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1992 NWT CONSUMER SHOW PROGRAM REPORT AND EVALUATION

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1.0 INTRODUCTION AND BACKGROUND

In 1985 the Department of Economic Development and Tourism (ED&T) transferred the responsibility for all consumer show activities to the Tourism industry Association of the Northwest Territories (TIANWT).

Under mandate from the Economic Development Agreement Management Board (EDA), the TIANWT developed a Consumer Show Program which would coordinate the attendance of Northwest Territories tourism operators at targeted consumer shows throughout North America. Consumer show markets were identified based on research from existing consumer shows, information from ED&T and Tourism Canada, recommendations from NWT operators and zone associations, and markets identified through the TIANWT implementation plan.

Consumer Show Programs were incorporated into the TIANWT's three year marketing plan and implemented in 1987, 1988 and 1989. In 1989, a two year proposal for the Consumer Show Program for 1990 and 1991 was approved in the subsequent TIANWT Marketing Plan. However, due to the restructuring of the TIANWT in 1990, the Department of Economic Development and Tourism assumed management responsibility y for the Program in 1990 and 1991.

Following the 1991 show season, the Consumer Show Program was incorporated in the Tourism Zone Marketing Initiatives under the proposed Industry, Science and Technology Canada (ISTC) Cooperation Agreement. In anticipation of the signing of the ISTC Agreement, the program start up costs were advanced for 1992 by ED&T. The Agreement was signed in February 1992.

Since 1987 the Program has been evaluated annually to determine the cost-benefit to the Northwest Territories. Based on the results of the evaluation, adjustments are made to the Program for implementation in the following year. For example based on operator results at specific shows in terms of actual sales generated some shows were dropped and others added to the program. Further modifications were also made to booth design and set-up.

The following provides a breakdown of participation and program size between 1987 and 1992.

Year	# of Shows	# of Operators	# of Spaces
1987	10	30	22
1988	9	23	37
1989	12	21	57
1990	11	22	46
1991	9	26	54
1992	12	22	73

Each year participants applied to attend shows of their choice and were selected as follows:

1987 - participants were identified through the zone associations;

1988 - participants were accepted based on their success in a draw system;

1989 - pending space availability, participants were selected if they met program criteria;

1990, 1991 and 1992 - participants were accepted on a first-come, first-served basis by region and then by product type.

2.0 OBJECTIVES

1. To provide a favorable sales environment for regional operators to develop and expand new and existing markets in order to generate incremental sales.

2. To generate qualified tourism leads for: use by private sector partners; fulfillment of inquiries for NWT literature; and to assist in the development of market data,

3.0 IMPLEMENTATION

The following is a synopsis of activities that were conducted as part of the Consumer Show Program:

3.1 Show b-ordination
3.2 Test Markets
3.3 Response Inquiry Card
3.4 Show Evaluation

3.1 SHOW CO-ORDINATION

3.1.1- Identified Consumer Shows

Based on research from existing consumer shows, information from Tourism Canada, the Department of Economic Development and Tourism and markets identified by NWT tourism operators, the following twelve consumer shows were chosen for inclusion in the program:

- Cleveland All-Canada - Cleveland, Ohio
- Anaheim Sports Vacation & RV Show – Chicago, Illinois
- International Adventure Travel Show – Chicago, Illinois
- Chicago All-Canada - St. Charles, Illinois
- Minneapolis All-Canada - Shakopee, Minnesota
- Great Outdoor Adventure Fair - San Francisco, California
- Denver All-Canada - Denver, Colorado
- International Sportsmen's Exposition - San Mateo, California
- Outdoor Canada Show - Edmonton, Alberta
- Outdoor Canada Show - Toronto, Ontario
- Northwest Sports Show - Minneapolis Minnesota

The International Adventure Travel Show, Cleveland All-Canada and Denver All-Canada Shows were included in the Program for the first time in 1992.

3.1.2- Operator Application

Operators meeting the following criteria were invited to apply to participate in the Consumer Show Program:

- operators holding a valid NWT tourism license
- operators offering a bona fide package tour (includes transportation, accommodation and activities)
- operators promoting only NWT products at the show
- tourism zone associations.

Priority was given to individual operator applications.

The Program's mandate is to assist operators in developing and expanding new and existing markets. Once an operator has participated in a show for three years, the operator must assume responsibility to continue his/her marketing efforts in the area and is given the option to take over his/her space or to release the space.

Non-refundable deposits are required based on the number of years of participation in the Program. Applications are accepted on a first-come first-served basis by region and then by product.

First Year Participants	$200.00
Second Year Participants	$300.00
Third Year Participants	$500.00

A total of 24 operators applied to the Program to participate in 77 exhibit spaces. All operators were successful in applying to the Program. Two last minute cancellations by operators resulted in the loss of use of four fully paid spaces. Space was provided on an individual basis.

Appendix A contains a listing of all operators who participated in the 1992 Consumer Show Program.

3.1.3- Program Features

Extérior dome displays were made available for operators to customize.

Airline transportation was negotiated to support one operator per organization pcr show. Transportation was provided on a positive space pass basis or a 75% discount basis from a NWT departure point to the nearest airline sponsored show. Air Canada, Calm Air, Canadian Airlines International and Canadian North, First Air, Northwest Airlines, Northwest Territorial Airways and Ptarmigan Airways participated in the Program to varying extents.

Booth space was identified and purchased for each operator.

Furniture rentals were provided and include: 1 draped table any size, 2 chairs, 10' x 10' carpet and 1 wastepaper basket.

3.2 TEST MARKETS

Prior to incorporating a consumer show into the Program, if there is little information on the show but it is thought to have good potential for the NWT, a test market will be conducted. In 1992, four shows were attended in order to determine if they should be included in the Program in the future.

3.2.1 - **Vacation World - Boston Massachusetts - January 10-12, 1992**

Vacation World was produced for the first time in 1992. Over 22,000 consumers attended the marketplace. Exhibits included diverse products such as Caribbean vacations, white water rafting, skiing in Colorado, skin-diving in Mexico, ethnic foods, designer fashions, sports demonstrations, celebrity appearances, and musical and cultural performances. Most travel products were low to mid-range in price and emphasis was placed on specials and low-cost travel (as promoted on the "Vacation World show screen" on an alternating basis throughout the duration of the show).

In support of the operators wishing to penetrate the New England market the show was tested through the Program.

Three NWT tourism operators tested the show's potential. Based on their evaluations, the show tended to attract consumers interested in taking part in the show as a festive event or seeking an inexpensive vacation. New England residents have an affection for active and passive outdoor/nature activities but touring remains their prime travel experience. The show clearly did not attract an adequate percentage of consumers interested in adventure travel.

As well, there were other factors which detracted from the show's performance as far as promoting NWT tourism products. The sound level of the various musical exhibits was too loud to comfortably do business during show hours. The three NWT participants indicated that consumers tended to "collect" literature without discussing the product, leaving little opportunity to educate New Englanders about the Northwest Territories. As well there was a definite interest in participating in contests for free "prizes" and many response inquiry cards were mistakenly completed at the general information booth with the hope of winning a trip. These factors, coupled with the show emphasis on short-haul, inexpensive travel, did not stimulate sales for NWT products.

It is recommended that the NWT does not incorporate the Vacation World show in the 1992 Program.

3.2.2 - O'Loughlin Sports Shows - Denver, Portland, Salt Lake City

In 1991, O'Loughlin Trade Shows donated three booth spaces to TIANWT to auction off to their members. The TIANWT, in turn, donated the space to the Consumer Show Program. Three spaces, one each in Denver, Portland and Salt Lake City, were offered to NWT operators experienced in consumer show marketing, in order to test potential. If more than one operator expressed interest in testing one of the O'Loughlin shows, the interested parties were submitted to a draw.

The following represents the consumer profile for the O'Loughlin shows (western Attitudes Inc., 1990):

22% came to shop and compare

78% purchased or said they would purchase goods or services within 90 days from an exhibitor being seen at an O'Loughlin show.

Primary interest of O'Loughlin Attendees:

89% fishing
66% hunting
57% boating
88% camping/hiking
22% photography

Household Incomes:

37% up to $35,000 per year
34% $35,000 to $55,000 per year
29% over $55,000

Denver

In 1989 the NWT dropped out of the Denver market, after two years, as it proved depressed, with very little business generated at the International Sportsmen's Exposition. In 1992 the NWT returned by invitation from O'Loughlin trade shows to test an alternative venue.

A total of 350 exhibitors with products ranging from destinations, sporting activities including hunting and fishing, and travel/sporting accessories were promoted in the show. Approximately 38,900 consumers attended.

The general information booth fielded some serious inquiries with the majority for fishing and hunting products and a few for general touring. In total, 55 leads were generated. There is potential to sell NWT products in this market, however, the NWT might consider returning once the economy picks up in Colorado. Bay Lakes Marketing hosted an All-Canada show in Denver for the first time in 1992 and decided to drop the show from their circuit in 1993 due to poor sales results.

It is recommended that the Program look at the Denver market once again in a few years.

Portland

The operator testing the Portland market felt the show offered very little potential to sell NWT tourism products. Only one inquiry was generated at the general booth. A total of 500 exhibitors selling tourism products and accessories participated in the show. Approximately 37,000 consumers attended.

Based on the operator's recommendations, the Program should seek alternative markets which will draw upon a greater number of potential clients.

Salt Lake City

The operator testing the Salt Lake City sports show indicated the show was quite good for providing general information and sees potential for promoting road travel in the area. It was believed that the alternative Salt Lake show in the area which concentrates on R.V. and road travel promotions, would be a better venue to attend if the focus is on the "rubber tire" traffic.

There were over 300 exhibitors with almost half representing resorts and lodges. The remaining exhibitors were promoting accessories, clothing and sporting equipment. Approximately 25,000 consumers attended the show.

It was indicated that Salt Lake City offers potential for fishing products and that some NWT operators do good business in the area. As well, there is a large percentage of seniors in the area which could possibly be targeted.

Considering the diversity of potential in the area, all shows should be thoroughly researched to determine if an alternative venue should be tested or if the program should incorporate the O'Loughlin show in the 1993 Program.

3.3 RESPONSE INQUIRY CARD AND 1-800 NUMBER INQUIRIES

In addition to sales and leads obtained by participating operators at the shows, the Program also assisted potential customers with tourism product information regarding travel to the NW'T.

Attempts were made to qualify inquiries, at the general information booth, as serious or not. If the inquiry was assessed to qualify as a potential traveller to the NWT a response inquiry card was completed. The customer inquires, then receive a product information mailing containing NWT tourism/travel information regarding their particular interest. The following table displays the number of consumer inquiries received at each of the shows.

As well, the 1-800 number is also being used by individuals attending the consumer shows as another source of NWT travel information. Both the Response Inquiry cards and the 1-800 number are recorded and fulfilled through the same source and the figures have been combined. A total of 90% of the inquiries were obtained through the response inquiry cards.

TABLE 1

Response Inquiry Card and 1-800 Number Inquiries Generated by Show/Market

Show	Number of Inquiries	90
Cleveland	15	0.1%
Anaheim	147	4.1%
Chicago (Adventure)	123	3.8%
Sacramento	40	1.1%
Chicago (All-Canada)	56	1.5%
Minneapolis (All-Canada)	137	3.8%
San Francisco	74	2.0%
Denver	56	1.5%
San Mateo	51	1.4%
Edmonton	200	5.5%
Toronto	222	6.1%
Minneapolis (Northwest)	683	18.8%
Miscellaneous*	1,562	43.0%
Test Markets		
Boston	209	5.8%
Portland	1	0.0%
Salt Lake City	•Included in Miscellaneous	0.0%
Denver	55	1.5%
Total	**3,631**	100.090

•Includes response cards mailed in directly by the consumer; 800 number calls in which the caller did not identify the specific show attended and the test market in Salt Lake City.

As can been seen in this table on an individual show basis, Minneapolis Northwest was the single most productive show in generating inquiries and Portland and Cleveland the least. Taken together, the shows generated a total of 3,631 inquiries which is exceptional. Potentially at $1,000 per trip this represents $3.6 million in travel receipts for the NWT.

3.4 SHOW EVALUATION

The Consumer Show Program has been very effective in improving tourism travel to the NWT but it is important to keep improving the program. Through evaluation, the Department of Economic Development and Tourism (ED&T) can meet the changing needs of the tourism industry and improve the program's efficiency. Through the surveys completed by the operators, weak points in the show program can be improved upon and strong points can be reinforced. Continued evaluation not only helps the program keep up with changing needs but also improves its effectiveness for NWT tourism operators. It also provides a "window" for tourism operators and ED & T to maintain trends and changes in the marketplace for NWT travel products.

The operators attending the Consumer Show Program are asked to complete a survey. The information obtained is as follows:

- A profile of operators attending the show
- A profile of the shows attended
- A rating of the shows previously attended by operators
- An estimate of sales and leads generated at the show
- Rating of the show's sales performance
- Other shows the operators would like to attend
- The best and worst features of the show
- The operator's suggestions on how to improve the program
- Information related to bookings and airline utilization.

The following sections contain the principal fiidings from the 1992 Consumer Show Program.

6190 of Sales Made by Operators in 1992 Were Made to Non-Canadian Markets

The following table is a profile of the market origins for the 1992 Consumer Show Program participants as well as a comparison to the market origin of 1990 and 1991 show participants.

TABLE 2

Geographic Market Origins of Consumer Show Participants

	1990	1991	1992
United States	56%	52%	55%
Canada	39%	44%	39%
Europe/Other	3%	3%	6%

Quite clearly, show participants are "export-driven". Based on the past three years, international markets, and in particular the U. S., provides operators with the majority of their sales.

The Annual Marketing Budget for the Average Consumer Show Participant is $26,553

The following table presents a profile of marketing budgets for show participants for the years 1990, 1991 and 1992. As can be seen in this table, the average marketing budget has fallen since 1990. Increasingly the program is including operators who have limited marketing budgets. In 1990, 31.9% of show participants had annual marketing budgets of less than $25,000 compared to 1992 where 63.2% of the show participants had marketing budgets of less than $25,000.

TABLE 3

Profile of Operators' Annual Marketing Budgets for 1990, 1991 and 1992

Marketing Budget	1990	1991	1992
$75,000 and over	4.6%	4.3%	0.0%
$65,001-$75,000	0.0%	0.0%	0.0%
$55,001-$65,000	9.1%	0.0%	5.3%
$45,001-$55,000	4.6%	6.5%	5.3%
$35,001-$45,000	13.6%	13.0%	15.7%
$25,001-$35,000	36.4%	17.4%	10.5%
$15,001-$25,000	4.6%	23.9%	31.6%
$5,001-$15,000	22.7%	34.7%	31.6%
$5,000 and under	4.6%	0.0%	0.0%
Total	**100%**	**100%**	**100%**
Average Marketing Budget	**$31,906**	**$26,906**	**$26,533**

With the Exception of Toronto, Overall Show Attendance Has Been Relatively Stable

The following table indicates historical attendance, where available, for each of the shows contained within the program. There are some very large shows such as Anaheim, Toronto and Minneapolis - Northwest as well as small shows such as the All-Canada shows. In most cases attendance has been relatively stable. However in Toronto's case, while this is a large show, attendance has continuously dropped since 1988.

TABLE 4

Trade Show Attendance

Show	1987	1988	1989	1990	1991	1992
Anaheim	211,000	214,000	215,000	216,000	220,320	214,000
Chicago All-Canada	N/A	N/A	10,050	11,200	9,100	10,100
Minneapolis All-Canada	N/A	N/A	3,573	5,100	4,500	4,800
San Mateo	N/A	N/A	39,800	39,800	39,195	25,000
Edmonton	36,500	28,808	36,497	42,000	36,552	35,658
Toronto	221,010	222,486	185,000	193,585	148,382	138,000
Minneapolis - Northwest	N/A	226,028	198,362	133,702	205,134	219,877
San Francisco	N/A	N/A	N/A	14,500	15,900	15,5000
Cleveland	N/A	NJA	N/A	N/A	N/A	3,000
Denver - All-Canada	N/A	N/A	N/A	N/A	N/A	1,000
Sacramento	N/A	N/A	N/A	N/A	N/A	28,000
Chicago International	N/A	N/A	N/A	N/A	N/A	11,000

General Interest, Fishing and Outdoor Adventure Products Generate Most of the NWT Travel Inquiries at the Trade Shows

The following table presents a profile of consumer product interests based on the response inquiry cards and 1-800 number inquiries that resulted from both individual shows and test markets.

As shown in the table general interest dominates the type of inquiry made by consumers about the NWT. On a more product specific basis, fishing is by far the most popular inquiry at 23.4% of responses followed by outdoor adventure products at 13.4%.

TABLE 5

Consumer Product Interest Response Inquiry Cards and 1-800 Number Inquiries

Product Interest	Number of Inquiries	%	
General	2,053	56.7%	
Fishing	846	23.4%	
Outdoor Adventure			
• Naturalist/Photography	225	6.2%	)
• Backpacking/Trekking	130	3,6%	) 13.4%
• Canoeing	129	3.6%	)
Arts/Culture	101	2.8%	
Hunting	68	1.9%	
Travel Trade - U.S.A.	32	0.9%	
Northern Lights	9	0.2%	
RV/Camping	8	0.2%	
Package Tours	6	0.2%	
Highway/Ferry Information	5	0.1%	
Boat Trips/Cruises	3	O.l%	
Special Events	3	0.0%	
Winter Activities	2	0.0%	
Travel Influencers	1	0.0%	
Total	**3,621**	**100%**	

Table 6 presents a profile for each show by type of inquiry. At the individual show level some differences begin to emerge between shows. The Minneapolis Northwest show is typical of the general profile of interests for all shows, with general interest, fishing and outdoor adventure products accounting for 55.6%, 23.6% and 13.5% respectively of all product inquiries. However, in Toronto's case, outdoor adventure product inquiries at 20.4% was higher than fishing at 19.8%. In comparing these two shows fishing product operators do comparatively better at the Minneapolis Northwest show where outdoor adventure operators, for example representing the Nahanni area, do comparatively better at the Toronto show.

TABLE 6

Consumer Product Interest Responsel Inı uiry Cards and 1-800 Number Inı ıiries by Show

	All Shows		Minneapolis Northwest		Toronto		Boston		Edmonton		Anaheim		Minneapolis All-Canada	
	#	%	#1	%	#	%	#	%	#	%	#	%	#	%
General	1,151	55.6	384	56.2	127	57.2	132	63.2	122	61.0	88	59.9	101	73.<
Fishing	488	23.6	174	2s.5	44	19.8	13	6.2	51	2s.5	38	2s.9	27	19.'
Outdoor Adventure														
- Naturalist/Photography	126	6.1	30	4.4	21	9.5	23	11.0	10	5.0	11	7.5	1	0.'
- Backpacking/Trekking	74	3.6	21	3.1	13	5.9	13	6.2	6	3.0	2	1.4	2	1.:
- Canoeing	78	3.8	29	4.2	11	5.0	3	1.4	4	2 0	3	20	1	0.'
Arts/Culture	56	2.7	12	1.8	4	1.8	22	10.5	3	1.5	3	20		
Hunting	46	2.2	10	1.5	2	0.9			4	2 0	2	1.4	5	3.(
Travel Trade - U.S.A.	28	1.4	13	1.9										
RV/Camping	4	.2					3	1.4						
Northern Lights	6	.3	3	0.4										
Highways/Ferry Information	3	.1	2	0.3										
Boat Trips/Cruises	2	.1	1	0.1										
Special Events	2	.1	1	0.1										
Package Tours	4	.1	2	0.3										
Winter Activities	1	.1	1	0.1										
Total	2069		683		222		209		200		147		137	

	Chic ;o Interna)nal		Denver Sports		San Francisco		Chicago All-Canad:		San Mateo		Sacramento		Clevelan All-Canac		Portland	
	#	%	#	%	#	%	#	%	#	%	#	%	#	9	#	%
General	56	45.5	31	28.2	38	51.4	24	42.	20	39.:	19	47.5	8	53	1	100.0
Fishing	13	10.6	47	42.7	12	16.2	26	46.	23	45."	15	37.5	5	33		
Outdoor Adventure																
- Naturalist/Photography	12	9.8	7	6.4	4	5.4	2	3.	3	5.!	2	5.0				
- Backpacking/Trekking	5	4.1	2	1.8	7	9.5			2	3.!			1	6		
- Canoeing	9	7.3	4	3.6	10	13.5	1	1.	1	2.(	2	5.0				
Arts/Culture	6	4.9	1	.9	2	27	1	1.	1	2.(			1	6		
Hunting	2	1.6	16	14.5			2	3.	1	21	2	5.0				
Travel Trade - U.S.A.	13	10.6	2	1.8												
RV/Camping			1	.9												
Northern Lights	3	2.4														
Highways/Ferry Information	1	0.8														
Boat Trips/Cruises					1	1.4										
Special Events	1	0.8														
Package Tours	2	1.6														
Winter Activities																
Total	123		111		74		56		51		40		15		1	

Interestingly, arts and culture product inquiries at the Toronto show were much lower than in the case of other shows.

The Boston test show market yielded some very interesting results. This market, due to the direct air link with First Air could be of more interest to eastern arctic tourism operators and in particular the Baffin. The Baffin's product offering is largely non-consumptive outdoor adventure and arts/cultural tourism. The percentage of inquiries for naturalist/photography (11,0%) and arts/culture products (10.5%) at the Boston test market was the highest of any show. As a result the Boston marketplace could potentially be a good fit for Baffin tourism operators.

Both Edmonton and Anaheim, based on inquiries, are very similar to the general profile of interests generated for all shows. In other words they "mirror" the average for general interest and fishing inquiries followed by outdoor adventure.

The Minneapolis All-Canada show had the highest number of general interest inquiries at 73.770. As a result it is hard to profile a more specific nature for product interests generated by persons attending this show.

The Chicago International show displayed some interesting differences. Somewhat like Boston, Chicago International displayed significantly greater interest in non–consumptive outdoor adventure products at 21.290. Fishing product interest was comparatively lower. There was also significant interest shown by the travel trade at 10.6%.

While having a lower number of total inquiries, the Denver Sports Show, Chicago All-Canada, San Mateo and Sacramento shows showed the greatest comparative interest in fishing products.

The NWT Operators Participating in the Shows Have a Different Perception of Show Visitor Interests than in the Case of Actual Consumer Inquiries Generated by the Shows

In the evaluation questionnaire that participating operators complete each year, operators are asked to assess what they consider to be the main interests of operators attending the shows. Table 7 presents the results of the operators' assessment of visitor interests for the years 1988 through to the current year's (1992) show program. Table 8 compares the operators' perceptions of visitor interests against the profile of interests generated by response card and 1–800 number inquiries.

TABLE 7

Operator Assessment of Show Visitor Interests

Operator Assessment of Interests	Sport Fishing					Sport Hunting					Outdoor Adventure				
	92	91	90	89	88	92	91	90	89	88	92	91	90	89	88
All Shows	27.5	32.4	32.3	4.0	42.5	21.3	10.7	21.0	12.7	20.0	26.3	23.4	14.5	20.0	32.5
Anaheim	0.0	28.6	0.0	0.0	45.5	0.0	0.0	0.0	14.3	27.3	0.0	14.2	20.0	0.0	18.2
Chicago – All–Canada	36.4	33.3	60.0	–	–	27.3	33.3	40.0	–	–	27.3	33.3	0.0	–	–
Minneapolis – Northwest	0.0	50.0	40.0	100.0	0.0	0.0	12.5	40.0	0.0	0.0	50.0	37.5	20.0	0.0	0.0
San Francisco	12.5	0.0	–	–	–	25.0	0.0	–	–	–	37.5	52.9	–	–	–
San Mateo	20.0	33.3	100.0	–	–	0.0	17.0	–	–	–	20.0	0.0	–	–	–
Edmonton	33.3	28.6	15.0	33.3	0.0	33.3	14.3	0.0	0.0	33.3	33.3	14.3	15.0	33.3	0.0
Toronto	33.3	33.3	20.0	50.0	0.0	16.7	0.0	10.0	25.0	0.0	22.2	33.3	30.0	0.0	0.0
Minneapolis All–Canada	50.0	10.0	–	–	–	28.6	–	–	–	–	14.3	10.0	–	–	–
Sacramento	0.0	–	–	–	–	0.0	–	–	–	–	100.0	–	–	–	–
Chicago – International	0.0	–	–	–	–	0.0	–	–	–	–	80.0	–	–	–	–
Denver – All–Canada	33.3	–	–	–	–	50.0	–	–	–	–	0.0	–	–	–	–

Operator Assessment of Interests	General Interest					General Touring					Don't Know				
	92	91	90	89	88	92	91	90	89	88	92	91	90	89	88
All Shows	17.5	14.5	16.1	18.2	5.0	5.0	17.7	14.5	7.5	0.0	2.4	–	1.6	1.8	0.0
Anaheim	33.3	14.2	20.0	42.9	9.0	66.7	42.6	60.0	28.6	0.9	0.0	–	0.0	14.3	0.0
Chicago – All–Canada	9.1	0.0	0.0	–	–	0.0	0.0	0.0	–	–	0.0	–	0.0	–	–
Minneapolis – Northwest	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	–	0.0	0.0	0.0
San Francisco	12.5	35.3	–	–	–	12.5	11.8	–	–	–	0.0	–	–	–	–
San Mateo	40.0	17.0	–	–	–	20.0	33.3	–	–	–	0.0	–	–	–	–
Edmonton	0.0	43.0	15.0	0.0	0.0	0.0	0.0	40.0	0.0	0.0	0.0	–	15.0	0.0	0.0
Toronto	27.8	20.8	30.0	12.5	0.0	0.0	12.5	10.0	12.5	0.0	0.0	–	0.0	0.0	0.0
Minneapolis All–Canada	7.1	60.0	–	–	–	0.0	10.0	–	–	–	0.0	–	–	–	–
Sacramento	0.0	–	–	–	–	0.0	–	–	–	–	0.0	–	–	–	–
Chicago – International	20.0	–	–	–	–	0.0	–	–	–	–	0.0	–	–	–	–
Denver – All–Canada	0.0	–	–	–	–	0.0	–	–	–	–	16.7	–	–	–	–

TABLE 8

Comparison of Operator Assessment of Visitor Interests with Response Card and 1-800 Number Inquiries

	Operator Assessment	**Response Cards/ 1-800 Number**
General Interest/Touring	22.5%	59.8%
Fishing	27.5%	23.4%
Outdoor Adventure	26.3%	13.4%
Sports Hunting	21.3%	1.9%
Don't Know	2.4%	0.0%
Other	0.0%	1.5%
Total	**100.0%**	100.0?0

The most notable difference between these two profiles is the operators' perception that 21.3% of the people attending the shows had an interest in hunting versus only 1.9% of all product inquiries through the response card and 1–800 number. Secondly, operators identified a significantly lower number of general interest/touring interests at 22.5% versus 59.8% for actual consumer response card/telephone inquiries.

In comparing the two data bases wc would put more confidence in the response card/1-800 number inquiries. In the case of the operators' assessment we are dealing with the "subjective" opinions of only 22 operators. Whereas in the case of the response card and 1-800 number inquiries we are dealing with over 3,000 individuals. As an example, in the case of the Chicago Ail-Canada show operators have indicated that from 1990 to 1992 sport hunting comprises between 27% and 40% of the main interests of visitors attending the show while actual visitor inquiries indicate that hunting accounted for only 3.6% of total inquiries.

Of Shows Previously Attended Toronto Was Rated as the Best Sales Vehicle

In the survey operators were asked to name the shows they had attended in the past. The results of this question are given in Table 9.

TABLE 9

Operator Rankings on Shows Previously Attended

Show	Number of Mentions	% Rating Good-Excellent
Toronto	9	55.6%
Minneapolis Northwest	3	100.0%
Chicago International	3	33.0%
Chicago All-Canada	2	100.0%
Harrisburg	2	50.0%
Edmonton	2	50.0%
San Francisco	2	100.0%
Anaheim	2	100.0%
Salt Lake City	1	100.0%
Pheasant Run	1	100.0%
Las Vegas	1	100.0%
Madison (canoeing)	1	100.0%
London, England	1	100.0%
Seattle	1	100.0%
Houston	1	
Long Beach	1	
Green Bay - All-Canada	1	
Pheonix	1	
Banff Film Festival	1	
St. Paul	1	
Detroit	1	
Boston	1	
Lansing	1	
Newark	1	
St. Louis	1	

For 1992, Operators Rated Chicago All-Canada and Edmonton as the Best Shows and Cleveland, San Mateo, Anaheim, Denver and Sacramento as the Poorest

The following table provides an operator ranking of individual shows contained within the 1992 Consumer Show Program.

TABLE 10

Operator Ranking of Individual Show Potential

% Ranking Good to Excellent	**1992**	**1991**	**1990**	**1989**	**1988**
Chicago All-Canada	71.4%	50.0%	66.7%	-	-
Edmonton	66.7%	28.6%	33.3%,	100.0%	-
Minneapolis All-Canada	50.0%	0.0%	33.3%	-	-
Minneapolis Northwest	50.0%	66.6%	100.0%	66.7%	75.0%
Toronto	42.9%	72.7%	62.5%	66.7%	100.0%
San Francisco	42.8%	75.0%	-	-	-
Chicago - International	40.0%	-	–	–	
Cleveland	0.0%	-	-	-	-
San Mateo	0.0%	0.0%	50.0%	-	-
Anaheim	0.0%	66.6%	50.0%	77.8	50.0%
Denver	0.0%	-	-	-	-
Sacramento	0.0%	-	-	-	-
All Shows	38.5%	41.8%	40.8%		
% Ranking Average to Poor	**1992**	**1991**	**1990**	**1989**	**1988**
Chicago All-Canada	28.6%	50.0%	33.3%	-	-
Edmonton	33.3%	71.4%	67.7%	0.0%	-
Minneapolis All-Canada	50.0%	100.0%	65.7%	-	-
Minneapolis Northwest	50.0%	33.4	0.0%	33.3%	25.0%
Toronto	57.1%	27.3	37.5%	33.3%	0.0%
San Francisco	57.2%	25.0	-	-	-
Chicago - International	60.0%	-	-	-	
Cleveland	100.0%	-	-	-	-
San Mateo	100.0%	100.0%	50.0%	-	-
Anaheim	100.0%	33.4%	50.0%	-	-
Denver	100.0%	-	-	-	
Sacramento	100.0%	-	-	-	-
All Shows	61.5%	58.2%	59.2%	-	-

As shown in Table 10, both Toronto and Minneapolis Northwest received lower good to excellent rankings than in previous years.

Table 11 is the average ranking of good–excellent for the last five years. Historically, Toronto and Minneapolis (Northwest) have been rated the best overall for sales performance. The current year (1992) may have been somewhat of an anomaly for Toronto and Minneapolis Northwest. The poor rankings may have been due to some operators having less success in these markets than in previous years.

TABLE 11

Comparative Rating
Consumers Shows Attended 1988-1992

Show	Rating of Show % Good-Excellent
Minneapolis (Northwest)	71.7%
Toronto	69.0%
Chicago (All-Canada)	62.7%
San Francisco	58.9%
Edmonton	57.2%
Anaheim	48,9%
Chicago (International)	40.0%
Minneapolis (All-Canada)	27.8%
San Mateo	16.7%
Denver	0.0%
Cleveland	0.0%
Sacramento	0.0%

Toronto Was the Most Successful Show in Terms of Sales for the Fourth year in a Row

Table 12 compares sales, leads and consumer inquiries for each of the shows contained in the 1992 Consumer Show Program. In terms of operator sales and leads, Toronto was the program's top producer, as it has been in other years. Interestingly operators for 1992 rated Chicago All-Canada and Edmonton as better sales vehicles (see Table 10).

TABLE 12

Operator Sales/Leads and Response Cards and 1-800 Number Inquiries - 1992 Consumer Show Program

Show	Operator Sales		Operator Leads		1-800 Number Inquiries	
	#	%	#	%	#	%
Toronto	60	22.1	665	25.1	222	6.1
Minneapolis (All-Canada)	57	21.0	241	9.1	137	3.8
Edmonton	45	16.5	96	3.6	200	5.5
Chicago (All-Canada)	37	13.6	416	15.7	56	1.5
Anaheim	26	9.6	210	7.9	147	4.1
Minneapolis (Northwest)	22	8.0	44	1.7	683	18.9
Chicago (International)	9	3.3	420	15.9	123	3.4
San Francisco	9	3.3	407	15.4	74	2.0
Denver	3	1.1	45	1.7	111	3.1
San Mateo	3	1.1	6	.3	51	1.4
Cleveland	1	.4	16	.6	15	0.4
Sacramento	o	0.0	80	3.0	40	1.1
Other					1,762	48.7
Total	**272**	**100.0**	**2,646**	**100.0**	**3,621**	**100.0**

Table 13 provides an historical comparison from 1988 to 1992 of sales/leads performance for each show. As can be seen in this table Toronto has consistently been the program's top producer since 1989.

TABLE 13

Direct Sales and Leads Made at Consumer Shows 1988 to 1992

DIRECT SALES	1992		1991		1990		1989		1988	
	#	90	#	%	#	90	#	%	#	%
Toronto	60	22.1	58	33.5	282	69.8	49	26.5	16	6.3
Minneapolis (All-Canada)	57	21.0	6	3.4	2	0.5	-	-	-	-
Edmonton	45	16.5	25	14.6	35	8.7	21	11.4	7	2.9
Chicago (All-Canada)	37	13.6	15	8.7	16	4.0	-	-	-	-
Anaheim	26	9.6	3	1.7	14	3.5	10	5.4	73	29.1
Minneapolis (Northwest)	22	8.0	34	19.6	15	3.7	37	20.0	79	31.5
Chicago (International)	9	3.3	-	-	-	-	-	-	-	-
San Francisco	9	3.3	14	8.1	-	-	-	-	-	-
Denver	3	1.1	-	-	-	-	-	-	-	-
San Mateo	3	1.1	8	4.6	6	1.5	-	-	-	-
Cleveland	1	.4	-	-	-	-	-	-	-	-
Sacramento	0	0.0	-	-	-	-	-	-	-	-
All Other Shows	0	0.0	10	5.8	34	8.4	68	36.7	76	30.2
Total	272	100	173	100	404	100	185	100	251	100

DIRECT LEADS	1992		1991		1990		1989		1988	
	#	%	#	90	#	%	#	90	#	%
Toronto	665	25.1	562	24.4	354	26.8	325	17.4	75	5.8
Minneapolis (All-Canada)	241	9.1	40	1.7	69	5.1	-	-	-	-
Edmonton	96	3.6	137	6.0	130	9.8	60	3.2	27	2.9
Chicago (All-Canada)	416	15.7	40	1.7	69	5.1	-	-	-	
Anaheim	210	7.9	65	2.8	178	13.5	370	19.8	387	30.0
Minneapolis (Northwest)	44	1.7	276	9.4	130	9.8	60	3.2	22	2.9
Chicago (International)	420	15.9	-	-	-	-	-	-	-	-
San Francisco	407	15.4	1,003	43.7	-	-	-	-	-	-
Denver	45	1.7	-	-	-	-	-	-	-	-
San Mateo	6	.3	54	2.3	10	.8	-	-	-	-
Cleveland	16	.6	-	-	-	-	-	-	-	-
Sacramento	80	3.0	-	-	-	-	-	-	-	- 1
All Other Shows			84	3.7	328	24.8	779	41.7	641	49.6
	2,646	100	2,296	100	1,321	100	1,868	100	1,292	100

Table 14 indicates the average success of operators at each show. Both average sales and leads have been calculated over the period 1989 to 1992 to indicate the historical performance for operators at each show. As shown in this table, the top three shows for 1992 on an average sales per operator basis were Edmonton, Anaheim and Minneapolis Northwest. However, we should point out that this table can be deceiving in that in these cases only a limited number of operators participated in the shows. One highly succcssful operator can greatly distort the average.

TABLE 14

Average Sales and Leads Per Operator at Consumer Show 1989 to 1992

	# of Operators	Average Number of Sales				Average Number of Leads			
	1992	92	91	90	89	92	91	90	89
Edmonton	**3**	**15.0**	**4.1**	**5.8**	**5.3**	**32.0**	**22.8**	**21.7**	**15.0**
Anaheim	**2**	**13.0**	**1.0**	**4.7**	**1.1**	**105.0**	**21.7**	**17.5**	**48.7**
Minneapolis (Northwest)	2	11.0	5.7	7.5	7.4	22.0	36.0	114.0	66.8
Minneapolis (All-Canada)	8	**7.1**	2.0	0.7	-	30.1	45.0	8.0	-
Toronto	9	6.7	4.8	35.3	7.0	73.9	46.8	44.3	46.4
Chicago (All-Canada)	7	5.3	15.0	5.3	-	59.4	**40.0**	23.0	-
Chicago (International)	6	1.5	-	-	-	70.0	-	-	-
Denver	4	1.3	-	-	-	11.3	-	-	-
San Francisco	8	1.1	1.5	-	-	50.9	125.4	-	-
San **Mateo**	3	**1.0**	2.7	-	-	2.0	18.0	-	-
Cleveland	3	0.3	-	-	-	5.3	-	-	-
Sacramento	2	**0.0**	-	-	-	**40.0**	-	-	-
All Shows Average	57	4.8	3.8	6.8	3.9	46.4	52.2	35.0	39.2

Sacramento, Cleveland and Denver were the Only Shows Where 50% or Less of the Participating Operators Indicated that They Would Not Attend Again

Operators were also surveyed as to whether or not they would attend the shows again that were contained within the 1992 program. Table 15 indicates that **85.7%** of those operators would attend all shows again. Sacramento, Cleveland and Denver were the only shows where 50% or lcss of the operators indicated that they would not attend these shows again.

TABLE 15

Percentage of Operators Who Would Attend the Same Consumer Show Again, 1992 and 1991

Toronto	100.0%
San Francisco	100.0%
Edmonton	100.0%
Minneapolis (Northwest)	100.0%
Anaheim	100.0%
Chicago (All-Canada)	85.7%
Minneapolis (All-Canada)	85.7%
Chicago (International)	75.0%
San Mateo	66.7%
Sacramento	50.0%
Cleveland	33.7%
Denver	25.0%
All Shows -1992	85.7%
All Shows -1991	81.1%

Chicago, Toronto and San Francisco Were the Show's Mentioned Most Often When the Operators Were Asked What Shows They Would Like to Attend in the Coming Year

The suggestions for shows to attend in the coming year include shows that are already in the program and some shows that are not. Of the shows chosen that are in the program already Chicago, San Francisco and Toronto were mentioned most often.

TABLE 16

Operator Suggestions for Shows to be Included in Future Consumer Show Programs

Show	Number of Mentions
Chicago (Outdoor-Adventure)	3
Toronto	3
San Francisco	3
All Canada Shows	1
Florida	1
Georgia	1
Green Bay (All-Canada)	1
Edmonton	1
Vancouver	1
Colorado	1
New York	1
California	1
San Antonio	1
Texas	1
Sufferin	1
Chicago O'Hare	1
Miami	1
Eco Tourism Shows	1
Minneapolis (Northwest)	1

Operators Identified Financial Assistance, Program Organization and Market Development to be the Program's Best Features

Table 17 indicates what operators consider to be the Consumer Show Program's best/worst features as well as suggestions for improvements. Very clearly positive comments such as the financial assistance provided by the program, new market development and the organization of the program itself far outweigh the negative comments. For the 1992 Program there appear to have been some problems for operators in regard to a late start to the program and some problems with show coordination. This is also reflected in the suggested improvements. Lastly there were three suggestions related to present a better profile of the NWT (i.e. where is it and what is it).

TABLE 17

Show Participant Comments on Best/Worst Features and Suggests Improvements

BEST FEATURES	Cleveland	Anaheinl	Chicago International	Sacramento	Chicago All-Canada	Sarr Mateo	San Francisco	Denver	Edmonton	Toronto	Minneapolis Northwest	Minneapolis All-Canada	Tota
Financial Assistance	2	-	2		1	2	-	1	1	2	1	1	13
Market Development	1	1	2		1	-	-	-	-	-	-	2	7
Organization	2	-	-	1				1	-	2	1	1	8
Continuity		1	-						-	-	-		1
Smaller Show - Better Exposure					1	-	-	-	1	-	-	1	3
NWT Presence										1			1
WORST FEATURES													
None		1	2	1	3	2	4	1	1	6	1	4	26
Late Start to Show Program	1	-		1		1	-	1	1	1	1	1	8
NWT Operator Mia	1	-											1
Competition	1	-	1										2
Show Hours Too Long		1									-		1
Lack of sales			1				1	-	-	2	-		4
Doing surveys			1										1
Low Attendance					1	-	-	-	1	-	-	1	3
Distance from Hotel									-	-	-	1	1
More Show Advertising							1	-	-	-	-		1
Identify More with Canada							1	-	-	-	-		1
SUGGESTED IMPROVEMENTS													
Start Earlier				1				1	-	-	-		2
Don't have NWT Operators Running Info Booth	1	-	-			-	-	-	-	-	-		1
None			2	1	3	2	4	-	-	6	2	4	24
Better NWT Operator Mia	1	-	-										1
Ensure Air Canada Participates	1	-	-										1
Better Location		1											1
cut show Hours		1					-	-	-	-	-		1
Better Understanding of Markers			1				2	-	-	-	-		:
Better Refile of NWT			1						-	-	-		1
Try New Shows					1	-	-	-	-	-	-		1
Improve Attendance						1	-	-	-	-	-		1
Shuttle Service									-	-	-	1	1
Develop New Markets						1	-	-	-	-	-		1
Get Parks Canada Involved							1	-	-	-	-		1
Special Evenings by Invitation								1	-	-	-		1
New Shows in Southern U.S.									1	-	-		1

3.5 COST/BENEFIT ASSESSMENT OF CONSUMER SHOW PROGRAM

The following table is a calculation of the projected sales for the 1992 Consumer Show Program. The calculation includes the direct sales generated from the shows, operator leads after a conversion rate of 10% is applied and the response card/l-800 number inquiries after a conversion rate of 4% is applied. Leads generated at shows are considered more serious than response card/1-800 number inquiries and thus the higher conversion rate.

TABLE 18

Estimate of Sales Conversion for the 1992 Consumer Show Program

	Number	Sales Conversion Factor	Estimated Trips to the NWT				
			1992	1991	1990	1989	1988
Operator Sales	**272**	100%	**272**	**173**	**404**	**185**	**313**
Operator Leads	2,646	10.0%	264.6	229.6	132.1	86.8	129.2
Consumer Card and Telephone Inquiries	3,631	4.0%	145.2	64.9	73.3	82.6	115.6
Total	6,549		6s1.8	467.5	609.4	454.6	557.8

The result of the 1992 Consumer Show Program is 682 trips to the NWT. This is an increase over last year's figures by 45.8%. In fact, the 1992 Program, as calculated in this table recorded the best results to date.

Table 19 presents an estimate of projected tourism expenditure that will result from the 1992 Consumer Show Program.

TABLE 19

Cost/Benefit of 1992 Consumer Show Program

Projected Visitor Expenditure *	$729,607.82
Program Cost	$160,000.00
Net Program Benefit	$569,607.82

* Based on 681.8 visitors at an average expenditure of $1,070.12 per trip.

The net program benefit is $569,607.82 for the 1992 Consumer Show Program. This is based upon a conservative estimate of $1,070.12 per visitor to NWT. The average trip expenditure is based upon all trips made to the NWT. The trips sold by the operators in the Consumer Show Program are on the average more expensive than other trips. As a result the projected visitor expenditure of $729,607.82 is actually quite conservative and it understates the tourism expenditure impact of the program. Even with the benefit of the program being underestimated the amount invested has shown a net return. The 1992 Consumer Show Program has, as in years past, proven to be successful.

Table 20 presents a cost benefit assessment for each show. As shown in this table, Toronto emerges as the most productive show. In fact, Toronto alone accounts for 19.8% of the estimated tourism expenditure generated by the entire program. In the cases of San Mateo and Cleveland, these shows actually recorded a negative program benefit. While not negative Sacramento and Denver produced very limited results.

TABLE 20

Cost/Benefit of Individual Shows in the 1992 Consumer Show Program

Show	Estimated Number of Trips to the NWT After Sales After Conversion				Estimated Trip Expenditure	Average Cost for Space	Total Cost Per Show Space	Net Show Benefit to NWT
	Operator Sales	Operator Leads	Inquiries	Total Trips				
Toronto	60.0	66.5	8.88	135.38	$144,872.85	$2>85.04	S23,265.37	$121,607.48
Minneapolis All-Canada	57.0	24.1	5.48	86.58	$92,650.99	$1,743.13	$15,688.19	S 76,%2.48
Chicago All-Canada	37.0	41.6	2.24	80.84	$86>08.50	$1,964.48	$15,715.87	S 70,792.63
Edmonton	45.0	9.6	8.00	62.60	S 66,989.51	S1,782.90	s 7,131.60	$ 59,857.91
Chicago International	9.0	42.0	4.92	55.92	s 59,841.11	S1,438.24	$11,505.92	S 48,335.19
Minneapolis Northwest	22.0	4.4	27.32	53.72	S 57,486.85	S2,492.47	S 9,%9.87	S 47,516.98
Anaheim	26.0	21.0	5.88	52.88	$56,587.95	S2,757.03	$11,028.11	s 45>59.84
San Francisco	9.0	40.7	2.%	52.66	S 56,352.52	S1,637.26	S13,098.07	s 43,254.45
Sacramento	0.0	8.0	1.60	9.60	S 10,273.15	$1,801.63	S 7,290.22	s 3,066.64
Denver	3.0	4.5	4.44	11.94	S 12,777.23	S2,015.32	S10,076.60	$ 2,700.63
San Mateo	3,0	0.6	2.04	5.64	S 6,035.48	S1,922.56	S 7,690.22	S 1,654.84
Cleveland	1.0	1.6	0.60	3.20	S 3,424.38	S1,646.41	S 8,232.04	S 4,807.66

Note: This table does not include trip generation that could not be attributed to any individual show.

4.0 CONCLUSIONS AND RECOMMENDATIONS

1. The 1992 Consumer Show Program Has Been the Most Successful Yet in Terms of Potential Travel to the NWT

The following table indicates that the 1992 Show Program was the most successful yet in terms of potential trips to the NWT.

TABLE 21

Potential Travel in Person Trips to the NWT Generated by the Consumer Show Program 1988 to 1992

	Estimated Trips to the NWT				
	1992	**1991**	**1990**	**1989**	**1988**
Operator Sales (@100% Conversion)	272.0	173.0	404.0	185.0	313.0
Operator Leads (@10% Conversion)	264.6	229.6	132.1	86.8	129.2
Response Card/1-800 Number Inquiries (@4% Conversion)	145.2	64.9	73.3	82.6	115.6
Total Number of Trips	**681.8**	**467.5**	**609.4**	**454.6**	**557.8**

As shown in this table the Program's strong showing in 1992 was largely due to operator leads and response card/1-800 number inquiries. While fairly conservative conversion factors of 10% and 4% have been applied to leads and inquiries, respectively, there are no guarantees that they will result in actual trips to the NWT.

2. The Most Popular NWT Tourism Product Inquiries are General Interest, Fishing and Outdoor Adventure

The 1992 Consumer Show Program generated over 3,000 NWT tourism product inquiries. As shown in the following table the nature of these inquiries were general interest, fishing and outdoor adventure.

TABLE 22

Profile of NWT Tourism Product Inquiries Generated by the 1992 Consumer Show Program

General Interest/Touring	**59.8%**
Fishing	**23.4%**
Outdoor Adventure	**13.4%**
All Other inquiries	**3.4%**

While general interest inquiries dominated all shows there were some notable differences at the individual show level as shown below where we have identified shows where there is greater than average interest for outdoor adventure and fishing products.

SHOWS WITH GREATER INTEREST IN OUTDOOR ADVENTURE

Outdoor Adventure Product - Average Number of Inquiries	13.4%
San Francisco	28.4%
Chicago International	21.2%
Toronto	20.4%
Boston	18.6%

SHOWS WITH GREATER INTEREST IN FISHING PRODUCTS

Fishing Product - Average Number of Inquiries	23.4%
Chicago All-Canada	46.4%
Denver Sports	42.7%
Sacramento	37.5%
Anaheim	25.9%
Edmonton	25.5%
Minneapolis	25.5%

3. Toronto, Minneapolis and Edmonton Continue to be the Best Market Places for the Program

As shown in the following table, Toronto, Minncapolis and Edmonton have accounted for between 82.7% and 67.7'% of all NWT tourism operator sales made during the Consumer Show Program from 1990 to 1992.

TABLE 23

Percentage of Total Operator Sales Accounted for by Toronto, Minneapolis and Edmonton Marketplaces

	1992	1991	1990
Toronto	22.1%	33.5%	69.8%
Minneapolis *	29.0%	23.0%	4.2%
Edmonton	16.5%	14.6%	8.7%
Total	67.7 %	71.5%	82.7%

* Includes both Minneapolis Northwest and Minneapolis All-Canada show sales.

Toronto continues to be the Program's best marketplace and has the best cost/benefit assessment of any show contained in the Program. Consideration should be given to finding other shows or sales venues in the Toronto marketplace.

Minneapolis, through the Minneapolis Northwest and Minneapolis All-Canada Shows, has been an excellent marketplace for the Program. As in the case of Toronto, consideration should be given to other shows or sales venues in the area. Tourism operators in Northern Saskatchewan have found Minnesota and the Minneapolis area to be excellent. Through Canadian Airlines there is direct access to the NWT from this marketplace. Consideration could be given to a consumer show in the City of St. Paul.

Lastly Edmonton has continued to be an excellent marketplace for NW'T' tourism operators.

4. Sacramento, Denver, San Mateo and Cleveland Should be Dropped from the Program

While it is recognized that it takes up to three years participation at an individual show before results begin to occur, Cleveland, Denver and Sacramento had very poor results for their first time ever inclusion to the Consumer Show Program. Further, the operators who participated in each of these three shows gave each of the shows a very poor rating as sales marketplaces.

Regarding San Mateo, this is the third year in which NWT operators have participated in this show. From both sales and lead generation, San Mateo produced very limited results. Further the show has not been given a high ranking by operators as a sales marketplace. Consequently, it is time to drop this show from the Program.

5. The Program Needs to Explore New Marketplaces and Possibly New Types of Sales Venues

While 1992 has arguably been the Program's best year in terms of measured results there are signs that the program is maturing somewhat in the results it can achieve from existing shows. The success of these shows will vary somewhat with the type of operator who participates in them. For 1993 the Program should include the following shows:

- Toronto
- Minneapolis Northwest

- Minneapolis All-Canada
- Chicago International
- Chicago All-Canada
- Edmonton
- San Francisco
- Anaheim

Anaheim continues to be a "border line" inclusion until such time as a better show or sales venue is found in Southern California.

Traditionally the Program has included 9 to 12 shows. Assuming that the foregoing shows are acceptable for inclusion to the 1993 Program there is a need to find 2 to 5 new shows or sales venues.

Each year the consumer show evaluation questionnaire asks operators if there are other shows not included in the program that they feel would have good potential. In the past this has resulted in some new suggestions as test markets. However, based on the operator survey, it appears that operators are out of ideas. Most of the new show suggestions are already contained in the program. Some possible suggestions could include:

- New York
- St. Paul
- Boston
- Ottawa
- Atlanta

A unique idea for the Program would be to explore entirely different venues other than sports/travel/leisure consumer shows and that would be the conference and trade show market. As an example Nahanni-Ram operators have found that a high proportion of their customer base is drawn from the medical/dental professions. Most large conventions now have a trade show component that rents booth space to exhibitors who in turn attempt to sell products to convention delegates. As a result a medical conference could prove to be a highly targetted marketplace for some operators.

For 1993 the Consumer Show Program should give serious consideration to 'participation in these kinds of marketplaces. Other potential marketplaces could include trade shows dealing for four-wheel drive/all–terrain vehicle shows. Some NWT operators have found unique niches such as the Banff Film Festival to be a productive marketplace for the sale of outdoor-adventure packages. Other unique niches could include eco-tourism, historical and naturalist societies that host events throughout North America.

APPENDIX A

Listing of Operators Who Participated in the 1992 Consumer Show Program

1992 CONSUMER SHOW PARTICIPANTS

All Canada Show - Cleveland, Ohio - January 3 and 4, 1992

1. Ferguson Lake Lodge - Keith Sharp
Telephone: 819-645-2197
Fax: 613-645-2379

2. Frontier Fishing Lodge - Wayne or Warren Witherspoon
Telephone: 403-465-6843
Fax: 403-466-3874

3. True North Safaris - Gary Jaeb
Telephone: 403-873-8533
Fax: 403-920-4834

4. General Information Booth - Jim Peterson

Anaheim Sports Vacation & RV Show - Anaheim, CA - January 4-12, 1992

1. Dempster Patrol Outfitters – Taig Connell
Telephone: 403-952-2210
Fax: 403-952-2725

2. Nahanni Mountain Lodge - Ted Grant
Telephone: 403-695-2505
Fax: 403-695-2925

3. NorthernFrontier Visitor's Centre – Jackie O'Conner
Telephone: 403-873-3131
Fax: 403-873-6109

4. General Information Booth - Yvonne Quick

International Adventure TravelShow- Chicago, IL - January 10-12, 1992

1. Arctic Waterways – Ingmar and Barbara Remmler
Telephone: 416-382-3882
Fax: 416-382-3020

2. Black Feather Wildernes sAdventures -Wendy Grater
Telephone: 416-861-1555
Fax: 416-862-2314

International Adventure Travel Show - Chicago, IL - January 10-12, 1992 (Continued)

3. Frontiers North - Lynda Gunter
   Telephone: 204-663-1411
   Fax: 204-663-6375

4. Nahami River Adventures -Terry Palechuk
   Telephone: 403-439-1316
   Fax: 403-487-8774

5. Nahanni Wilderness Adventures- David Hibbard
   Telephone: 403-637-3843
   Fax: 403-487-8774

6. Whitewolf Adventure Expeditions - Barry Beales
   Telephone: 604-736-0664
   Fax: 604-736-2810

7. General Information Booth – Danette Jacb

International Sportsmen's Exposition- Sacramento, CA - January 15-19, 1992

1. **Meni Dene Lodge – Bernie Simpson**
   Telephone: 403-573-3161
   Fax: 403-573-3029

2. **Plummer's Lodges - Grant Nolan**
   Telephone: 204-774-5775
   Fax: 204-783-2320

3. **General Information** Booth - Yvome Quick

All Canada Show - St. Charles (Chicago), IL - January 16-19, 1992

1. **Canada North Outfitting - Jerome Knap**

2. **Frontier Fishing Lodge - Wayne or Warren Witherspoon**

3. **Peterson's Point Lake Camp-Jim and Marg Peterson**
   Telephone: 403-920-4654
   Fax: 403-920-4654

All Canada Show - St. Charles (Chicago), IL - January 16-19, 1992 (Continued)

4. Plummer's Lodges - Grant Nolan

5. True North Safaris - Gary Jacb

6. Watta Lake Lodge - Tammy Wotherspoon
   Telephone: 403-873-4036
   Fax: 403-873-6195

7. Black Feather Wildernes sAdventures - Wendy Grater

8. General Information Booth-Joan Cotton

All Canada Show - Minneapolis, MN - February 27- March 1, 1992

1. Canada North Outfitting - Jerome Knap

2. Et-then Expeditions Ltd. - Jim Olesen
   Telephone: Garth Wallbridge -403-873-8616
   Fax: 403-873-6387

3. Kasba Lake Lodge - Jerry Bilski
   Telephone: Doug Hill -604-248-3572
   Fax: 604-248-4576

4. Meni Dene Lodge -Jean Burke
   Telephone: 204-786-4481
   Fax: 204-783-2851

5. Plummer's Lodges - Grant Nolan

6. Peterson's Point Lake Camp - Jim and Marg Peterson

7. True North Safaris - Gary Jaeb

8. Watta Lake Lodge - Tammy Wotherspoon

9. General Information Booth - Yvonne Quick

Great Outdoors Adventure Fair-San Francisco, CA-
February 28- March 1, 1992

1. Black Feather Wilderness Adventures - Wendy Grater

2. Frontiers North - Lynda Gunter

3. Nahanni Mountain Lodge - Ted Grant

4. Nahanni River Adventures - Neil Hartling

5. Nahanni Wilderness Adventures - Dave Hibbard

6. Sail North - Mike Stilwell
   Telephone: 403-873-8019
   Fax: 403-873-6387

7. Subarctic Wilderness Adventures - Jacques van Pelt
   Telephone: 403-872-2467
   Fax: 403-872-2126

8. White Adventure Expeditions - Barry Beales

9. General Information Booth - Danette Jaeb

All Canada Show - Denver, CO - March 5-8, 1992

1. Adventure Northwest - Bill Tait
   Telephone: 403-920-2196
   Fax: 403-873-4856

2. Ferguson Lake Lodge - Keith Sharp

3. Frontier Fishing Lodge - Warren or Wayne Witherspoon

4. True North Safaris - Gary Jaeb

5. General Information Booth - Fiona Nemeth

International Sportsmen's Exposition - San Mateo, CA - March 11-15, 1992

1. Frontier Fishing Lodge - Warren or Wayne Witherspoon
2. Plummer's Lodges - Grant Nolan
3. Watta Lake Lodge - Tarnmy Wotherspoon
4. General Information Booth - Yvonne Quick

Outdoor Canada Show - Edmonton, AB - March 11-15, 1992

1. Frontier Fishing Lodge - Warren or Wayne Witherspoon
2. Plummer's Lodges - Grant Nolan
3. True North Safaris - Ragner Westrom
4. General Information Booth - Nancy McLeod

Outdoor Canada Show - Toronto, ON - March 13-22, 1992

1. Ferguson Lake Lodge - Keith Sharp
2. Frontiers North - John Hickes
3. Nahanni Mountain Lodge - Ted Grant
4. Nahanni River Adventures - Nel Hartling
5. Nahanni Wilderness Adventures - Dave Hibbard
6. Peterson's Point Lake Camp - Jim and Marg Peterson
7. True North Safaris - Gary Jaeb
8. Whitewolf Adventure Expeditions - Barry Beales
9. Black Feather Wilderness Adventures - Wendy Grater
10. General Information Booth – Rick Poltaruk, Cynthia Givens

Northwest Sportshow - Minneapolis, MN - March 13-22, 1992

1. Frontier Fishing Lodge - Warren or Wayne Witherspoon

2. Plummer's Lodges - Grant Nolan

3. General Information booth - Fiona Nemeth, Christine Brown-Shardlow

TEST SHOWS

Vacation World - January 10-12, 1992

1. First Air – France St. Laurent
   Telephone: 613-839-3340
   Fax: 613-839-5690

2. Joan Cotton - Joan Cotton Consulting
   Telephone: 819-979-6261
   Fax: 819-979-1499

3. Whitewolf Adventure Expeditions -Ron Globe
   Telephone: 416-681-6068
   Fax: 416-873-3637

TO-RO Show - Denver, CO - January 15-19, 1992

1. General Information Booth - Danette Jaeb

TO-RO Show - Portland, OR - February 5-9, 1992

1. Adventure Northwest -Bill Tait

TO-RO Show - Salt Lake City, Utah - March 18-22, 1992

1. General Information Booth - Yvonne Quick

ESTIMATE OF AIRLINE USAGE BY NWT OPERATORS PARTICIPATING IN THE 1992 CONSUMER SHOW PROGRAM

Operator	Number of Bookings	Air Canada	Canadian	First Air	NWT	NWT Air	Other
Ferguson Lake Lodge	110	17			77	-	16
Frontier Fishing Lodge	250	25	225	-	50	75	125
True North Safaris	150	60	60	-	60	38	-
Dempster Patrol Outfitters	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Nahanni Mountain Lodge	100	60	40	-	-	-	-
Sila Lodge	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Nahanni River Adventures	100	78	17	0	78	5	-
Nahanni Wilderness Adventures	75	N/A	N/A	N/A	N/A	N/A	N/A
Arctic Waterways	N/A	50	50	50	-	-	100
Whitewolf Adventure Expeditions	45	27	14	-	-	-	4
Blackfeather Wilderness Adventures	200	30	30	15	20	3	10
Meni Dene Lodge	32	32					2
Plummer's Lodges	1,000	100	650	0	200	500	-
Canada North Outfitting	180	63	81	81	54	36	-
Peterson's Point Lake Camp	100	10	35	0	35	20	108
Watta Lake Lodge	N/A	N/A	N/A	N/A	N(A	N/A	20
Kasba Lake Lodge	100	20	20	0	0	60	-
Et-Then Expeditions Ltd.	N/A	NIA	N/A	N/A	N/A	N/A	N/A
Sail North	90	27	27	6	27	-	-
Sub-Arctic Wilderness Adventures	100	0	75	-	-	-	25
Adventure Northwest	500	0	450	50	50	30	25
Total	**3,132**	**599**	**1,774**	**202**	**651**	**767**	**435**

Note:

1. An operator booking in many cases results in the customer using more than one airline to get to the NWT and return. As a result individual airline usage will be greater than total operator bookings.

2. Other includes charters and other airlines not specifically mentioned.