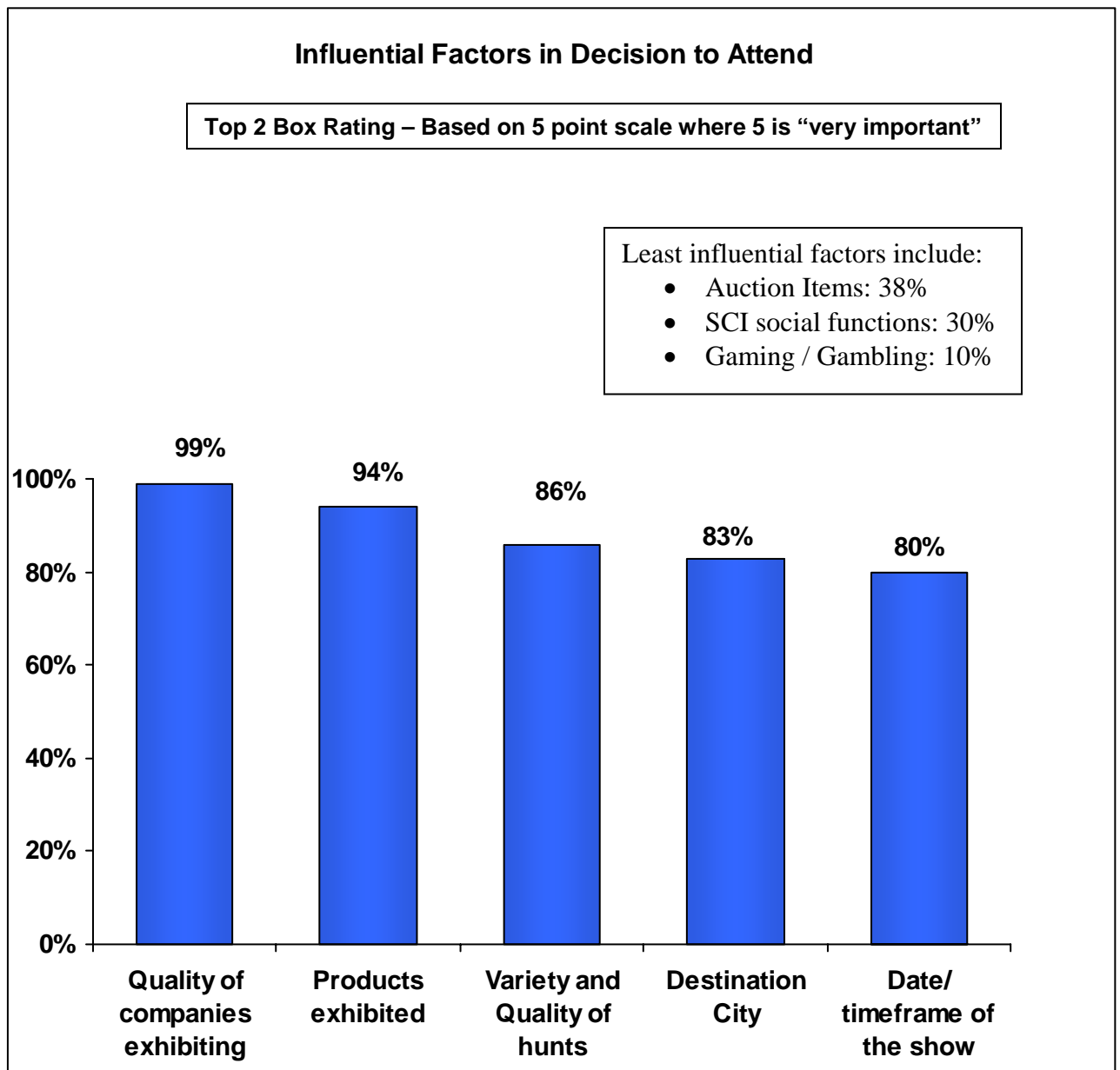
- 93% of attendees who bid at live auctions, bid on 1 to 5 items.
- Attendees provided their highest over-all auction experience rating for the following aspects (using a 1 to 5 scale where 5 is “extremely satisfied”).
 - Variety of hunts offered: 70% (top 2 box: 5 and 4 combined rating)
 - Auction Publications: 68%
 - Live Auctions: 58%
 - Auction Website Preview (SCIFirsthunters.org): 58%
- On average, attendees spent \$816.85 on auctions. This average includes attendees who spent \$0.0.

Convention Marketing



- Most attendees prefer to obtain information about the convention via E-mail (47%). One-third selected “Direct Mail” (33%)
- 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” 6 to 1 (86% to 14%).

- The top three reasons most often selected for attending the Convention are:
 - Shop the Convention show floor: 80%
 - Meet with professional hunters to book hunts: 76%
 - Rendezvous with friends and other hunters: 58%
- The top three shopping interests at the Convention are:
 - Hunts: 83%
 - Hunting Equipment: 66%
 - Firearms: 49%

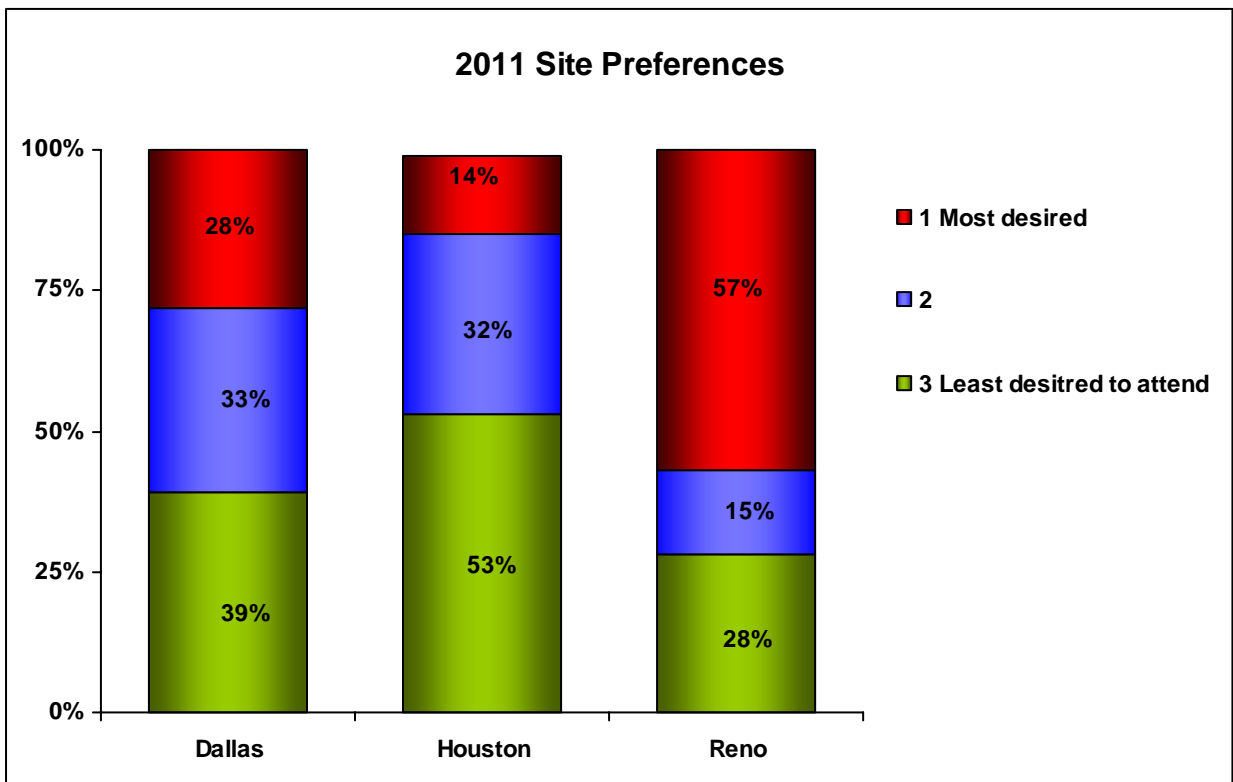


About the Convention

- Attendees' expenditure on the convention floor:
 - \$10,000 or less: 70%
 - Over \$10,000: 13%
 - Not applicable: 17%
- Most attendees would like to see more "Hunts" (64%) and "Retail hunting goods" (59%) on the show floor.
- About three out of four attendees (76%) said SCI's Convention had something that they couldn't find at other hunting shows.
- Most attendees indicated a preference to register for the Convention via the web site (66%).
- For those attendees who pre-registered for the Convention, about nine out of ten (92%) were "Extremely/Very satisfied" with the "process". The rating is based on a 5 point scale where 5 is "extremely satisfied".
- Seventy-nine percent of the attendees who registered on-site were "Extremely/Very satisfied" with the "On-site registration". The registration rating is based on a 5 point scale where 5 is "extremely satisfied".
- Attendees rated the various elements of the Convention experience. They provided the following satisfaction ratings based on a 5 point scale where 5 is "extremely satisfied":
 - General Appearance: 96% (top 2 box: 5 and 4 combined rating)
 - Cleanliness of the facility: 95%
 - Convention facility & services: 90%
 - Safety/security services: 85%
 - Hotel Accommodations: 78%
 - Parking/shuttle service: 77%
 - Things to do after show hours: 75%
 - Directional Signage: 66%
 - Hotel Rates: 64%
 - Food & beverage services: 46%

Future Attendance Plans

- A little more than half of the former attendees plan to attend the 2009 SCI Convention in Reno (58%).
- At the present time, less than half of the SCI members who attended one convention since 2005 plan to attend the Convention in 2010 (49%).
- The largest cluster of attendees indicated that they would attend the show for “three days” (42%) even if a fifth day were added, and that “three days” (45%) are needed to fully experience the SCI Convention.
- More than half the attendees feel a five day Convention would allow more flexibility in their travel plans to attend the show (58%).
- Overall, two out of three attendees (67%) plan to attend another SCI Convention.



SCI Member Profile

- SCI Members who attended one convention since 2005, but have not returned tend to be long term members who joined over six years ago. Length of membership largely breaks into the following categories:
 - 3-5 years: 41%
 - 6-10 years: 23%
 - Over 10 years: 18%
- The largest grouping of members who have not attended since 2005 are over 50 years old:
 - 51-60 years: 39%
 - Over 60 years: 32%
- Most attendees spend over 30 days per year in the field hunting (52%).
- On average, attendees' hunting days break out in the following locations:
 - Hunting in-state: 24 days (average)
 - Hunting out-of-state: 13 days
 - Hunting internationally: 14 days
- Attendees estimate spending an average of \$23,526.14 annually on Safaris, adventure travel and related hunting activities. (This estimate includes Members whose response is \$0.0)

For a detailed look at what attendees feel would motivate them to attend future conventions, what they consider the most important benefit of SCI membership, the one thing that most influenced their decision to previously attend SCI's Annual Hunter's Convention and other important issues, please see the "Verbatim Responses" section.

Attendee Survey Findings: SCI Member attended 1 Con since 2005, but has not returned

1. What year was the last year you attended the SCI Convention?

Open ended SCI Member write in responses:

Last Year Attended	Number of Responses	Response Ratio
2008	22	11%
2007	83	42%
2006	60	30%
2005	24	12%
2004	5	3%
2003	4	2%
2001	1	1%

2. How long have you been an SCI Member?

	Number of Responses	Response Ratio
Less than one year	1	0%
1-2 years	37	18%
3-5 years	84	41%
6-10 years	48	23%
Over 10 years	37	18%

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

	Number of Responses	Response Ratio
Print Advertisement	56	27%
Colleague or business associate	51	25%
Invited by a friend	49	24%
Registration brochure	41	20%
Direct Mail	36	17%
SCI Website	32	15%
E-mail broadcast	16	8%
Expedition Safari TV Show	15	7%
TV Commercial Advertisement	7	3%
Radio Advertisement	0	0%
Other, please specify	26	13%

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

5. Please indicate your age:

	Number of Responses	Response Ratio
Under 20	0	0%
20-25 years	2	1%
26-30 years	2	1%
31-45 years	19	10%
46-50 years	34	18%
51-60 years	74	39%
Over 60 years	61	32%

6. Please indicate where you live:

	Number of Responses	Response Ratio
Northwestern US	50	26%
Midwestern US	40	21%
Southwestern US	36	19%
Southeastern US	19	10%
Northeastern US	16	8%
Canada	13	7%
South Central US	11	6%
Mexico	1	1%
Other International	6	3%

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

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

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

	Number of Responses	Response Ratio
Yes	111	58%
No	81	42%

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

	Number of Responses	Response Ratio
Yes	95	49%
No	97	51%

11. 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	53 28%	63 33%	73 39%
Houston	27 14%	61 32%	101 53%
Reno	108 57%	29 15%	52 28%

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

	Number of Responses	Response Ratio
Very important	6	3%
Somewhat important	20	11%
Somewhat unimportant	19	10%
Not important	144	76%

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

	Number of Responses	Response Ratio
E-mail	89	47%
Direct Mail	62	33%
Internet/Website	32	17%
Fax	0	0%
Phone	0	0%
Other, please specify	6	3%

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

	Number of Responses	Response Ratio
Web site	125	66%
By phone / Registration Agent	32	17%
By mail	15	8%
On-site	13	7%
By fax	2	1%
Other, please specify	2	1%

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

	Number of Responses	Response Ratio
One day	9	5%
Two days	59	31%
Three days	79	42%
Four days	22	12%
Five days	20	11%

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

	Number of Responses	Response Ratio
One day	4	2%
Two days	66	35%
Three days	85	45%
Four days	23	12%
Five days	11	6%

17. 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	109	58%
No	80	42%

18. 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	96%	96 53%	79 43%	5 3%	2 1%	0 0%
Cleanliness of the facility	95%	90 50%	81 45%	9 5%	0 0%	1 1%
Convention facility & services	90%	76 42%	88 48%	10 5%	6 3%	2 1%
Safety/security services	85%	80 44%	73 41%	22 12%	3 2%	2 1%
Hotel Accommodations	78%	72 41%	66 37%	27 15%	7 4%	5 3%
Parking/shuttle service	77%	81 45%	58 32%	30 17%	8 4%	3 2%
Things to do after show hours	75%	52 30%	79 45%	26 15%	9 5%	8 5%
Directional Signage	66%	49 27%	71 39%	50 28%	6 3%	4 2%
Hotel Rates	64%	37 21%	75 43%	37 21%	20 11%	5 3%
Food & beverage services	46%	26 14%	58 32%	60 33%	31 17%	7 4%

19. 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	99%	127 70%	52 29%	3 2%	0 0%	0 0%
Products exhibited	94%	106 60%	60 34%	9 5%	2 1%	0 0%
Variety and Quality of hunts	86%	104 57%	53 29%	16 9%	5 3%	3 2%
Destination City	83%	87 48%	63 35%	19 11%	6 3%	5 3%
Date/timeframe of the show	80%	79 43%	68 37%	29 16%	3 2%	3 2%
Registration information and cost	78%	69 39%	69 39%	29 16%	8 4%	4 2%
Air travel	77%	95 53%	43 24%	22 12%	5 3%	15 8%
Meeting Friends	68%	58 32%	65 36%	36 20%	9 5%	12 7%
Things to do after show hours	43%	23 13%	54 30%	51 29%	25 14%	25 14%
Auction Items	38%	27 15%	41 23%	58 32%	26 14%	28 16%
SCI social functions	30%	17 9%	38 21%	66 37%	32 18%	26 15%
Gaming / Gambling	10%	6 3%	12 7%	30 17%	24 14%	105 59%

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

	Number of Responses	Response Ratio
1 – 9	14	7%
10 – 19	38	20%
20 – 29	37	20%
30 or more	98	52%

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

Includes “0” as a response.

Number of days hunting in-state

Average: 24 days
Median: 15
High: 280
Low: 0

Number of days hunting out-of-state

Average: 13
Median: 10
High: 70
Low: 0

Number of days hunting internationally

Average: 14
Median: 10
High: 125
Low: 0

23. 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: \$23,526.14
Median: \$15,000
High: \$250,000.00
Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$24,366.36
Median: \$150
High: \$250,000
Low: \$19,000

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

	Number of Responses	Response Ratio
Shop the Convention show floor	144	80%
Meet with professional hunters to book hunts	137	76%
Rendezvous with friends and other hunters	104	58%
Attending Seminars	52	29%
Bid or buy at auction	35	19%
Evening speakers and entertainers	15	8%
Other, please specify	25	14%

25. What ONE thing most influenced your decision to attend SCI's Annual Hunters Convention?

26. Did SCI's Convention have something that you couldn't find at other hunting shows?

	Number of Responses	Response Ratio
Yes	136	76%
No	44	24%

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

	Number of Responses	Response Ratio
Hunts	150	83%
Hunting Equipment	119	66%
Firearms	88	49%
Clothing	34	19%
Artwork	33	18%
Optics	28	16%
Travel & Lodging	27	15%
Fishing Trips	26	14%
Taxidermy	25	14%
Knives	13	7%
Ammunition	12	7%
Jewelry	7	4%
Home Furnishings	4	2%
Vehicles/ATV	3	2%
Vehicles	2	1%

28. If you registered prior to the show, 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
Pre-registration process	92%	76 55%	52 37%	6 4%	5 4%	0 0%
Timeliness	92%	75 54%	53 38%	8 6%	3 2%	0 0%
Receipt of badges	89%	73 53%	50 36%	10 7%	2 1%	4 3%
Accuracy of badges	93%	87 62%	43 31%	7 5%	1 1%	2 1%
Friendliness of registration agent	94%	95 68%	36 26%	5 4%	2 1%	1 1%
Knowledge of registration agent	92%	81 59%	46 33%	8 6%	3 2%	0 0%
Successful navigation of registration website	90%	64 47%	59 43%	10 7%	1 1%	2 1%

29. If you registered on-site, 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
Accuracy of badges	89%	34 58%	18 31%	5 8%	2 3%	0 0%
Friendliness of registration agent	84%	32 57%	15 27%	8 14%	1 2%	0 0%
Knowledge of registration agent	83%	32 55%	16 28%	10 17%	0 0%	0 0%
On-site registration	79%	22 36%	26 43%	8 13%	3 5%	2 3%
Receipt of badges	79%	25 43%	21 36%	11 19%	1 2%	0 0%
Waiting Time	61%	18 30%	19 31%	11 18%	9 15%	4 7%

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 (Combined 5 and 4 rating)	Extremely satisfied	4	3	2	Not at all satisfied
Days of the week (Wednesday – Saturday)	85%	80 47%	64 38%	17 10%	5 3%	3 2%
Month (Mid-January)	64%	54 32%	54 32%	41 25%	12 7%	6 4%
Hours (9 a.m. – 6 p.m.)	88%	86 51%	62 37%	16 9%	5 3%	0 0%
Location (Reno)	64%	72 43%	35 21%	28 17%	7 4%	26 15%

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
Hunts	113	64%
Retail Hunting goods	105	59%
Firearms	80	45%
Art	34	19%
Corporate Sponsors	27	15%
Other, please specify	27	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
Did not attend any auctions	103	59%
Day auctions	45	26%
Silent auctions	28	16%
Night auctions	14	8%
A combination	14	8%
I wasn't aware of day, evening, or silent auctions	5	3%

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

	Number of Responses	Response Ratio
0	105	61%
1 – 3	57	33%
4 – 6	8	5%
7 or more	1	1%

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

	Number of Responses	Response Ratio
1 – 5	111	93%
6 – 10	7	6%
11 – 15	0	0%
16 or more	1	1%

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

Includes "\$0.0" as a response:

Average: \$816.85
Median: \$0.0
High: \$15,000.00
Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$3,716.67
Median: \$2,000
High: \$15,000
Low: \$50.00

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	61	35%
\$1,001 to \$2,500	19	11%
\$2,501 to \$5,000	26	15%
\$5,001 to \$10,000	16	9%
\$10,001 to \$25,000	11	6%
\$25,001 to \$50,000	8	5%
\$50,001 to \$75,000	2	1%
\$75,001 to \$100,000	0	0%
More than \$100,000	2	1%
Not Applicable	29	17%

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%	23 29%	33 41%	16 20%	3 4%	5 6%
Auction Publications	68%	23 29%	31 39%	18 22%	3 4%	5 6%
Live Auctions	58%	20 22%	33 36%	27 30%	5 5%	6 7%
Auction Website Preview (SCIFirstforhunters.org)	58%	15 20%	28 38%	23 31%	3 4%	5 7%
Variety of non-hunt items offered	55%	13 17%	30 38%	25 32%	4 5%	6 8%
Knowledge of Auction Team	53%	11 15%	28 38%	24 32%	5 7%	6 8%
Auction Customer Service	50%	12 18%	21 32%	23 35%	3 5%	6 9%
Auction Payments	49%	11 15%	25 34%	27 37%	5 7%	5 7%
Silent Auctions	48%	10 12%	30 36%	27 32%	11 13%	6 7%
Auction Pick-Up	48%	9 15%	20 33%	22 36%	3 5%	7 11%
Auction Shipping	41%	8 13%	17 28%	24 40%	4 7%	7 12%

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	50	29%
Above Expectations	69	41%
Good	43	25%
Fair	3	2%
Below expectations	2	1%
Awful, will NEVER come again	1	1%
Other, please specify	2	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	16	9%
Very Good Value	101	59%
Somewhat Unacceptable Value	33	19%
Poor Value	8	5%
Unacceptable value	3	2%
Other, please specify	9	5%

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	115	68%
No	55	32%

50. Why haven't you been back to another SCI Convention?

51. What would it take to motivate you to attend the SCI Convention again?

	Number of Responses	Response Ratio
I plan on attending	114	67%
Nothing, I will never attend	1	1%
I would attend if:	55	32%

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

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