



Tourism Vancouver Island

2009 Annual Conference and Annual General Meeting

Satisfaction Survey Report

Prepared by:

Industry Services Department

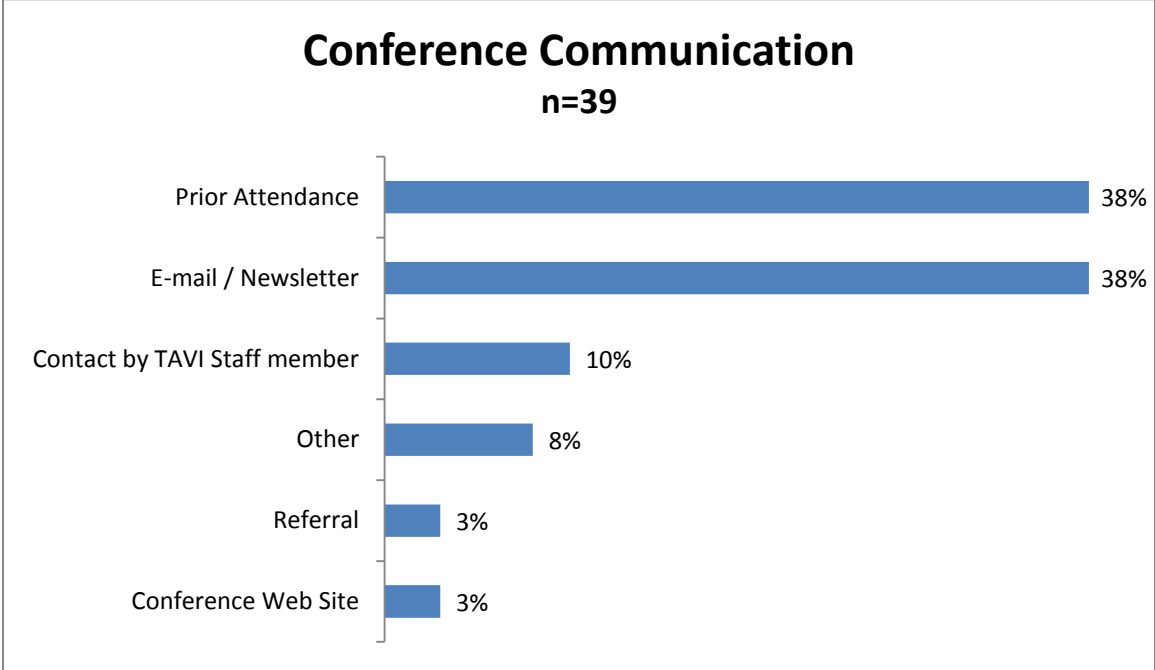
Introduction

The Tourism Vancouver Island 2009 Conference and Annual General Meeting (AGM) was held 22nd-24th September 2009 in the Western Communities. To better understand delegate satisfaction levels an on-line survey was developed and distributed to eighty-seven delegates immediately following the event. The initial invitation was followed up by two reminders at approximately ten day intervals.

Of the initial eighty-seven invitations, thirty-three were fully-completed yielding a participation rate of thirty-eight percent. Data from incomplete questionnaires is also included in this report. The report is not intended to draw conclusions based on delegate's responses, however, the data is offered as a snapshot of overall delegate satisfaction levels for the conference and AGM.

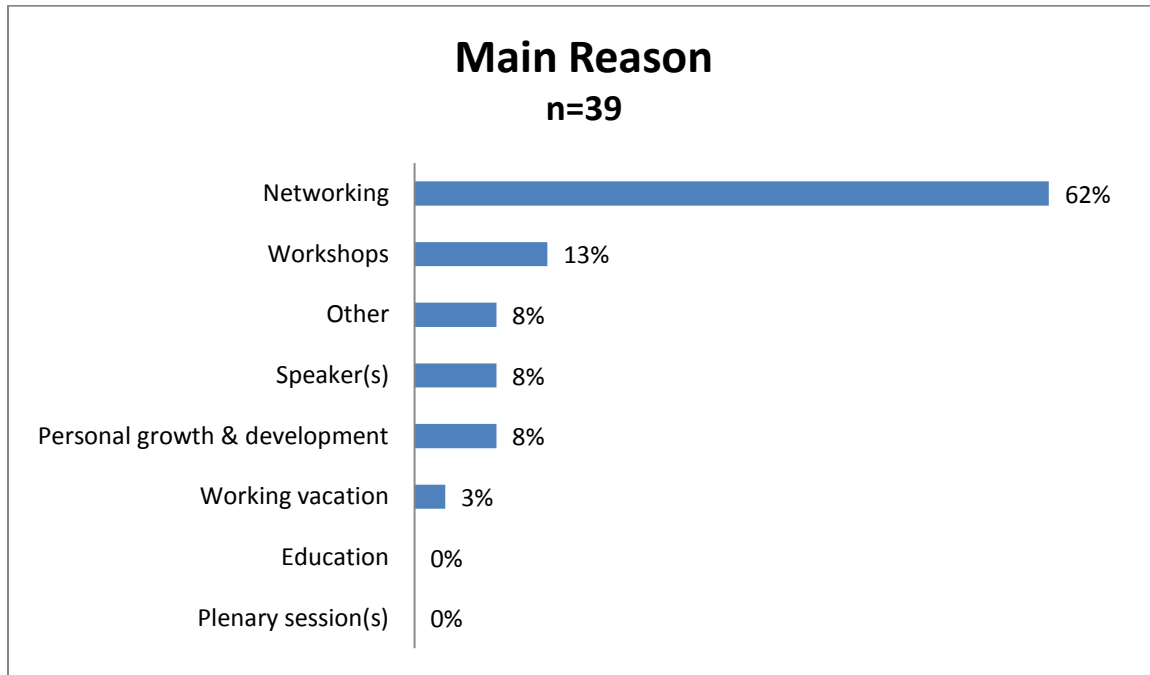
Satisfaction Survey Findings

How did you hear or learn about this conference?



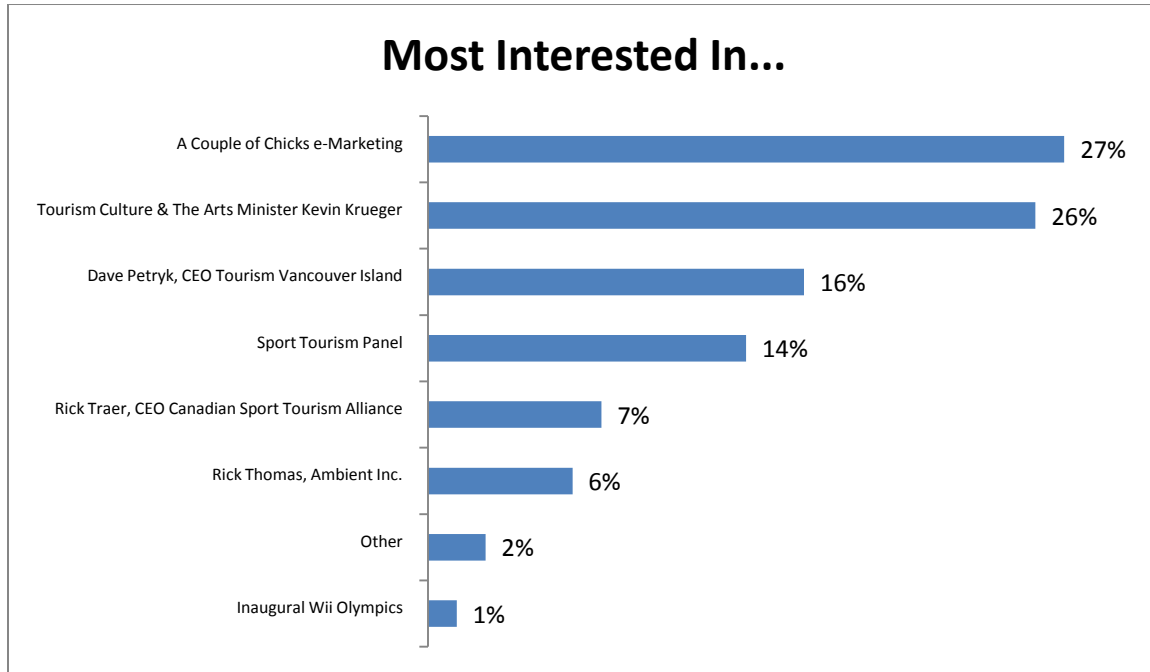
Almost 80% of respondents reported that they know of the conference and AGM from having attended in previous years or via Tourism Vancouver Island email and/newsletter communication. The balance of conference communications were by staff contact; referrals; the conference website; and by 'other' means.

Please specify the main reason for attending this conference.



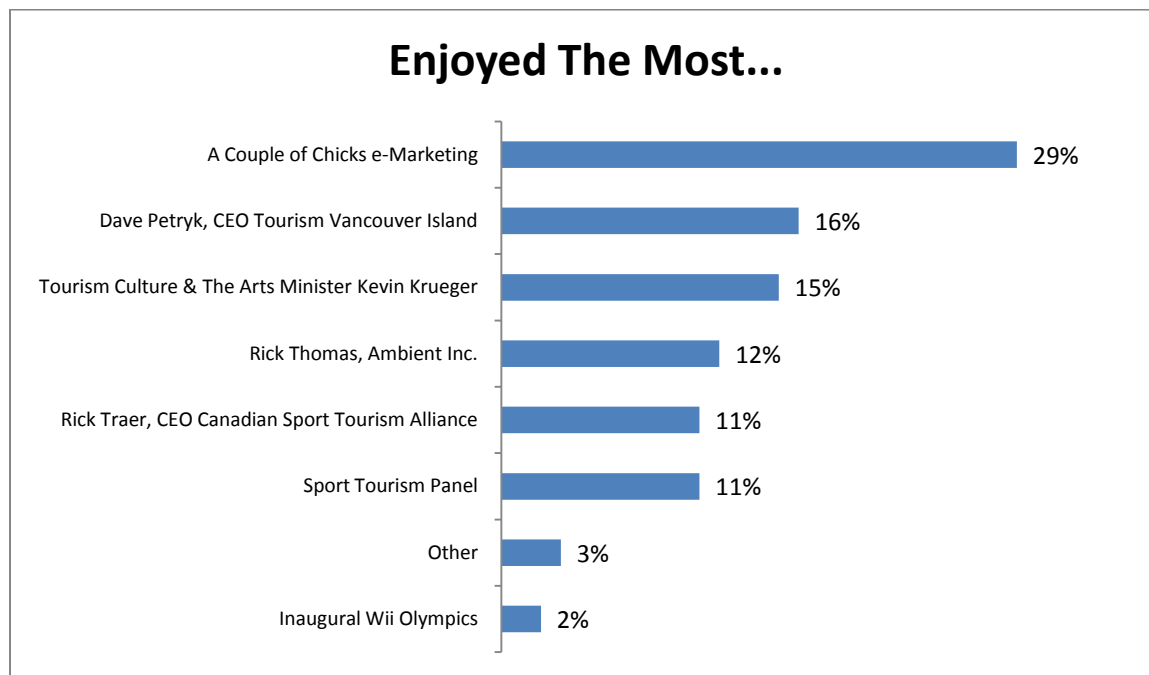
Historically, networking has been the primary reason the delegates have attended the Conference and AGM and remained so for 2009 with more than 60% citing the social aspect of the event. Thirteen-percent attended for workshops and around ten-percent for speakers and personal growth and development, respectively.

Which speaker(s) or session(s) were you mostly interested in attending/listening to? (Please choose up to 3)



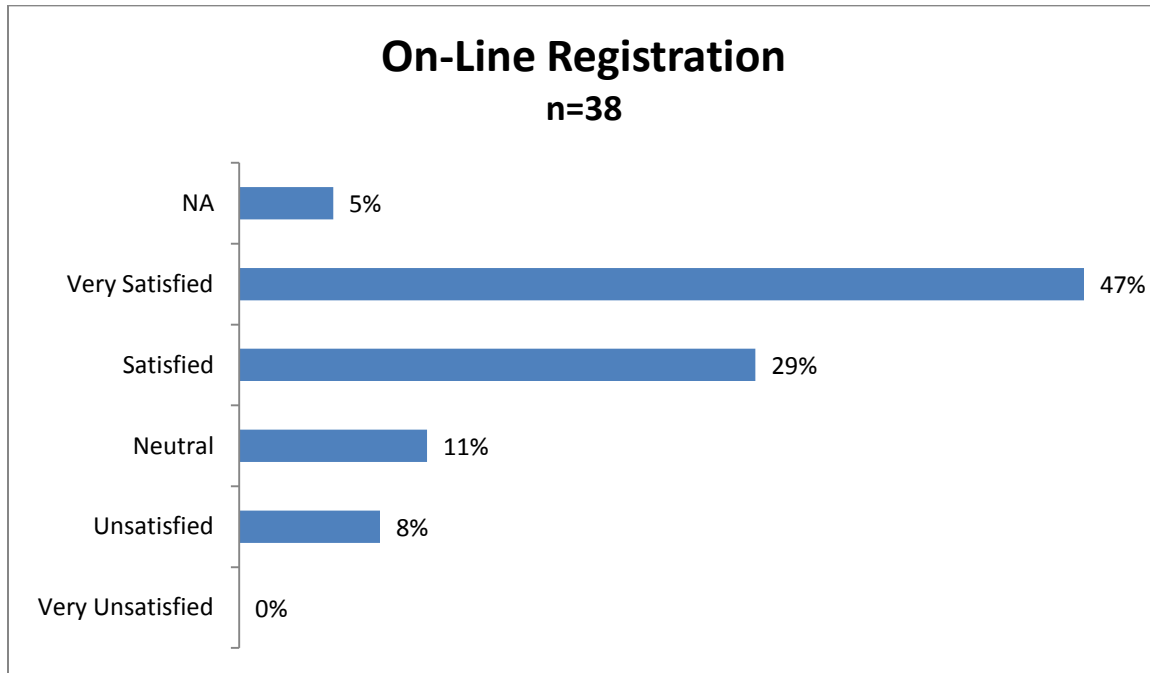
Prior to the conference delegates were most interested in attending speaker sessions by A Couple of Chicks E-Marketing; Kevin Krueger Minister of Tourism, Culture and the Arts; and Dave Petryk, CEO Tourism Vancouver Island. The sport tourism contingent of Rick Traer, CEO Canadian Sport Tourism Alliance and the Sport Tourism Panel attracted the next level of delegate interest, with Rick Traer of Ambient Inc. and the Wii Olympics rounding the event out.

Which speaker(s) or session(s) did you enjoy listening to/attending the most? (Please choose up to 3)

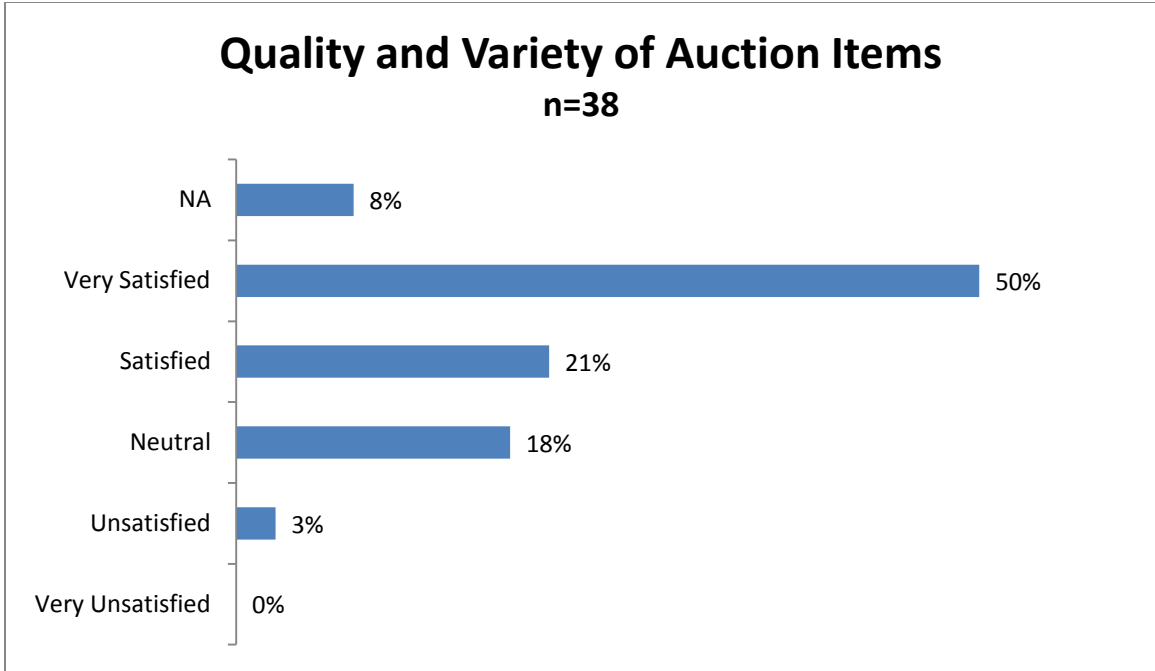


Delegates reported that they enjoyed the same three speakers the most with a higher level of satisfaction for A Couple of Chicks e-Marketing than cited in the previous item, Dave Petryk and Kevin Krueger about the same. The actual satisfaction level for the Sport Tourism component was similar and delegates reported that they enjoyed Rick Thomas at a higher level than they had originally anticipated.

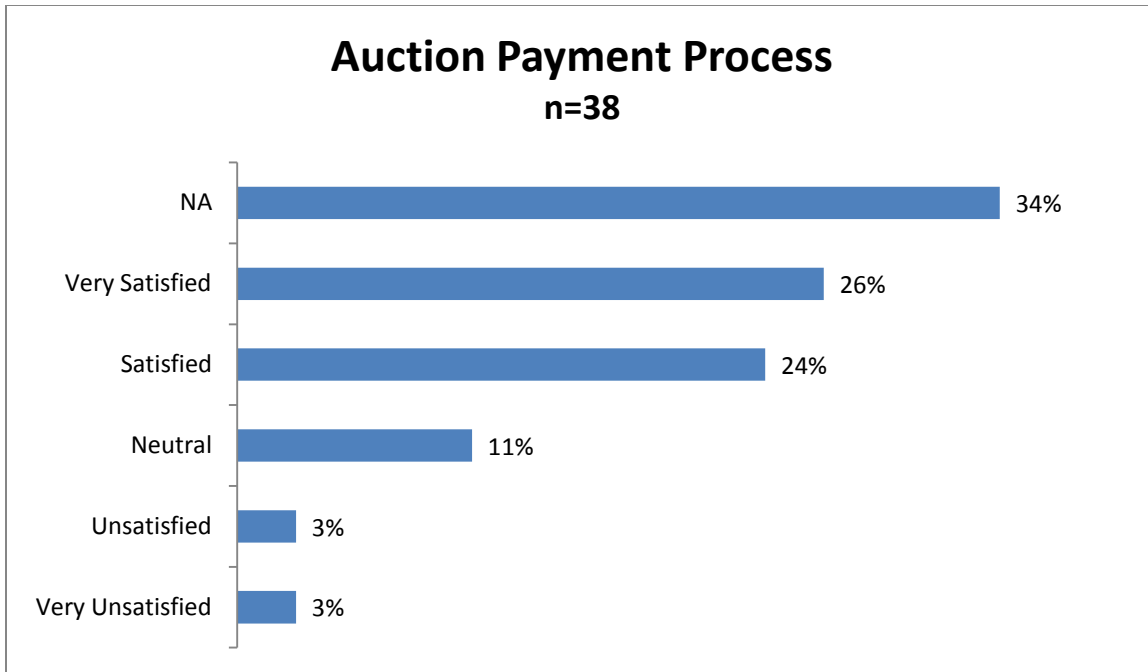
How satisfied are you with:



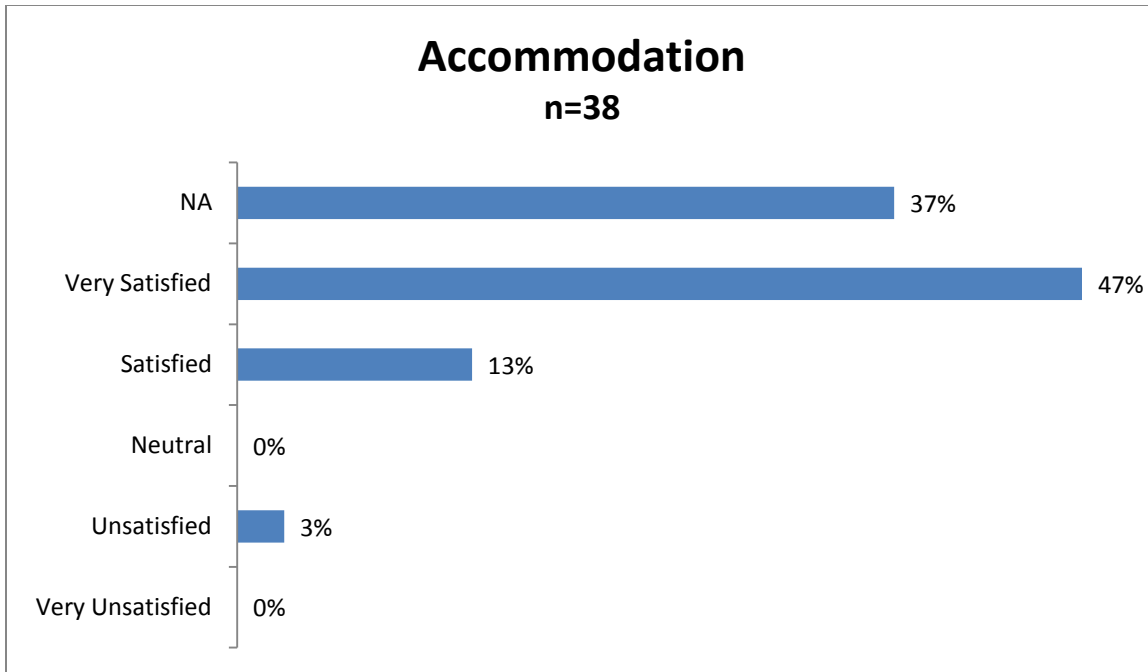
The on-line registration process was generally well-received with almost eighty-percent of respondent reporting they were Very Satisfied or Satisfied with the system and less than ten-percent were Unsatisfied. This was the first year the on-line registration process had been used.



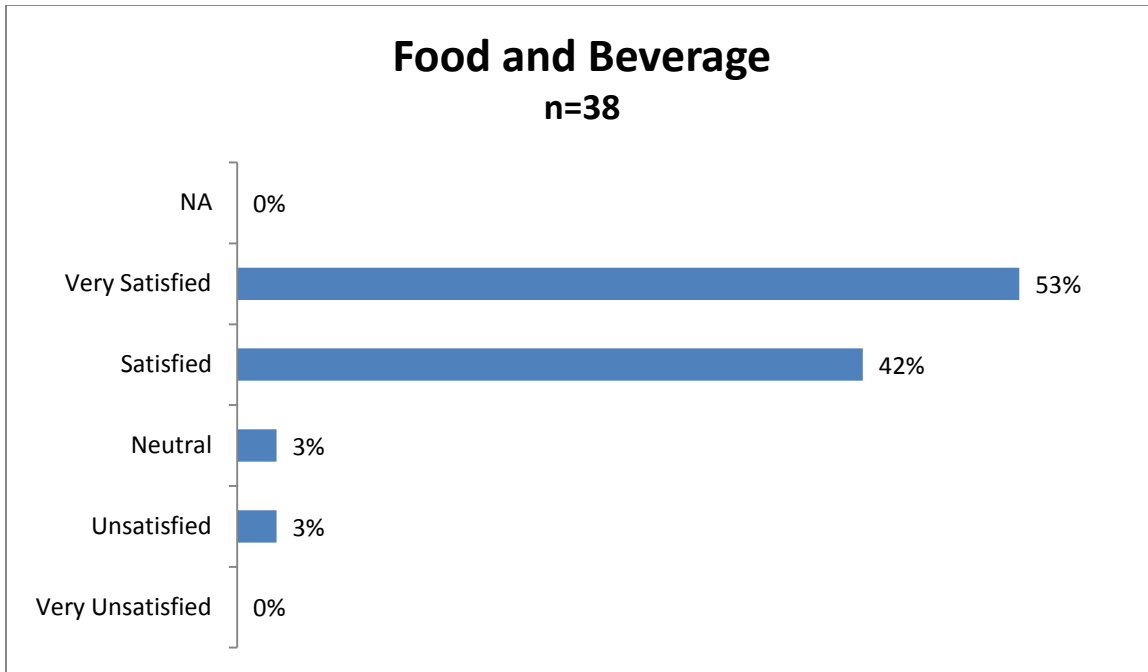
The Quality and Variety of Auction Items was generally rated quite high over seventy percent of respondents being Very Satisfied or Satisfied overall. Around twenty-percent of respondents took a neutral stance and a very small proportion were Unsatisfied.



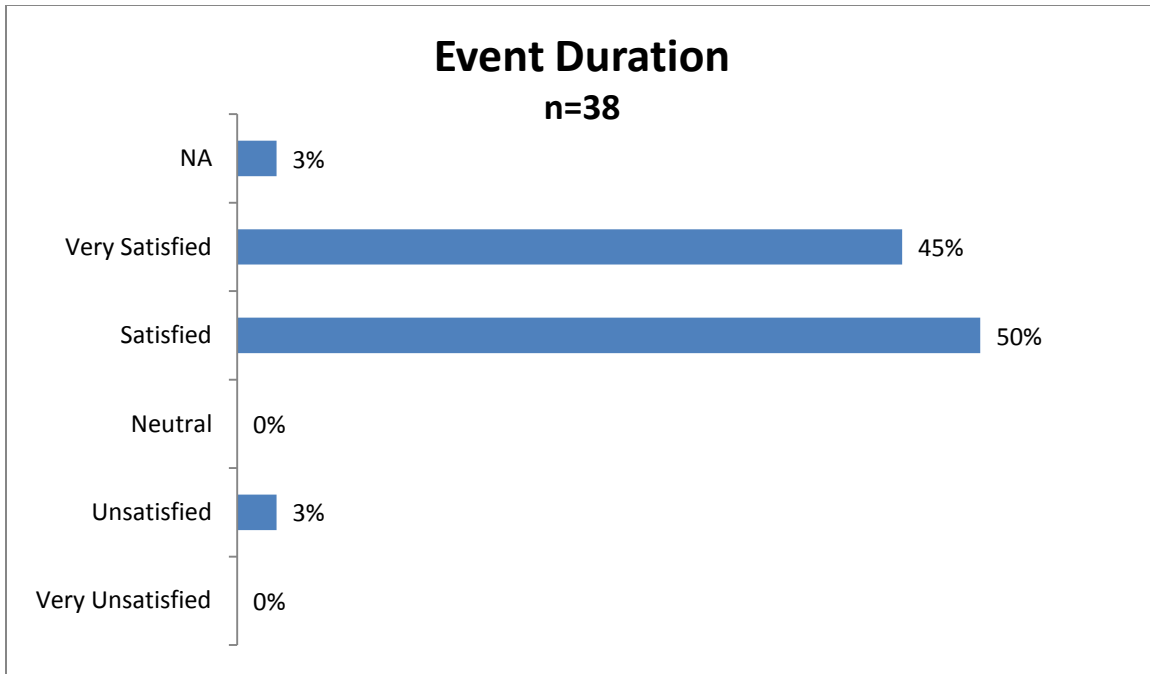
Over one-third of respondents selected Not Applicable—of the balance the majority participants were generally satisfied with the auction payment process. The relatively high level of NA respondents suggests around a third or so did not participate in the auction and therefore this question did not apply to them. However, less than ten-percent were specifically not satisfied.



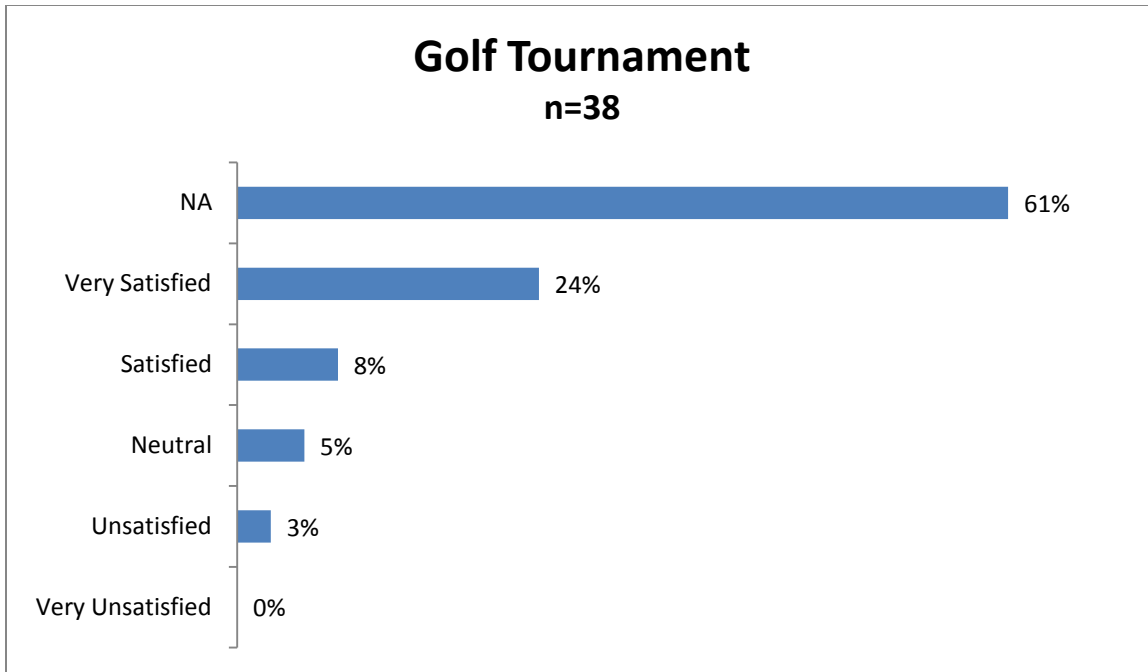
The Accommodation item also returned a high level of Not Applicable responses suggesting that those delegates did not use the offered accommodations during the conference. Only three-percent were not satisfied, leaving the majority reporting they were generally satisfied—almost four times the respondents reported being Very Satisfied compared to Satisfied.



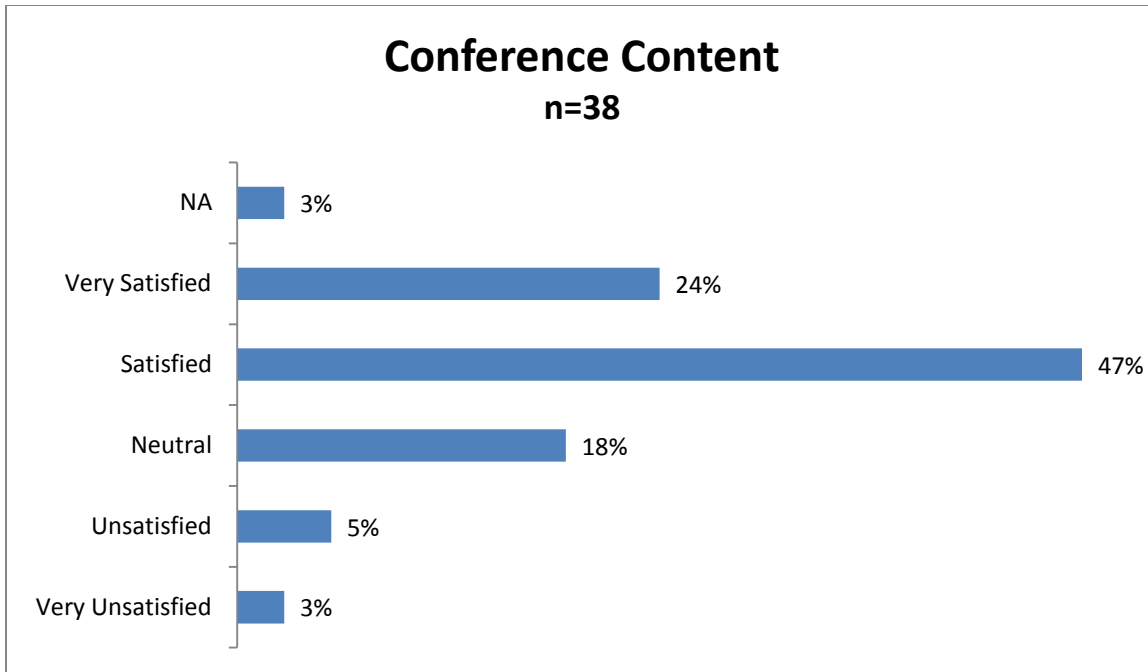
Conference Food and Beverage service was very highly rated accounting for almost one-hundred percent satisfaction—slightly more respondents reported being Very Satisfied compared to Satisfied. A small percentage of respondents reported not being satisfied,



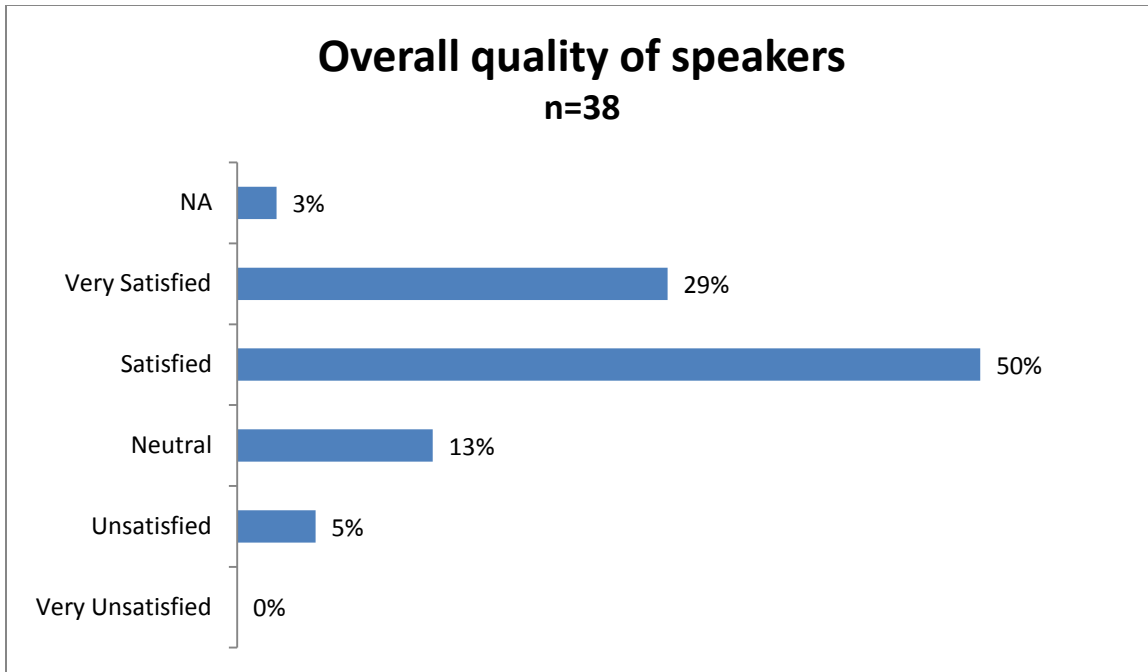
Event Duration appeared to be optimum for respondents as almost one-hundred percent of respondents reported they were satisfied overall.



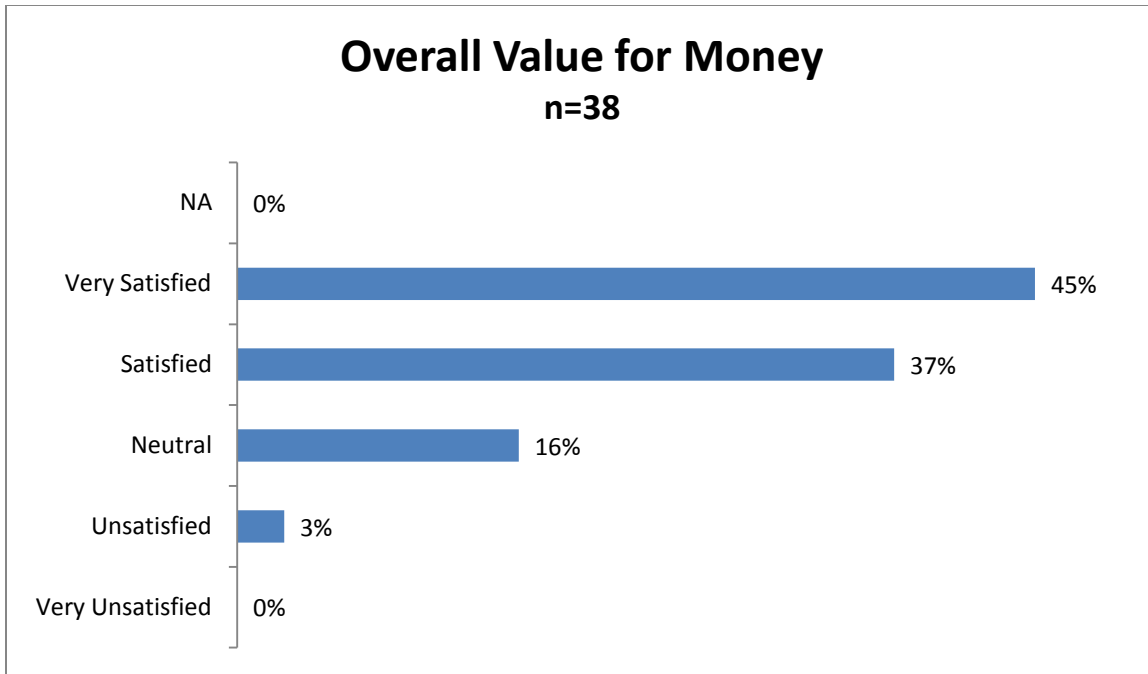
Data from this item suggests that over sixty-percent of respondents did not participate in the golf tournament; however, the balance of positive responses reflected a high level of overall satisfaction for the event.



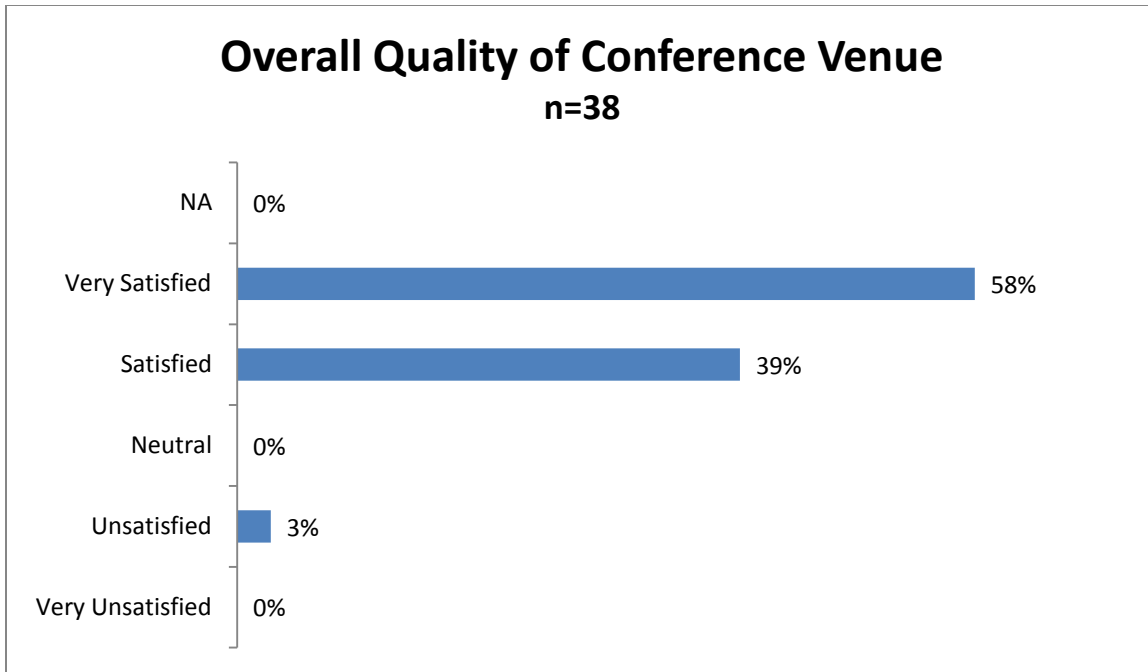
The Conference Content survey item returned a high level of satisfaction with over seventy-percent of respondents stating they were Very Satisfied or Satisfied with the program offered. Around twenty-percent remained neutral and less than ten-percent were generally unsatisfied.



Almost eighty-percent of respondents were generally satisfied with the overall quality of the speakers presenting at the conference. Five-percent were unsatisfied and thirteen-percent of respondents stated they were neutral.

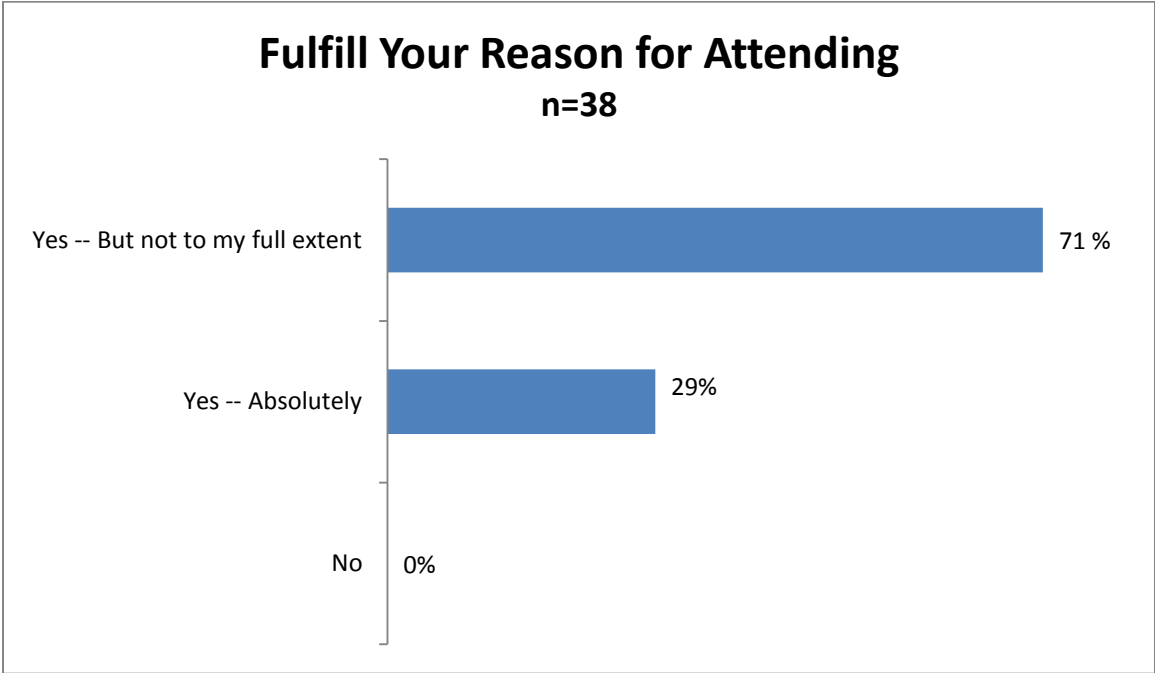


Overall value for money returned high satisfaction levels with eighty-percent of respondents stating they were generally satisfied.



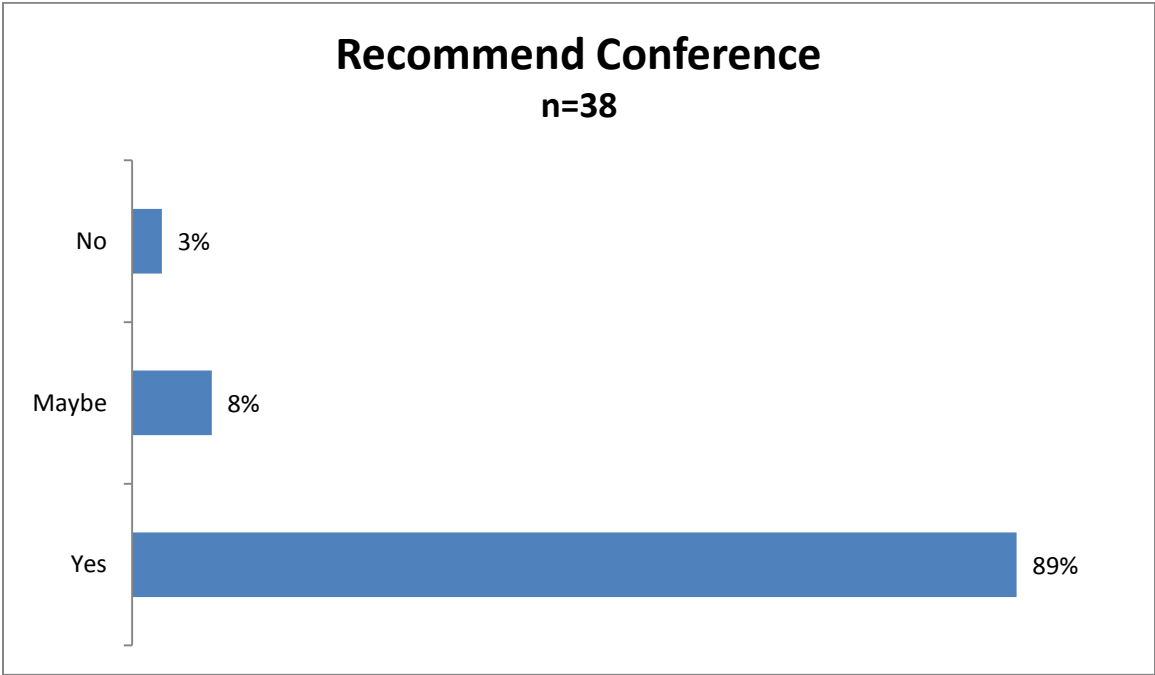
Respondents were almost universally satisfied with the overall quality of the venue with almost one-hundred percent reporting they were Satisfied or Very Satisfied.

Did the conference fulfill your reason for attending?



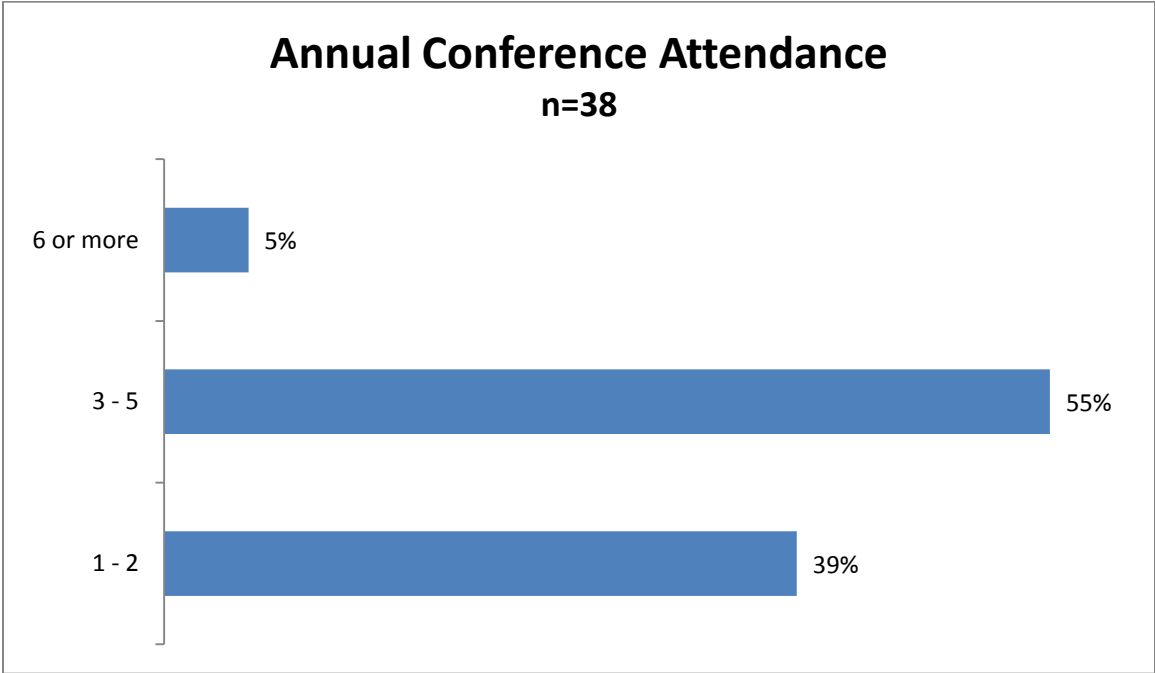
Almost thirty-percent of respondents said their reasons for attending the conference were fulfilled; while around seventy-percent stated they were fulfilled but not completely so.

Would you recommend this conference to others?



A very high proportion of respondents would recommend the conference to others; only ten-percent or so would not or only maybe recommend the event to others.

How many conferences/seminars do you attend, on average, in a year?



Which of the following topics would you be interested in attending at a conference workshop/session?



Respondents were given the opportunity to select **one** topic they would like to see offered at future conferences: the top three chosen were 'Social Networking'; 'Market Research' and 'Marketing to 50 Plus' to about the same degree. Marketing to the Gay and Lesbian Community was chosen the least often.

Respondents were also given the opportunity to provide open-text comments and input. Many responses to this question focused on the networking opportunities at the conference. There were other comments focusing on other aspects of the conference and selected comments are recorded verbatim below.

What was the most beneficial aspect of the conference?

- *The whole package. Great speakers, networking, and learning.*
- *Listening to speakers & presenters who could back up their topic, not just guesstimators & projectionists. Ample time to network & mingle.*
- *Networking with colleagues and discussing current related issues concerning us all.*
- *The networking was very valuable but I also came away with several very concrete ideas to improve the programs and services we offer which was somewhat unexpected but great...Really great conference this year. Congratulations!!*
- *A couple of chicks was very good and I think we will work with them in the future.*
- *Being there and being seen as one of the Leaders in Tourism in BC*
- *I appreciated the opportunity to attend the social networking/marketing session. It was excellent.*

Respondents were also given the opportunity to provide open-text comments and input about what other topics might be of interest for future conferences and selected comments are recorded verbatim below.

What other topics or themes are of interest to you for a conference?

- *Building strong tourism businesses in a challenging economy*
- *Industry trends, Lessons learned through experience of others in the industry*
- *Travelers' expectations with respect to 'technology'*
- *Measuring economic benefit.*
- *Cooperative Communities in Tourism*
- *Building community projects (to maximize resources); industry assistance from TAVI: what is available, and how to leverage it*
- *Building community capacity and community champions*

Respondents were also given the opportunity to provide open-text comments and input about the conference in general—selected comments are recorded verbatim below, and reflect the high satisfaction levels of 2009 Conference and Annual general Meeting.

- *Very well executed event, TAVI staff were very friendly and helpful throughout the event.*
- *Great job Tourism Vancouver Island! Best conference you've ever done.*
- *Bear Mountain is a stunning addition to the island's tourism industry! Spectacular.*