



Tourism Vancouver Island

**2010 Conference and Annual General Meeting Evaluation
Report**

Prepared by Industry Services

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Executive Summary

Tourism Vancouver Island's 2010 Conference and Annual General Meeting was held in Parksville in the Parksville and Qualicum Beach region. The event was very successful and delegates reported high satisfaction levels from the Conference and AGM. Registrations increased by eleven percent overall, while net revenues increased from 2009's conference and AGM by approximately twenty-two percent.

The vast majority of conference elements including venues, food and beverage accommodation, activities, the auction, sessions and speakers garnered high overall satisfaction levels. Emerging trends relating to the interest in understanding the role of social media for the tourism industry were evident in the high satisfaction levels for an e-marketing session. Social media is likely to be a strong topic for at least the foreseeable future.

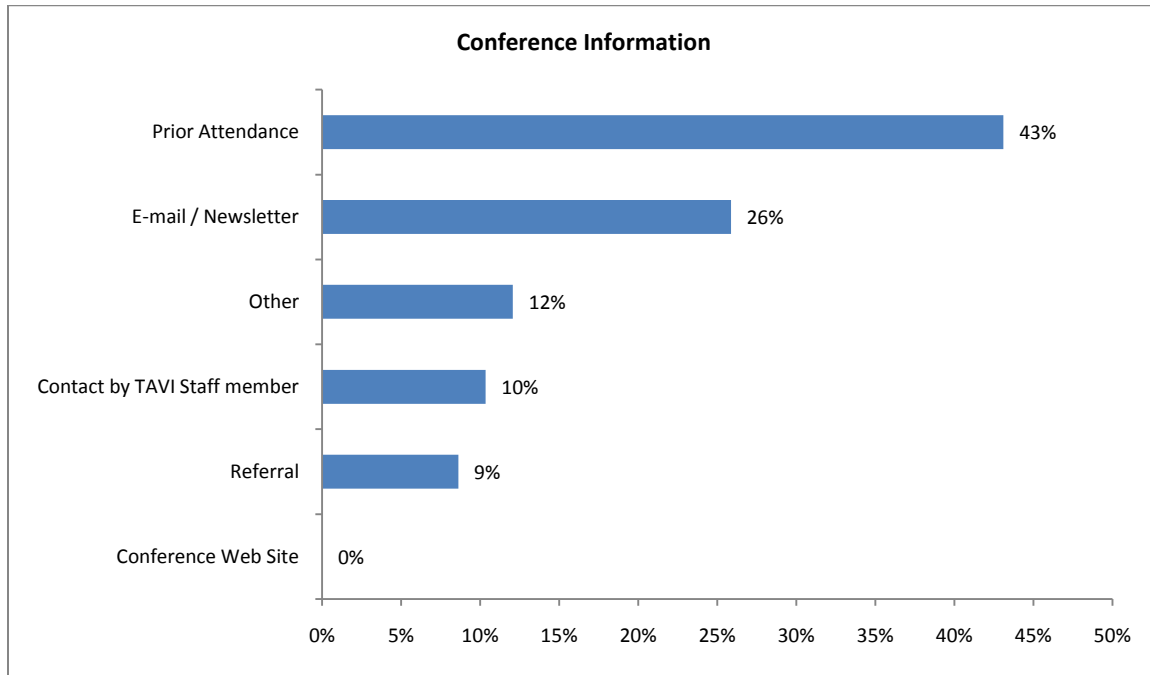
Historically, networking is very important to delegates and this year was no exception—it is clear that delegates would benefit from wider networking opportunities in future conferences.

The following report summarizes an electronic survey of conference and AGM delegates conducted shortly after the conference and AGM. One hundred and five delegates forty-eight completed, fifty-nine started, and sixty-seven respondents viewed the questionnaire for an overall completion rate of seventy-two percent of those who initially viewed the questionnaire. The survey was developed, delivered and data analyzed using SurveyConsole software.

An additional question was also sent a later date to delegates asking for greater detail in satisfaction levels for individual speakers and sessions.

Survey Results

How did you hear or learn about this conference?



The majority of delegates learned about the conference from prior attendance or via email and/or TVI newsletter. 'Other' responses were primarily committee members who attended the event. Ten-percent or less were contacted by TVI staff members or referred to the conference. Zero attendees reported learning about the event from the TVI conference website.

Mean 4.24

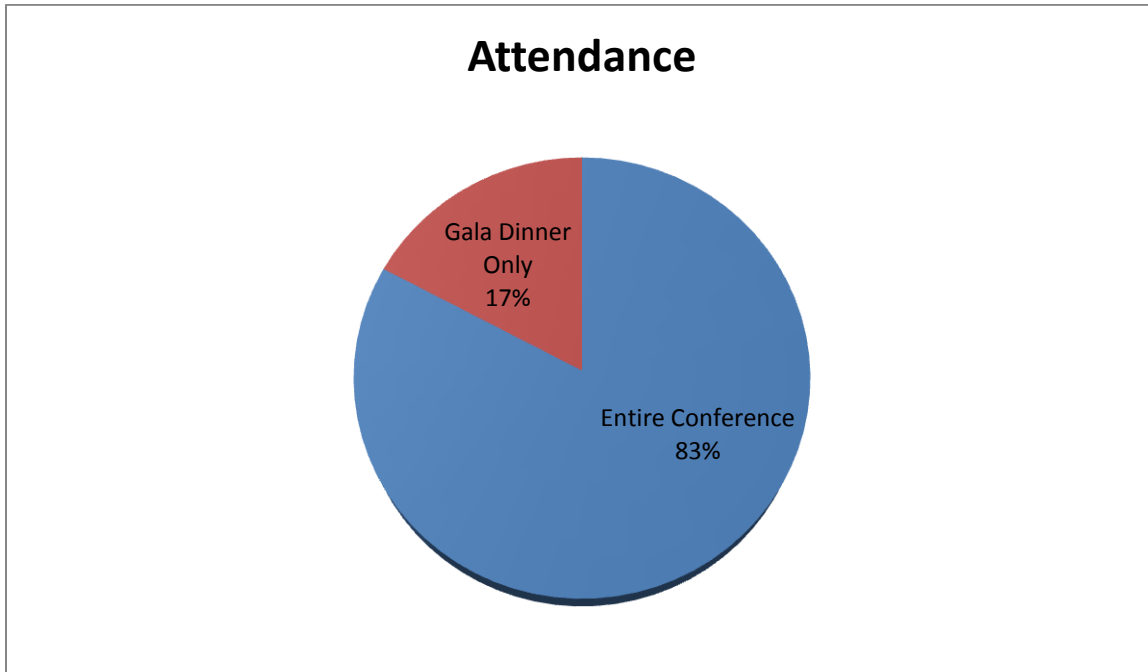
Standard Dev. 1.22

Variance 1.48

N=58

Confidence Interval @ 95% : [3.928 - 4.555]

Please tell us if you attended the entire conference or gala dinner only.



As would be expected the majority of delegates attended the entire conference, while around twenty-percent attended the gala dinner only.

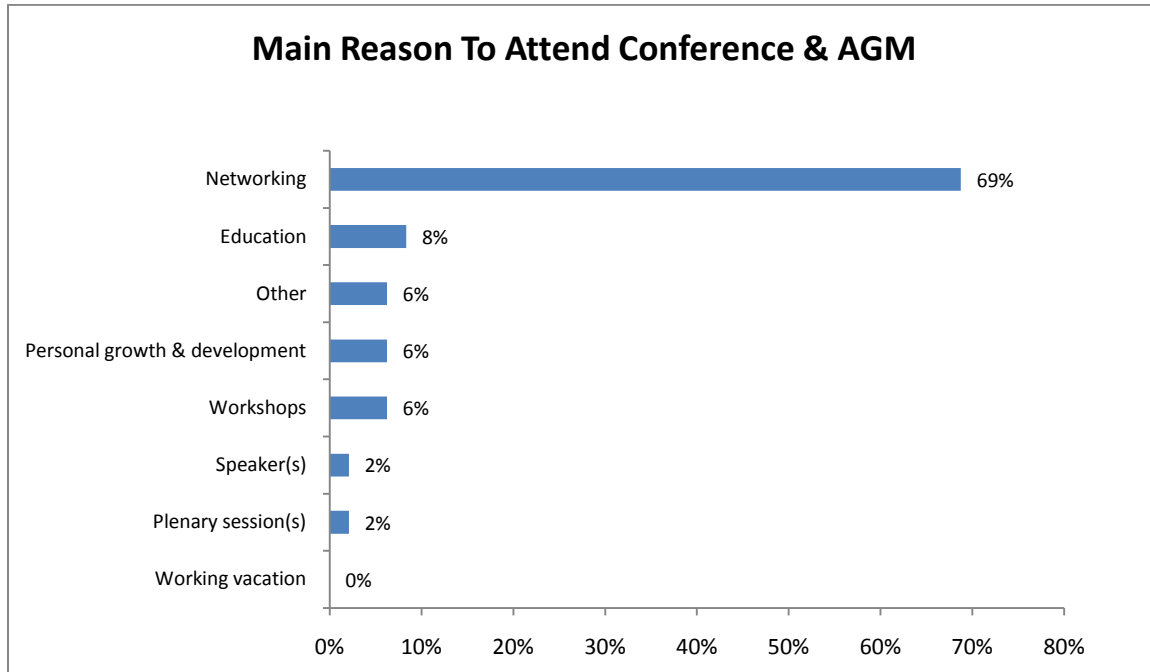
Respondents were given the opportunity to report what motivated them to attend the gala dinner as a separate event and the following are selected verbatim comments:

Wanted to be there when Nanaimo was announced as the host for next years TVI Conference.

It has always been a nice evening out, and it is great to be able to congratulate the award winners first hand. They deserve that!

Mean 1.17
Standard Dev. 0.38
Variance 0.15
Confidence Interval @ 95%: [1.074 - 1.270]
N=58

Please specify the main reason for attending this conference:

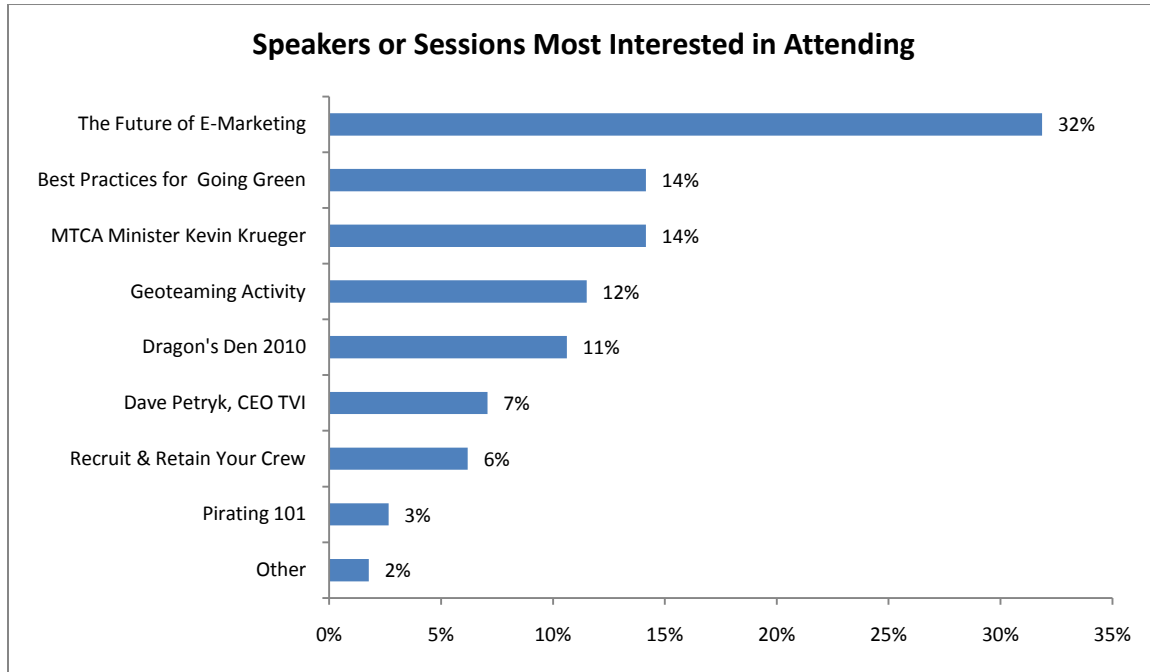


As reported in previous years, the main reason delegates attended the conference was networking by a very wide margin—almost seventy-percent. ‘Other’ reasons included ‘...to give back to TVI for all their hard work...’

The other aspects of the conference motivated about thirty-percent of delegates to attend, somewhat evenly spread between activities.

Mean 3.52
Standard Dev. 1.58
Variance 2.51
Confidence Interval @ 95% : [3.073 - 3.969]
N=48

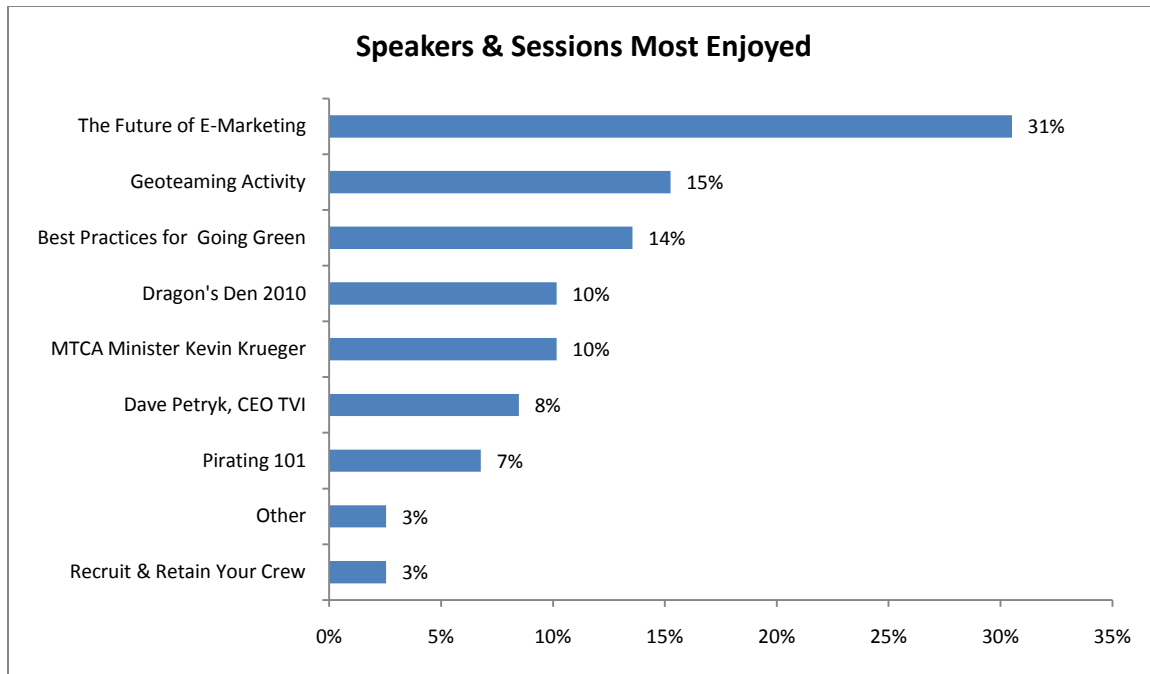
Which speaker(s) or session(s) were you mostly interested in attending/listening to? (Please choose up to 3)



Delegates were asked what they most interested in attending during the conference: the Future of E-Marketing session held the most interest by a fairly wide margin underscoring the currency of the topic. Best practices for going green, Minister Kevin Krueger, geoteaming, and the Dragons Den were similar in interest levels.

Mean 5.12
Standard Dev. 2.40
Variance 5.76
Confidence Interval @ 95% : [4.672 - 5.558]
N=113

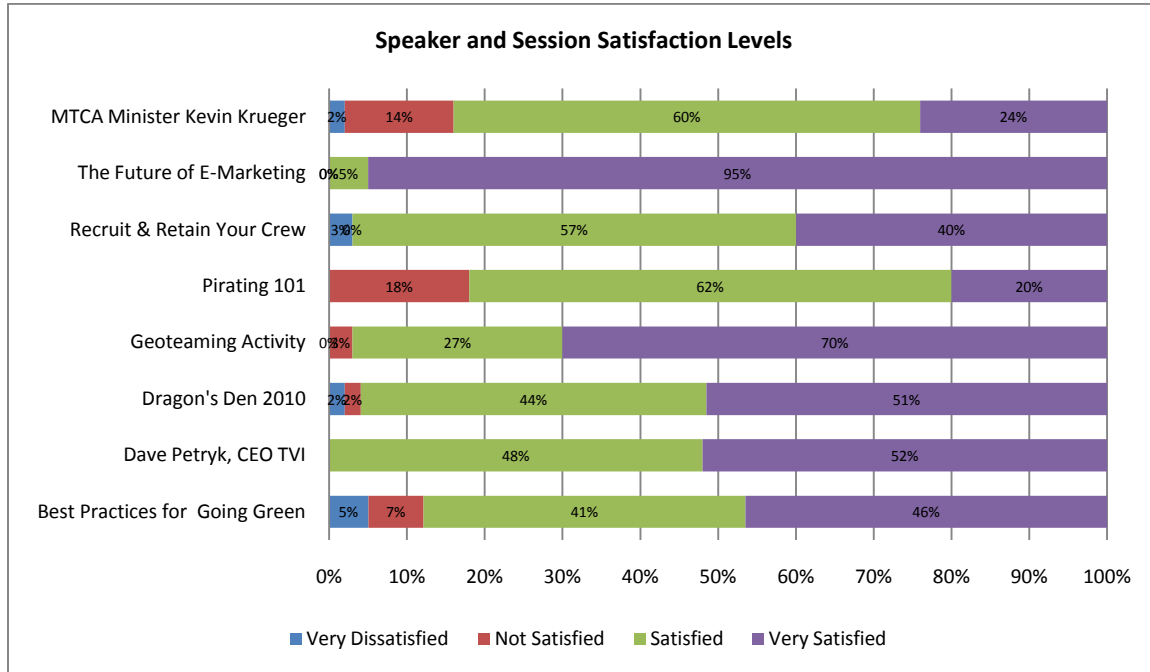
Which speaker(s) or session(s) did you enjoy listening to/attending the most? (Please choose up to 3)



When taken in aggregate and including N/A responses, delegates reported enjoying sessions at about the same levels as previously described when asked what they were most interested in attending. This paints a somewhat misleading picture as not all delegates attended all sessions—this is adjusted in the next item.

Mean 5.11
Standard Dev. 2.32
Variance 5.40
Confidence Interval @ 95%: [4.691 - 5.529]
N=118

Please tell us how satisfied you were with the speaker presentations and sessions that you attended at the 2010 Conference and AGM.

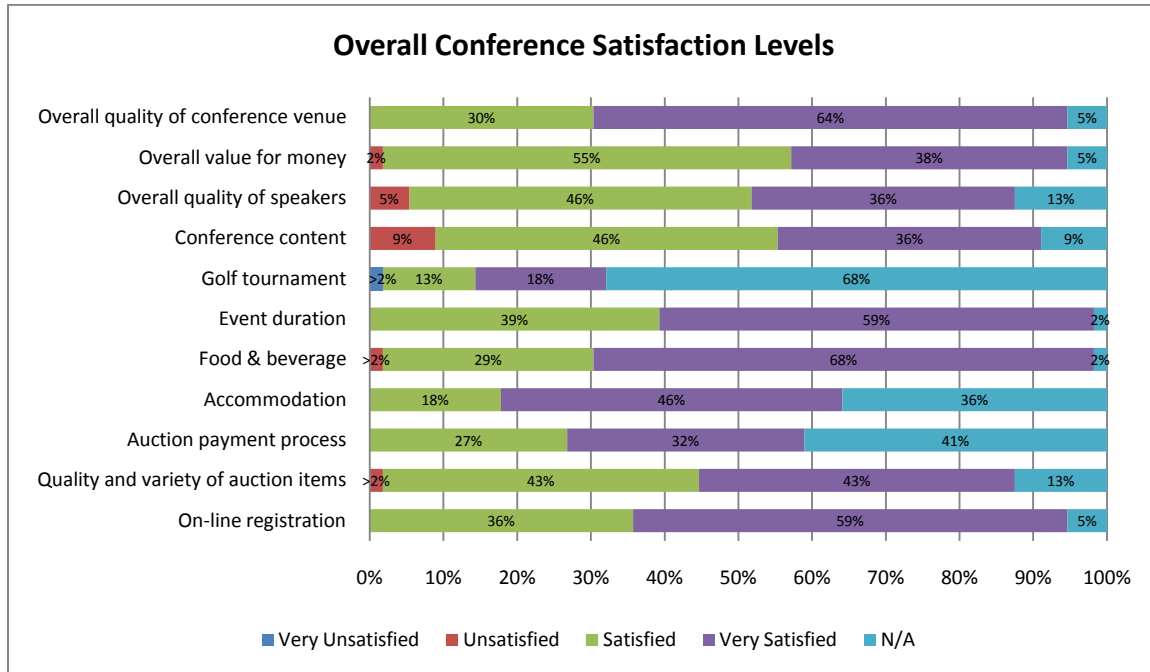


Delegates were asked to answer an additional question to better understand satisfaction levels for each speaker or session individually.

As represented in the graph, the Future of E-Marketing attained 100% satisfaction levels, with almost all sessions returning very high satisfaction levels. Minister Krueger, Pirating 101, and best green practices returned marginally less satisfaction levels, but still high overall.

(Please contact the writer for detailed statistical information: research@tourismvi.ca)

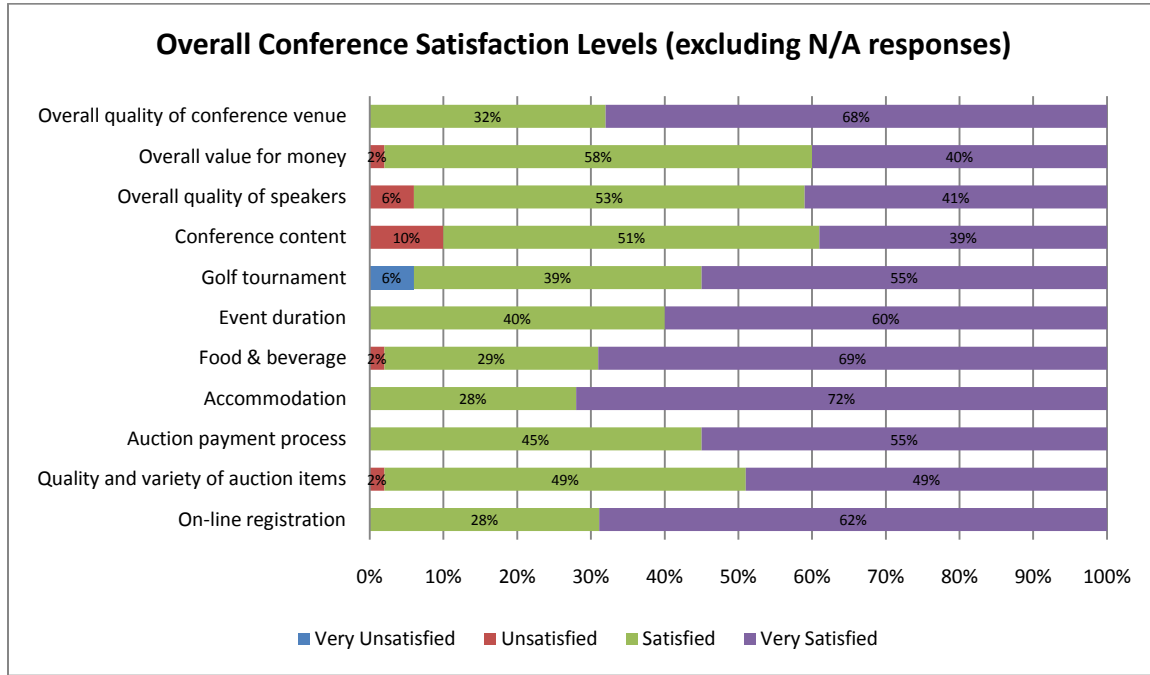
How satisfied are you with the following:



This graph includes NA responses for example: if a delegate did not attend the golf tournament or did not stay overnight. The data helps us better understand what proportion of delegates attended or participated in specific elements of the conference.

(Please contact the writer for detailed statistical information: research@tourismvi.ca)

How satisfied are you with the following:

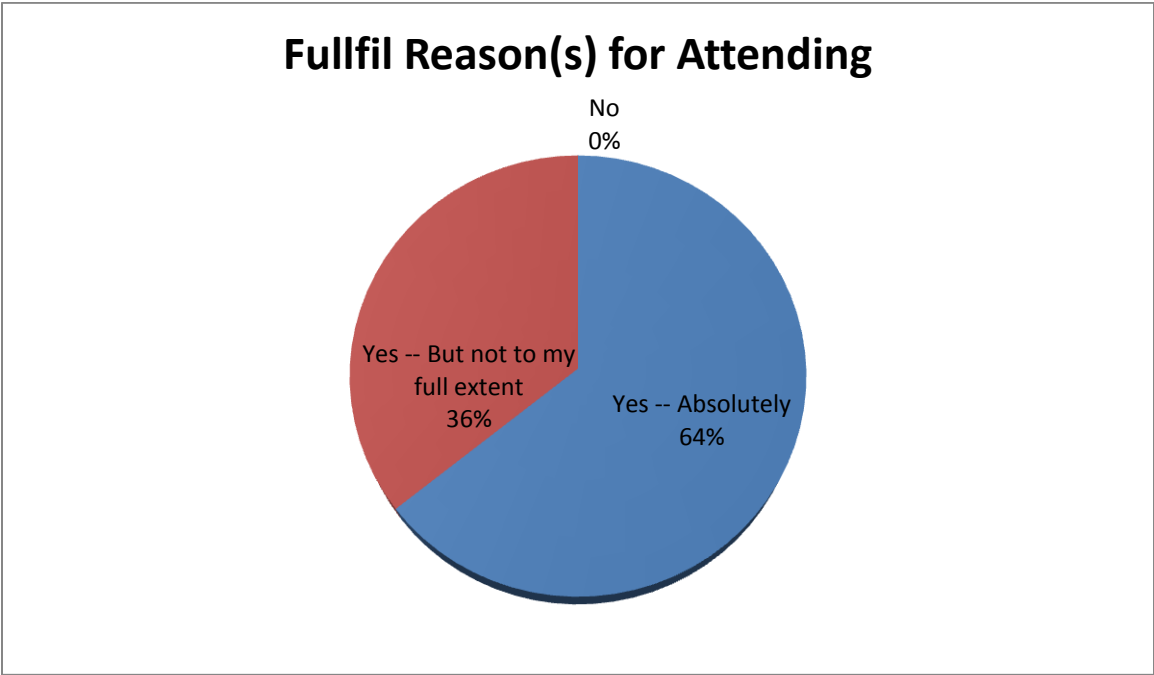


This graph represents data from the previous item but excluding NA responses, therefore giving a clearer picture of satisfaction levels of delegates who did actually participate or attend conference elements.

Virtually all elements returned very high levels of satisfaction overall, with a slight weakness for overall quality of speakers, conference content and the golf tournament.

(Please contact the writer for detailed statistical information: research@tourismvi.ca)

Did the conference events that you attended fulfill your reason for attending?



Respondents reported very high levels of attendance fulfillment and zero 'no' responses. Respondents were given the opportunity to give their reasons in an open-text box for not being fully fulfilled, but this option returned zero responses.

Mean 1.36
Standard Dev. 0.48
Variance 0.23
Confidence Interval @ 95%: [1.231 - 1.484]
N=56

What was the most beneficial aspect of the conference?

Delegates were given the opportunity to comment freely on what they thought was the most important part of the conference. Many responses focused on the networking opportunities reinforcing data in previous items.

Other selected verbatim comments include the following:

Catching up on what is happening on Vancouver Island

The opportunity to team up with different delegates at different conference events - this gives everyone a chance to meet with each other.

Emarketing was very good. Golf tournament could have been better organized and fun.

Awards went on too long

Workshops. Although I felt they could have been more 'guts' to them and more in-depth.

First TAVI conference for me so it strengthened my opinion and attitude about attending.

The information on e-marketing and social media

Meeting with people in the region. Hearing about latest trends, issues, and tools.

I enjoyed the speakers but I value the networking opportunity above all.

Meeting industry suppliers and partners.

Learning more about Tourism VI as a leader for the operators and towns that they cover. What are the industry challenges and opportunities. I would like to talk more about collaboration/partnerships.

William Bakker-he provided a bushel full of tips that could be applied immediately and made a whole new area for me easy to understand. He was extremely entertaining doing it!

The opportunity to learn new E-Marketing concepts I could use immediately, as well as networking with others as to what is working for them with Social Media.

For me, it was the e-marketing- priceless information for us 'big marketing needs, small marketing budget' folks in tourism. E-marketing is fabulous if you understand the tools, but because it's so new (relatively), up to date experts make the difference between success and a frustrating waste of time- the seminar provided was gold!

