
SCI Safari Post Show Attendee Study 2008

SCI Member has attended 3 or more Conventions

Developed for



By

Tradeshow Week
CUSTOM RESEARCH
FULL-SERVICE MARKET RESEARCH AND CONSULTING

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Introduction

Tradeshow Week Custom Research conducted a post-show survey on behalf of SCI that focused on SCI Members who attended 3 or more Conventions. The survey results evaluated in this report gauge repeat attendees' overall satisfaction with the Convention, and inform show management of specific strengths and weaknesses associated with SCI's Annual Hunters' Convention.

In February 2008 *Tradeshow Week* Custom Research invited 4,202 Convention attendees to participate in a research survey. The invitations were sent via email and 1,208 responded for a 28.7% 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 repeat attendees. The research team has fixed many, but possibly not all of the write-in grammatical and spelling mistakes.

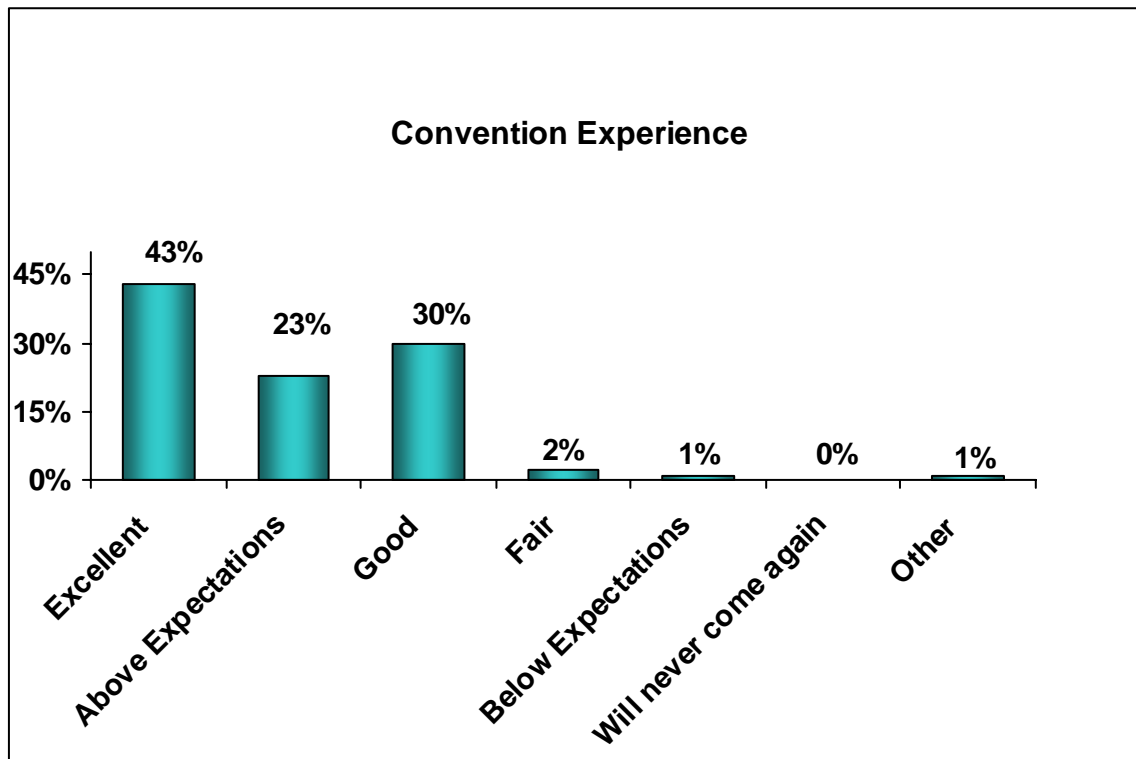


Executive Summary

This section of the report looks at key responses offered by repeat attendees (i.e. attendees who participated in three or more SCI Annual Hunters' Conventions).

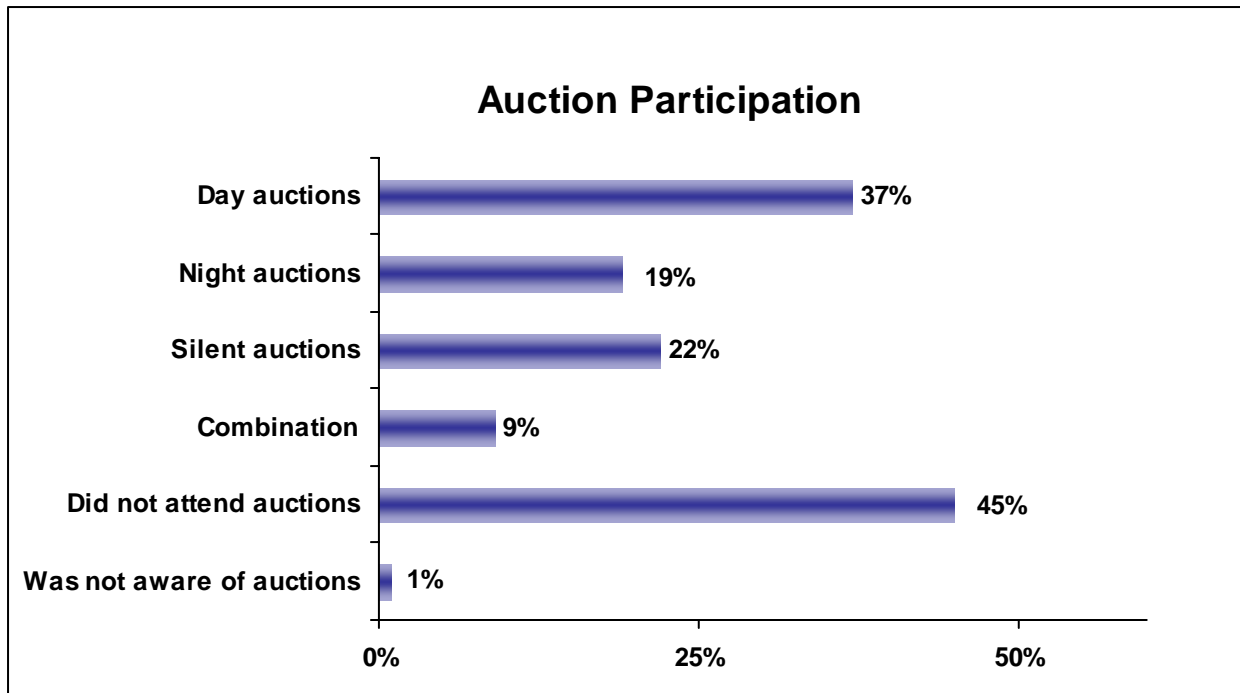
For a detailed look at what attendees liked best, least and other important issues, please see the "Verbatim Responses" section.

Value and Rating of SCI's Annual Hunters' Convention



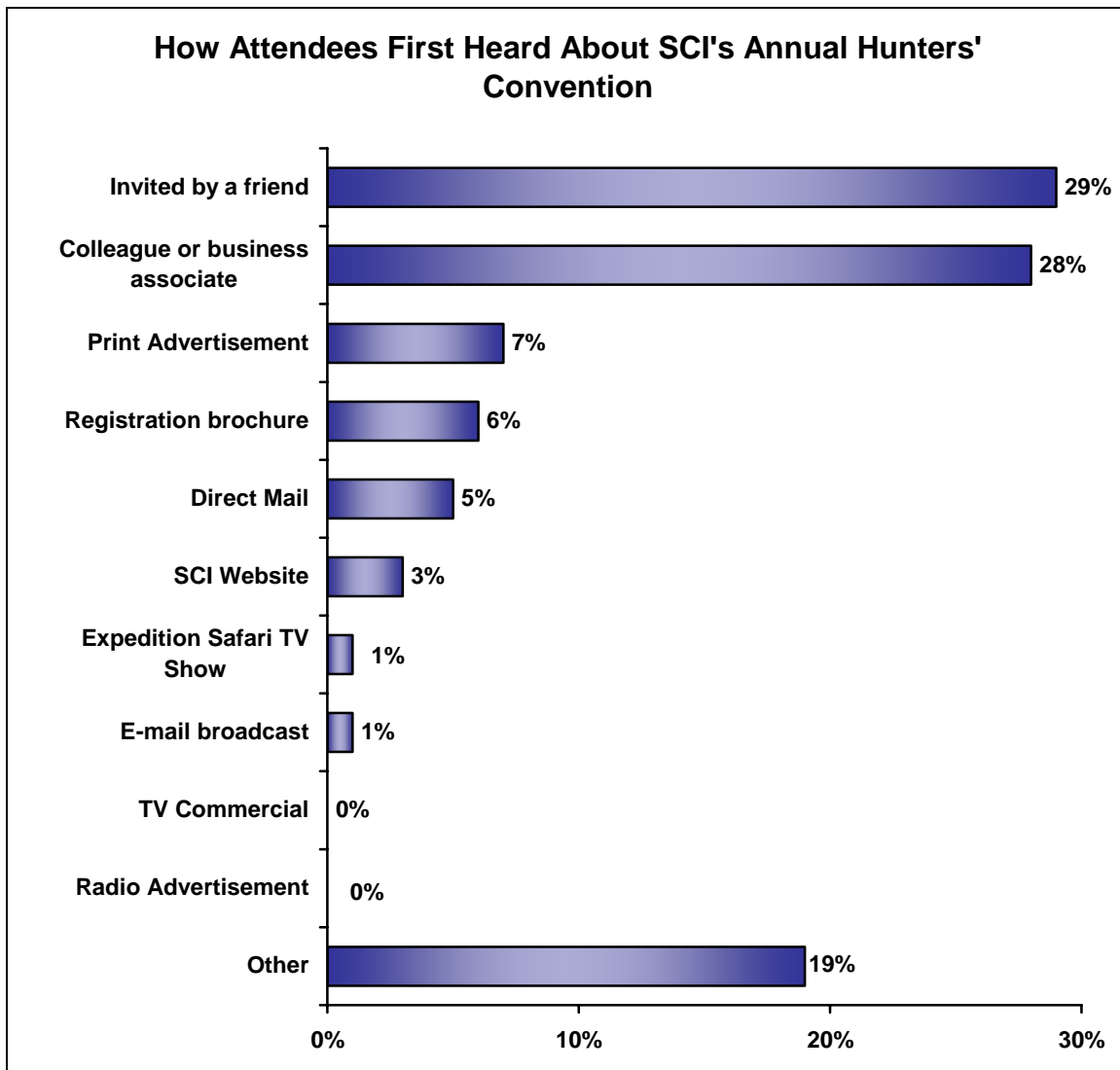
- After factoring in all related costs to attending the convention, 91% of attendees provided a positive rating:
 - Great Value: 16%
 - Very Good Value: 28%
 - Acceptable Value: 47%
- About three out of four attendees (73%) felt the entrance fee was a good value when considering the diversity of the show floor.

Auctions

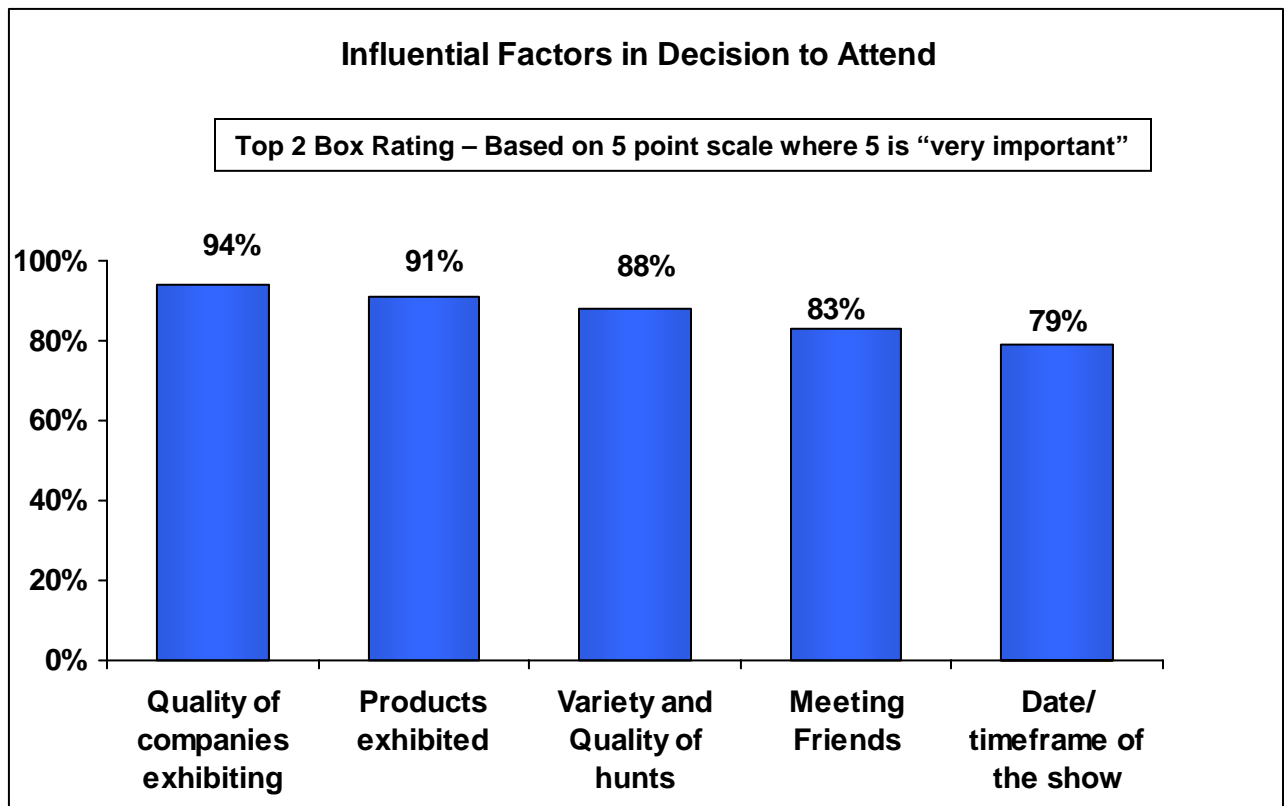


- Attendees provided their highest over-all auction experience rating for the following aspects (using a 1 to 5 scale where 5 is “extremely satisfied”):
 - Auction Publications: 72% (top 2 box: 5 and 4 combined rating)
 - Auction Staff Customer Service: 72%
 - Knowledge of Auction Staff: 70%
 - Variety of hunts offered: 69%
 - Live Auctions: 66%
 - Auction Payments: 64%
- Repeat attendees spent an average of \$4,418.15 on auctions. This average includes attendees who spent \$0.0.
- 87% of attendees who bid at live auctions, bid on 1 to 5 items.

Convention Marketing



- The largest grouping of repeat attendees prefer to obtain information about the convention via E-mail (47%). A little more than one-third (39%) selected “Direct Mail”.
- Repeat 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 3 to 1 (74% to 26%).



Convention Registration

- Attendees rated the pre-registration process on a 5 point scale where 5 is “extremely satisfied”. The top 2 box ratings for various elements of the process were:
 - Friendliness of registration agent: 94% (top 2 box: 5 and 4 combined rating)
 - Pre-registration process: 93%
 - Accuracy of badges: 91%
 - Timeliness: 90%
 - Knowledge of registration agent: 90%
 - Receipt of badges: 87%
 - Successful navigation of registration website: 81%
- Most attendees prefer to register for the convention on the Website (60%).

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- Attendees rated the new online registration on a 5 point scale with 5 meaning “extremely satisfied”. The top 2 box rating for “Ease of Use” and “Accuracy” are:
 - Accuracy: 71% (top 2 box: 5 and 4 combined rating)
 - Ease of Use: 72%
 - Attendees rated the on-site registration process on a 5 point scale where 5 is “extremely satisfied”. The top 2 box ratings for various elements of the process were:
 - Friendliness of registration agent: 87% (top 2 box: 5 and 4 combined rating)
 - Accuracy of badges: 84%
 - Knowledge of registration agent: 81%
 - Receipt of badges: 79%
 - On-site registration: 74%
 - Waiting Time: 63%

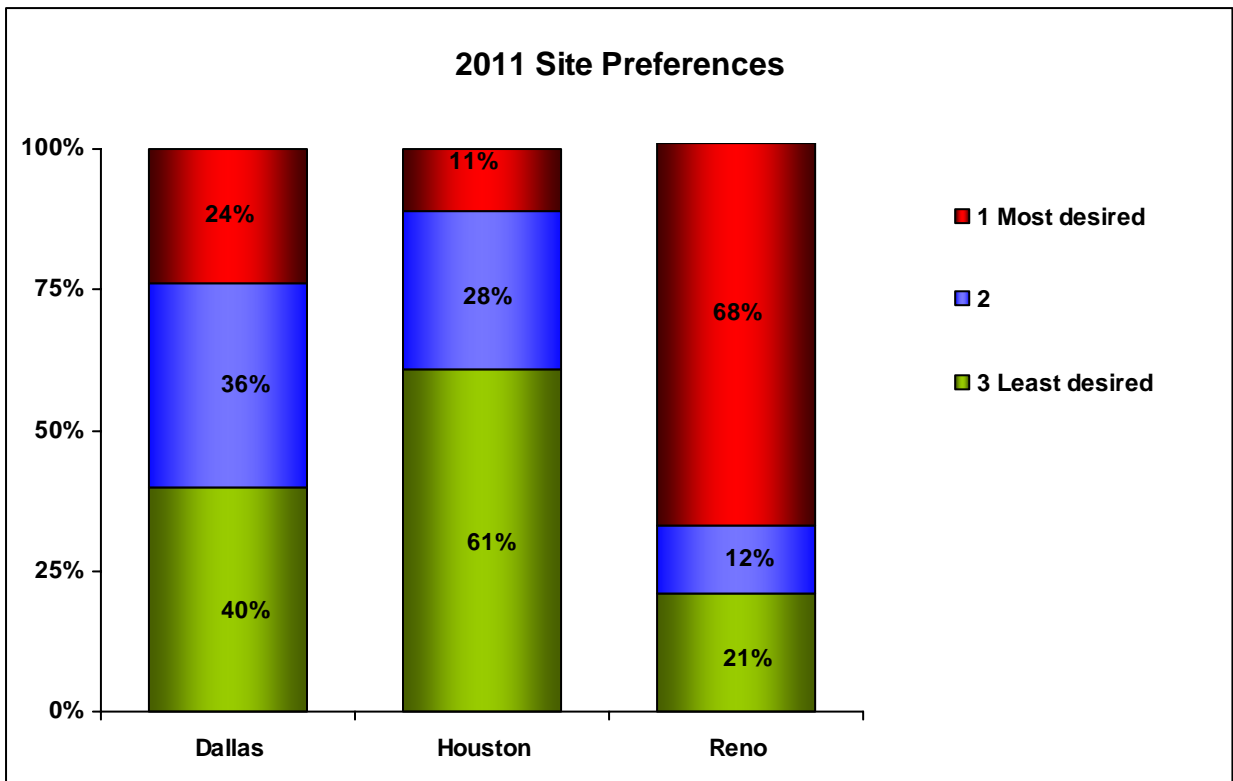
About the Convention

- Attendees’ expenditure on the convention floor:
 - \$10,000 or less: 61%
 - Over \$10,000: 32%
 - Not applicable: 8%
- 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: 91%
 - Cleanliness of the facility: 89%
 - Safety/security services: 87%
 - Convention facility & services: 86%
 - Convention facility & services: 86%
 - Parking/shuttle service: 81%
 - Hotel Accommodations: 80%
 - Directional Signage: 75%
 - Hotel Rates: 61%
 - Food & beverage services: 40%

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- The top three reasons most often selected for attending the Convention are:
 - Shop the Convention show floor: 80%
 - Meet with professional hunters to purchase hunts: 78%
 - Rendezvous with friends and other hunters: 74%
 - The top three shopping interests at the Convention are:
 - Hunting Services: 91%
 - Firearms: 56%
 - Clothing: 25%
 - Most attendees would like to see more “Professional Hunters and Guides” (60%) and “Retail hunting goods” (58%) on the show floor.

Future Attendance Plans

- Almost nine out of ten attendees plan to participate in the next two SCI Conventions scheduled in Reno (89% in 2009 and 87% in 2010).
- The largest cluster of attendees (51%) indicated that they need “three days” to fully experience the SCI Convention.
- 54% of attendees indicated that adding a fifth day to the Convention would allow more flexibility in their travel plans to attend the show.
- Repeat attendees prefer to add a fifth day on Tuesday (57%) vs. Sunday (43%).



SCI Member Profile

- About four out of five SCI Members (80%) who attended 3 or more conventions say the last year they attended the SCI Convention was in 2008.
- Three out of four (75%) repeat attendees are over the age of 50.
- About three out of four attendees reside in the western U.S. (73%).
 - Northwestern US: 29%
 - Southwestern US: 24%
 - Midwestern US: 20%
- Repeat attendees spend an average of \$35,145.96 annually on safaris, adventure travel and related hunting activities. This includes \$0.0 as a response.
- On average, repeat attendees spend...
 - 17 days hunting in-state.
 - 13 days hunting out-of-state.
 - 16 days hunting internationally.

Attendee Survey Findings: SCI Member has attended 3 or more Conventions

1. How many years have you attended SCI's Annual Hunters' Convention?

Average: 8.6 years
Median: 6.0
High: 38
Low: 1

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

Write-in responses grouped in table below:

Last Year Attended	Number of Responses	Response Ratio
2008	911	80%
2007	148	13%
2006	45	4%
2005	17	1%
2004	8	1%
2003	3	0%
2002	2	0%
2001	1	0%
1999	1	0%
1988	1	0%
1983	1	0%

3. How long have you been an SCI Member?

	Number of Responses	Response Ratio
Less than one year	3	0%
1-2 years	10	1%
3-5 years	286	24%
6-10 years	402	33%
Over 10 years	507	42%

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

	Number of Responses	Response Ratio
Invited by a friend	355	29%
Colleague or business associate	340	28%
Print Advertisement	79	7%
Registration brochure	73	6%
Direct Mail	64	5%
SCI Website	34	3%
Expedition Safari TV Show	17	1%
E-mail broadcast	8	1%
TV Commercial Advertisement	6	0%
Radio Advertisement	2	0%
Other, please specify	230	19%

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

6. Please indicate your age:

	Number of Responses	Response Ratio
Under 20	0	0%
20-25 years	4	0%
26-30 years	3	0%
31-45 years	143	12%
46-50 years	149	13%
51-60 years	413	36%
Over 60 years	446	39%

7. Please indicate where you live:

	Number of Responses	Response Ratio
Northwestern US	335	29%
Southwestern US	273	24%
Midwestern US	230	20%
Southeastern US	107	9%
Northeastern US	98	8%
South Central US	58	5%
Canada	23	2%
Mexico	3	0%
Other International	30	3%

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

9. What are three cable television hunting shows you watch?

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

	Number of Responses	Response Ratio
Yes	1,034	89%
No	124	11%

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

	Number of Responses	Response Ratio
Yes	1,008	87%
No	150	13%

12. 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	277 24%	410 36%	461 40%
Houston	131 11%	317 28%	700 61%
Reno	776 68%	134 12%	238 21%

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

	Number of Responses	Response Ratio
Very important	93	8%
Somewhat important	208	18%
Somewhat unimportant	117	10%
Not important	730	64%

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

	Number of Responses	Response Ratio
E-mail	544	47%
Direct Mail	452	39%
Internet/Website	116	10%
Fax	1	0%
Phone	0	0%
Other, please specify	35	3%

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

	Number of Responses	Response Ratio
Website	685	60%
By phone / Registration Agent	254	22%
By mail	117	10%
On-site	43	4%
By fax	34	3%
Other, please specify	15	1%

16. 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
Accuracy	72%	426 48%	213 24%	130 15%	33 4%	82 9%
Ease of Use	71%	375 42%	258 29%	151 17%	30 3%	75 8%

17. 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	94%	768 76%	186 18%	52 5%	4 0%	6 1%
Pre-registration process	93%	688 65%	292 28%	66 6%	4 0%	11 1%
Accuracy of badges	91%	738 71%	207 20%	59 6%	20 2%	15 1%
Timeliness	90%	674 64%	270 26%	76 7%	19 2%	9 1%
Knowledge of registration agent	90%	652 64%	268 26%	78 8%	8 1%	6 1%
Receipt of badges	87%	661 63%	249 24%	79 8%	28 3%	24 2%
Successful navigation of registration website	81%	501 52%	280 29%	121 13%	24 3%	32 3%

18. 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	87%	367 65%	126 22%	50 9%	10 2%	15 3%
Accuracy of badges	84%	353 61%	131 23%	61 11%	10 2%	22 4%
Knowledge of registration agent	81%	310 55%	146 26%	76 13%	16 3%	20 4%
Receipt of badges	79%	301 52%	156 27%	80 14%	19 3%	26 4%
On-site registration	74%	288 48%	156 26%	80 13%	35 6%	35 6%
Waiting Time	63%	233 39%	143 24%	100 17%	55 9%	59 10%

19. When registering for the Convention via the website, did you encounter any problems or mistakes:

	Number of Responses	Response Ratio
Yes	116	12%
No	843	88%

20. 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%	752 68%	282 26%	49 4%	6 1%	13 1%
Products Exhibited	91%	658 60%	338 31%	76 7%	8 1%	15 1%
Variety and Quality of Hunts	88%	642 59%	322 29%	95 9%	9 1%	29 3%
Meeting Friends	83%	614 56%	299 27%	126 11%	34 3%	24 2%
Dates/timeframe of the show	79%	493 45%	369 34%	155 14%	37 3%	47 4%
Location of show (Reno)	72%	544 49%	252 23%	175 16%	42 4%	92 8%
Air travel	67%	468 43%	260 24%	141 13%	51 5%	175 16%
Registration information and cost	67%	357 33%	369 34%	253 23%	64 6%	52 5%
Auction Items	40%	197 18%	235 22%	292 27%	169 16%	192 18%
Activities, receptions and other social functions	40%	167 15%	273 25%	315 29%	182 17%	158 14%

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: \$35,145.96
 Median: \$20,000.00
 High: \$500,000.00
 Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$35,217.69
 Median: \$20,000.00
 High: \$500,000.00
 Low: \$5.00

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

	Number of Responses	Response Ratio
1 – 9	58	5%
10 – 19	205	18%
20 – 29	282	25%
30 or more	580	52%

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

Includes “0” as a response.

Number of days hunting in-state

Average: 17 days
Median: 10
High: 150
Low: 0

Number of days hunting out-of-state

Average: 13 days
Median: 10
High: 120
Low: 0

Number of days hunting internationally

Average: 16
Median: 14
High: 220
Low: 0

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

	Number of Responses	Response Ratio
Shop the Convention show floor	896	80%
Meet with professional hunters to purchase hunts	867	78%
Rendezvous with friends and other hunters	829	74%
Bid or buy at auction	228	20%
Attending Seminars	188	17%
Evening speakers and entertainers	114	10%
Other, please specify	92	8%

25. What one thing drew you to SCI's show that you cannot find at other shows?

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

	Number of Responses	Response Ratio
Hunting Services	1019	91%
Firearms	627	56%
Clothing	276	25%
Artwork	249	22%
Travel & Lodging	241	22%
Optics	228	20%
Taxidermy	211	19%
Fishing Trips	172	15%
Jewelry	100	9%
Home Furnishings	89	8%
Ammunition	86	8%
Knives	63	6%
Vehicles/ATV	14	1%
Vehicles	9	1%

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

	Number of Responses	Response Ratio
One day	17	2%
Two days	294	26%
Three days	462	41%
Four days	254	23%
Five days	87	8%

28. 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	606	54%
No	508	46%

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

	Number of Responses	Response Ratio
Tuesday	612	57%
Sunday	453	43%

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

Includes 0 as a response:

Average: 3.5 days
Median: 3.0

31. 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.

General Appearance	91%	619 57%	370 34%	75 7%	14 1%	3 0%
Cleanliness of the facility	89%	580 54%	382 35%	103 10%	15 1%	3 0%
Safety/security services	87%	519 49%	406 38%	126 12%	11 1%	5 0%
Convention facility & services	86%	533 49%	405 37%	118 11%	17 2%	12 1%
Convention facility & services	86%	533 49%	405 37%	118 11%	17 2%	12 1%
Parking/shuttle service	81%	539 51%	315 30%	123 12%	63 6%	27 3%
Hotel Accommodations	80%	480 45%	372 35%	145 14%	44 4%	26 2%
Directional Signage	75%	367 34%	435 41%	215 20%	45 4%	11 1%
Hotel Rates	61%	268 25%	389 36%	280 26%	86 8%	46 4%
Food & beverage services	40%	163 15%	273 25%	359 33%	189 17%	99 9%

32. 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.

Days of the week (Wednesday – Saturday)	92%	597 55%	401 37%	74 7%	13 1%	0 0%
Month (Mid-January)	80%	539 50%	325 30%	138 13%	55 5%	24 2%
Hours (9 a.m. – 6 p.m.)	94%	649 60%	363 34%	53 5%	13 1%	0 0%
Location (Reno)	72%	564 52%	211 20%	137 13%	63 6%	103 10%

33. Please provide any additional comments on the timing and locale of the show.

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

35. 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
Professional Hunters and Guides	658	60%
Retail hunting goods	643	58%
Firearms	376	34%
Corporate Sponsors	147	13%
Art	147	13%
Other, please specify	218	20%

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

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

	Number of Responses	Response Ratio
Day auctions	404	37%
Night auctions	209	19%
Silent auctions	241	22%
A combination	97	9%
Did not attend any auctions	491	45%
I wasn't aware of day, evening, or silent auctions	6	1%

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

	Number of Responses	Response Ratio
0	533	50%
1 – 3	426	40%
4 – 6	82	8%
7 or more	23	2%

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

	Number of Responses	Response Ratio
1 – 5	693	87%
6 – 10	80	10%
11 – 15	12	2%
16 or more	12	2%

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

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

Includes "\$0.0" as a response:

Average: \$4,418.15
Median: \$0.0
High: \$100,000.00
Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$11,098.23
Median: \$5,500.00
High: \$100,000.00
Low: \$10.0

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

	Number of Responses	Response Ratio
Up to \$1,000	227	21%
\$1,001 to \$2,500	146	13%
\$2,501 to \$5,000	139	13%
\$5,001 to \$10,000	147	14%
\$10,001 to \$25,000	180	17%
\$25,001 to \$50,000	86	8%
\$50,001 to \$75,000	39	4%
\$75,001 to \$100,000	12	1%
More than \$100,000	20	2%
Not Applicable	91	8%

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

Auction Publications	72%	250 38%	224 34%	130 20%	25 4%	34 5%
Auction Staff Customer Service	72%	237 40%	191 32%	123 20%	15 2%	34 6%
Knowledge of Auction Staff	70%	207 35%	209 35%	127 21%	20 3%	33 6%
Variety of hunts offered	69%	208 32%	244 37%	144 22%	28 4%	32 5%
Live Auctions	66%	204 29%	255 37%	159 23%	37 5%	41 6%
Auction Payments	64%	184 31%	195 33%	155 26%	20 3%	34 6%
Variety of non-hunt items offered	59%	146 23%	227 36%	180 29%	37 6%	35 6%
Auction Website Preview (SCIFirstforhunters.org)	57%	144 25%	181 32%	155 27%	42 7%	45 8%
Auction Pick-Up	56%	146 28%	146 28%	167 32%	23 4%	36 7%
Auction Shipping	50%	108 22%	139 28%	174 36%	28 6%	41 8%
Silent Auctions	45%	114 17%	186 28%	247 38%	59 9%	51 8%

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

45. What exhibitors stood out and why?

46. What other conventions and tradeshow do you attend? (Please be as specific as possible)

47. What did you like BEST about the Convention?

48. What did you like LEAST about the Convention?

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

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

	Number of Responses	Response Ratio
Excellent	458	43%
Above Expectations	240	23%
Good	324	30%
Fair	22	2%
Below expectations	6	1%
Will never come again	2	0%
Other, please specify	14	1%

51. 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	167	16%
Very Good Value	294	28%
Acceptable Value	504	47%
Somewhat Unacceptable Value	63	6%
Poor Value	17	2%
Unacceptable value	4	0%
Other, please specify	17	2%

52. 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	772	73%
No	288	27%

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

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