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Kara Grau

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College of Forestry
and Conservation
32 Campus Dr. #1234
The University of Montana
Missoula, MT 59812

Phone (406) 243-5686
Fax (406) 243-4845
www.itrr.umt.edu

Consumer Show Visitors

A Case Study

Prepared by
Kara Grau, M.S.

Institute for Tourism & Recreation Research
College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

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Executive Summary

- ◆ The survey was conducted at the Washington Sportsmen's Show, 2009, which attracted approximately 37,500 attendees. The show included many different vendors and exhibitors offering things such as guided hunting and fishing trips, hunting and fishing equipment, campers, etc.
- ◆ Show attendees who visited one or both of the Montana travel region booths were asked to participate in the survey. A response rate of 81% was achieved (218 surveys).
- ◆ Most respondents were from Washington, and 88% had taken a leisure trip to Montana before.
- ◆ 54% of respondents were gathering information for a trip in 2009 at the consumer show. Likewise, 54% of respondents had already decided to visit Montana in 2009.
- ◆ Approximately half of the respondents were considering visiting Glacier Country, and half were also considering visiting during the summer.
- ◆ The three most highly considered activities for respondents' visits to Montana in 2009 were fishing/fly fishing, hunting and camping.
- ◆ Most people who stopped at the travel region booths spoke with a booth representative and picked up information. Many of them were looking for maps or updated information at the booths.
- ◆ The majority of booth visitors were very satisfied with the information (76%) and service (82%) they received.
- ◆ The majority of respondents had a positive image of Montana as a travel destination. Some of the common words and phrases they used to describe Montana included: big sky, clean, friendly people, nature, peaceful, recreation, scenic and uncrowded.

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Introduction

Consumer shows can be a very good way for tourism marketers to reach a large number of consumers with common interests at once. Travel shows, hunting shows and boat and RV shows, for example, obviously attract people who are interested in those types of activities. If tourism marketers have something to offer which fits within the niche of a particular consumer show, they have a chance to interact, one on one, with members of a large and focused group who have a high likelihood of being interested in the products or services being offered. Many people attending consumer shows are also very interested in making a purchase or scheduling a service on the spot or gathering information to do so in the immediate future. As it says on the O'Loughlin Trade Shows website, "Tens of thousands of serious buyers mean serious business for exhibitors... There simply isn't a more cost-effective way to meet prospects face-to-face, build lasting relationships and make sales immediately and for months afterwards" (2009).

While exhibiting at consumer shows can be a very cost effective means of marketing, particularly if the show is a success for exhibitors, it does not mean it is inexpensive. Costs for exhibiting at consumer shows include paying for the space in which to display the products or services; paying for any necessary "extras" such as extra electric hookups, display tables, booth decorations, etc.; the costs to ship or transport the exhibit supplies such as a booth backdrop and informational brochures; and the cost of traveling to the consumer show's location and accommodations while there.

Tourism marketers often have a difficult time trying to weigh the costs and benefits of exhibiting at consumer shows. Both the costs and the benefits can be substantial and have to be evaluated for each individual consumer show. Every consumer show is different, in terms of location, theme, attendance, and season. What defines success at a consumer show is different for each exhibitor, as well, so a show that has great potential for one exhibitor may not be worth the effort and expense for another. In light of this, the case study described here was undertaken in an effort to answer several questions about attendees at the Washington Sportsmen's Show, held in Puyallup, Washington in January, 2009.

Methods

Consumer shows are very different from one another making it difficult to generalize any observations made about them. Therefore, it was decided that this would be a case study focusing on just one consumer show. The overarching purposes of the study were:

1. to analyze the likelihood to visit Montana by attendees at consumer shows who stop at travel region booths, and
2. to assess the image these attendees have of Montana after talking to Montana representatives at the booth.

A study undertaken by Tourism British Columbia in 2005 and 2006 was used as a model for the development of this survey and methods used for administering it at the Washington Sportsmen's Show. Two Montana travel regions, Russell Country and Missouri River Country, had exhibits at the show, and visitors to their booths were asked to participate in the survey.

The Washington Sportsmen's Show was held in Puyallup, Washington, January 21-25, 2009. Four surveyors from ITRR attended the show to conduct the survey on January 22nd, 23rd and 24th. The surveyors approached show attendees as they left the Montana travel regions booths to see if they would be willing to participate in the survey. People who talked with the representatives at either booth or picked up any of the literature provided at either booth qualified to participate in the survey. If they were willing to participate, the surveyors asked each participant a set of questions. In addition to asking demographic questions, the surveyors asked about participants' plans for travel during the year, how satisfied they were with their experience at the tourism region booth or booths, and about their image of Montana as a travel destination. The results of the survey questions are presented in the following section.

In addition to answering the survey questions, each participant was asked for permission to be contacted at the end of the year to see whether or not they had actually traveled to Montana during 2009. A follow-up survey will be sent to the people who provided contact information in December, 2009, and the results will be presented in a separate report.

Additionally, hourly counts were conducted to get an idea of the flow of foot traffic during the day. The number of people who stopped by the booths (either to talk to a representative or to collect information) and the number of people who passed by without stopping were each counted. The amount of printed materials given away to show attendees during the show was also estimated by the two tourism regions.

Results

Total visitation

Total visitation to the show was approximately 37,560 people over the course of five days. Saturday was the busiest day, with just over 12,800 people attending, and Wednesday was the least busy day with just over 4,800 people attending. Attendance on Thursday, Friday and Sunday was approximately 5,375, 6,540 and 8,020, respectively. (Personal communication, Bill O'Loughlin).

Flow of foot traffic in the vicinity of the Montana travel regions booths

For five minutes each hour, the number of people passing by the Montana travel regions' booths and the number of people stopping at the booths were counted. Each count was multiplied by 12

to give an estimate of the hourly flow of traffic to and by the booths. It was not possible to accurately count the people stopping at or passing by each of the two booths separately. The booths were adjacent to one another, and in general, people who stopped at one booth seemed quite likely to stop by the other booth as well. Therefore, the counts were done focusing on alternating booths each hour, and the counts were grouped together to provide an estimate of the traffic flow at both booths collectively. The following graphs provide an estimation of the hourly traffic flow at the booths for each of the three days in which ITRR surveyors were present. Additionally, the percentage of the number of people stopping at the booth compared to the total foot traffic in the vicinity of the booth is included.

Figure 1: Estimates of Foot Traffic at the MT Travel Regions Booths, Thursday, 1/22/09

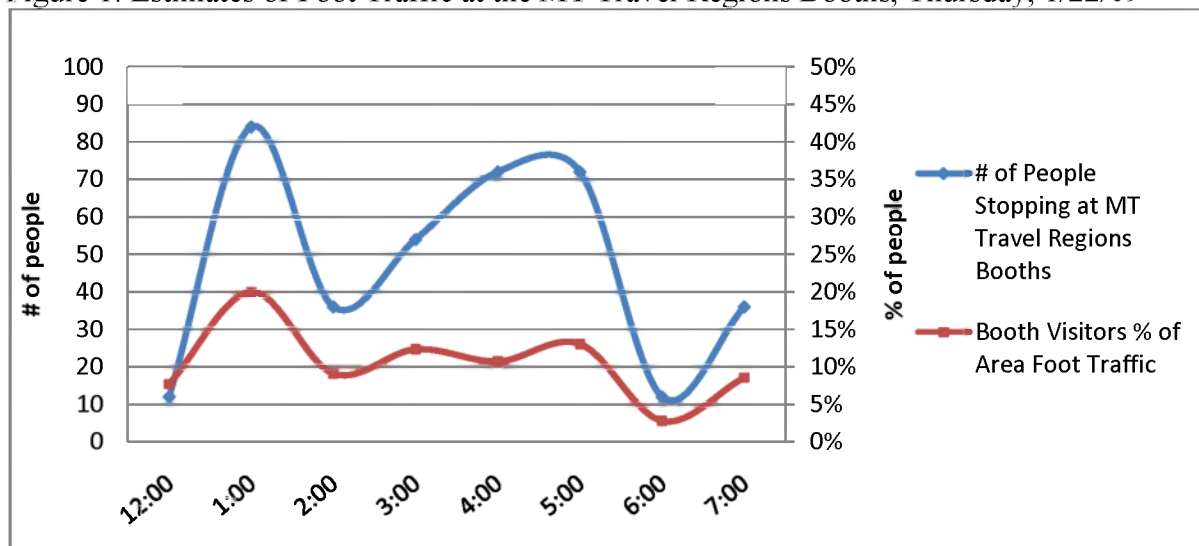


Figure 2: Estimates of Foot Traffic at the MT Travel Regions Booths, Friday, 1/23/09

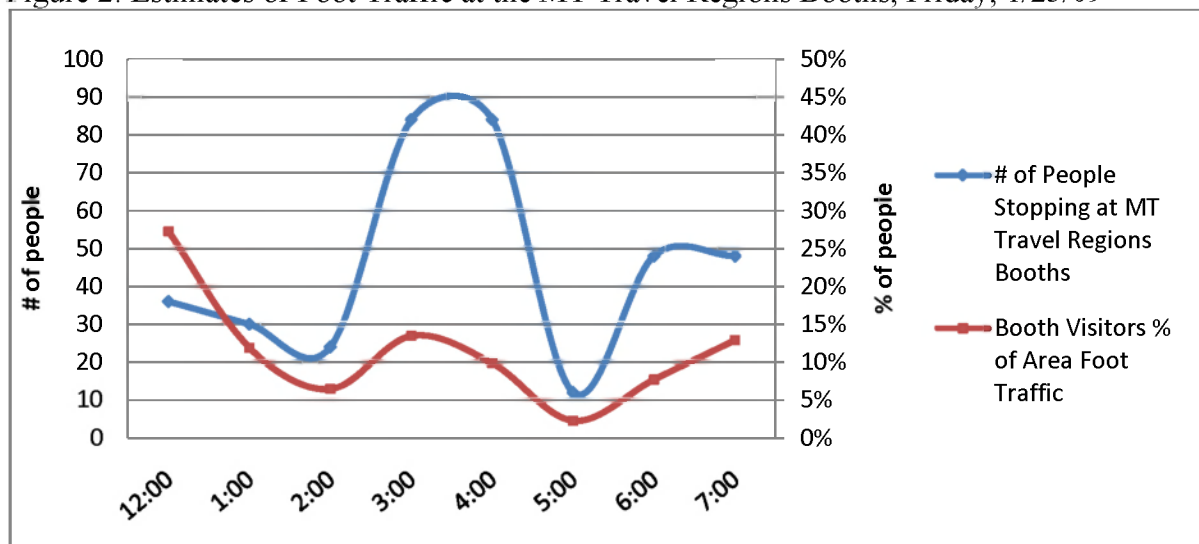
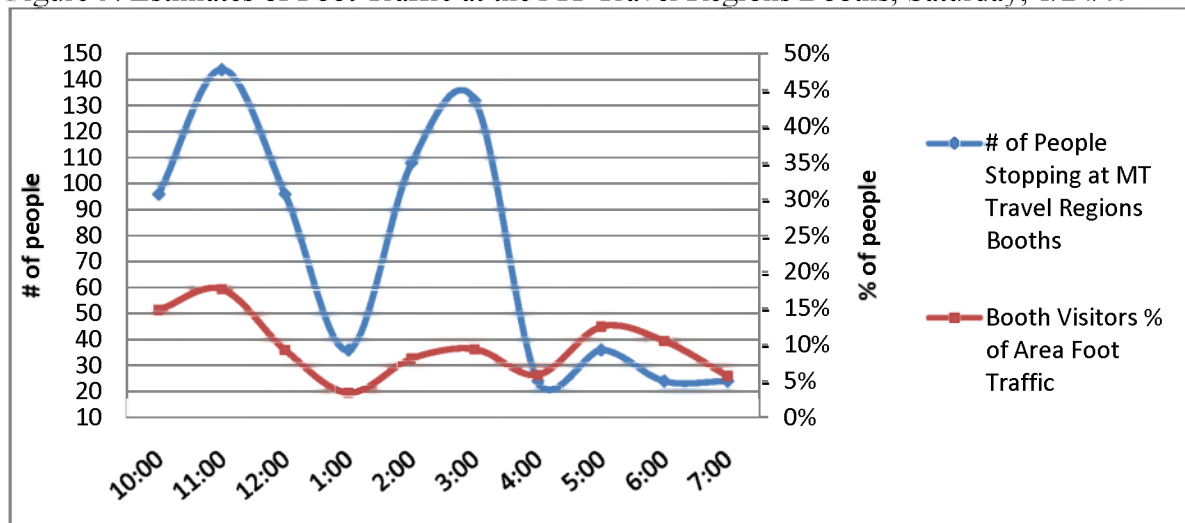


Figure 3: Estimates of Foot Traffic at the MT Travel Regions Booths, Saturday, 1/24/09



As can be seen through Figures 1-3, the estimates of the flow of traffic at the booths fluctuated throughout the day all three days. Likewise, the percentage of people who stopped at the booths varied similarly. These estimates tell us that total foot traffic in the area, not just the number of booth visitors, varied throughout the day. Throughout the course of the three days, it was observed by the surveyors that foot traffic did, in fact, fluctuate quite a bit. A contributing factor was the booths' vicinity to an area in which demonstrations were held periodically throughout the day. Before and after each demonstration, the number of people in the area was often quite a bit higher than during or between the demonstrations. Also, to avoid inflating the counts of people passing by the booths, the surveyors made an effort not to count people more than once if they happened to walk by the booth multiple times during a counting period. It was observed that some people walked back and forth several times in the aisle. If surveyors observed people doing this, they did not count the people each time they passed, just the first time they walked by the booths.

Overall, it is estimated that about 375 people visited the booths during the show on Thursday, 365 on Friday, and 720 on Saturday. The number of people stopping at the booths each day ranged from nine to 11 percent of the total amount of foot traffic in the area. As for the percentage of booth visitors compared to the full number of show attendees each day, booth visitors were seven percent of all attendees on Thursday, six percent on Friday and 6 percent on Saturday.

Informational materials given out to attendees

Throughout the course of the consumer show, both booths handed out the majority of the informational materials they had brought with them. Estimates of materials given out by both booths are in the following table.

Table 1: Amount of informational materials given away

Informational Materials	Number given away
Montana Highway Maps	1,100
Hunting and Fishing Brochures	1,000
Montana Vacation Planners	500
Montana Dinosaur Trail Maps	500
Missouri River Country Travel Planners (paper copies)	400
Russell Country Travel Planners (paper copies)	390
Missouri River Country Travel Planners on CD	350
Russell Country Travel Planners on CD	300
NE Montana Birding Trail Brochures	250
Fort Peck Brochures	200
Montana Winter Guides	75

Sample size

Of the 268 people approached at the Washington Sportsmen's Show over the course of three days, 218 agreed to participate in the survey resulting in a response rate of 81 percent. On the first day, a Thursday, 61 surveys were collected, 68 were collected on Friday, and 89 were collected on Saturday. The survey data is provided in the following sections.

Survey results

The vast majority of respondents were from the region surrounding Puyallup, Washington where the show was held. Of the 218 respondents, only four were from states other than Washington (California, Oregon and Alaska). The other 214 respondents, in general, lived within about a one hour drive of Puyallup, although some respondents lived up to four hours away.

Most respondents had taken a leisure trip to Montana before. Nearly 60 percent of respondents were between 45 and 64 years old. Respondents' household incomes were fairly equally distributed between the three income categories ranging from \$50,000 to \$150,000 per year.

Table 2: Percentage of repeat visitors

Have you taken a leisure trip to Montana before?	
Yes	88%
No	12%

Table 3: Respondent age

Which of the following categories best describes you age?	
18-24	<1%
25-34	2%
35-44	17%
45-54	25%
55-64	34%
65-74	18%
75 and over	3%

Table 4: Respondent income

Which of the following categories best describes your total household income after taxes?	
Less than \$50,000	15%
\$50,000 to less than \$75,000	24%
\$75,000 to less than \$100,000	27%
\$100,000 to less than \$150,000	22%
\$150,000 to less than \$200,000	5%
\$200,000 or greater	7%

Consumer shows are often a great source of information for show attendees. This particular show had a variety of exhibitors and demonstrations primarily related to hunting and fishing. The two Montana travel region booths were in the vicinity of other booths offering things such as guided hunting and fishing trips, hand-made flint fire starters, and an assortment of homemade mixes for dips and sauces. Nearby were demonstrations of camp cooking and fly tying, campers and boats for sale, outdoor clothing and fishing rods for sale and places for people to try their hand at archery and pond fishing. With such a wide variety of products and information at the show, one survey question was related to what type of information show attendees were interested in. All survey respondents were asked if they were gathering information for a trip in 2009 while at the consumer show. Nearly 54 percent of them said that they were, and 37 percent indicated that they were just gathering information for general interest.

Table 5: Purpose of information gathered at the consumer show

Are you gathering information for a trip in 2009 from this show?	
Yes	54%
No, just for general interest	37%
No, for a trip next year	5%
No, for a trip in the future	7%
No, for another reason	2%

The 117 people who indicated that they were gathering information at the show for a trip in 2009 were asked about their intentions of visiting Montana. Ninety-two percent of them were at

least considering a trip to Montana this year (2009). Of the 117 people who were asked about their intentions of visiting Montana this year, those who did not have firm plans to do so (54 people) were asked what other destinations they were considering for a trip in 2009. They were asked to provide their top two choices of other destinations. Some of the more common responses are listed in Table 7. The full list of responses is located in the appendix.

Table 6: Intentions of visiting Montana in 2009

Before you came to the show today, would you say that you...	
had already decided to visit MT this year	54%
were planning to take a trip to MT this year, but had not made a firm decision	15%
were still deciding where to go on a trip this year and were considering MT	23%
were not considering a trip to MT this year	8%

Table 7: Other destinations considered for travel in 2009, most common responses

What other destinations are you considering for your travel in 2009?	
Alaska	Oregon
Arizona	Mexico (various locations)
Canada (various locations)	Washington
Idaho	Wyoming

Of the 218 survey respondents, 63 had firm plans to visit Montana in 2009. The remaining 155 respondents were asked if they were considering a trip to Montana in the future. Ninety-eight percent of them responded “yes.” This means that nearly every survey respondent had already decided to visit Montana in 2009 or was considering a trip to Montana in the future. All respondents who had firm plans to visit Montana in 2009 or were considering a future trip were asked if they were considering travel to a particular region of Montana (See Table 8). Of those who were considering a particular region or regions, Glacier Country was the most commonly chosen region. These respondents were also asked the time of year and what activities they were considering for their visit to the state (See Tables 9 and 10). Summer and fall were the most frequently considered seasons, and fishing, hunting and camping were the most commonly considered activities.

Table 8: Which travel regions respondents were considering traveling to

Were you considering travel to a particular region of Montana?		If so, which regions? (check all that apply)	
Yes	65%	Glacier Country	50%
No	35%	Gold West Country	38%
		Yellowstone Country	36%
		Russell Country	29%
		Missouri River Country	26%
		Custer Country	21%

Table 9: What time of year respondents were considering

Season	
Winter	8%
Spring	19%
Summer	51%
Fall	48%
Don't know	2%

*Respondents could choose more than one season

Table 10: Activities considered for respondents' visits to Montana

Activities		Activities	
Fishing/Fly fishing	69%	Canoeing/Kayaking	10%
Hunting	56%	Golfing	8%
Camping	53%	Gambling	7%
Wildlife watching	29%	Downhill skiing	7%
Hiking	27%	Nature study	7%
Sightseeing tour	24%	Attend sporting events	7%
Visit museums	24%	Snowmobiling	6%
Visit historical sites	21%	Attend art exhibit	6%
Other*	21%	Mountain biking	6%
River rafting/floating	18%	Cross country skiing	4%
Nature photography	15%	Jogging	2%
Horseback riding	14%	Geocaching	2%
Motorboating	14%	Road/tour biking	2%
Picnicking	14%	Snowboarding	2%
Backpacking	12%	Attend performing arts	2%
Attend festivals or special event	12%		

*See Appendix B for full list of "other" responses.

Most people who stopped at the booths talked to a representative and picked up information. Respondents were asked what, specifically, they were looking for at the booth. While there were a wide variety of responses, some of the most common responses are in Table 12 below. The full set of responses can be found in Appendix C. When asked what they were planning to use the information from the booths for, most people indicated that they would be using it both for making decisions about where to travel and in planning their trip. Thirteen percent said they

would be using it for something else. Most of these “other” responses mainly indicated that people wanted to get a new road map, which was available at both booths.

Table 11: What respondents did at the booths

At the booth did you...	
only talk with a representative	9%
only pick up brochures	18%
both	74%

Table 12: What respondents were looking for at the booths, common responses

What specifically were you looking for at the booth?
General information
Maps
Updated information
Hunting/fishing information
Places to go/stop

Table 13: How respondents plan to use the information from the booths

How are you planning to use the information you received at this booth?	
In planning a trip	22%
In making decisions about travel destinations	4%
Both	62%
Other	13%

Most of the people who had stopped at one or both of the Montana travel region booths were very satisfied with both the service and the information they received at the booth. A very small percentage of the people indicated being somewhat dissatisfied and no one was very dissatisfied. Some people did not speak to anyone at the booth, and some people spoke to someone but did not pick up any information. Those people responded that the question was not applicable to them. See Table 14.

Regarding respondent satisfaction with the information they received at the booth, several people commented to the surveyors that they hadn't had adequate time to look over the information yet, so their response was either neutral or based on their initial impression. Many of the people who were very satisfied with the service they received at the booth commented that the representatives were very friendly and knowledgeable. At some other booths at the show, the representatives seemed much less friendly and willing to answer questions, according to several respondents. The surveyors also observed that the representatives at the Montana travel region booths were more than willing to answer peoples' questions about any part of Montana, regardless of whether it was within their particular travel region. The fact that the representatives

were very knowledgeable and forthcoming with information about the entire state probably contributed to the high level of satisfaction with the service at the booths.

Table 14: Respondent satisfaction with booth information and service

Overall, how satisfied were you with the ...	information you received at the booth?	service you received at the booth?
Very satisfied	76%	82%
Somewhat satisfied	8%	3%
Neither satisfied nor dissatisfied	6%	2%
Somewhat dissatisfied	3%	1%
Very dissatisfied	0%	0%
Not applicable	7%	12%

Survey respondents were asked a set of questions in an effort to gauge whether or not their experience at the booths had an effect on how interested they were in visiting Montana in 2009. It's a little difficult to interpret the responses to the question regarding interest in travel to Montana this year. Because the surveyors were asking the questions, many respondents took the opportunity to expand upon their answers. In this case, the people who were already planning to visit Montana in 2009 responded that they were very interested in visiting, which was expected. It indicates that nothing about their visit to the Montana travel region booths made them become less interested in visiting. Some respondents told surveyors that they were interested in visiting this year, but did not think they would be able to. Likewise, some people responded that they were not very interested in visiting in 2009, but they were interested in visiting in the future. Their lack of interest in visiting this year had nothing to do with their experience at the booths; rather, they generally had plans that kept them from considering a visit to Montana during 2009. Based on the surveyors' observations, it seems that these two questions were not as effective as hoped at this particular show of gauging the effect of the booths in increasing show attendees interest in visiting Montana in the immediate future.

Table 15: Respondent interest in visiting Montana this year

After visiting the booth, how interested are you in visiting Montana this year?	
Very interested	75%
Somewhat interested	20%
Not very interested	4%
Not at all interested	1%

Table 16: Respondent interest in visiting particular Montana travel regions

After visiting the booth, are you interested in visiting any of the particular travel regions in Montana?	
Glacier Country	51%
Gold West Country	36%
Russell Country	33%
Yellowstone Country	40%
Missouri River Country	30%
Custer Country	22%

All 218 survey respondents were also asked about their image of Montana as a travel destination and whether the travel region representatives influenced their image of Montana. The vast majority (77%) said that their image was not influenced by the representatives (Table 17). Of those 168 people, 88 percent already had a very positive image and the other 12 percent had a somewhat positive image of the state as a travel destination. Ninety percent of them had taken a leisure trip to Montana before, and nearly 50 percent of them had already decided to visit Montana in 2009. Many of these people conveyed to the surveyors that they had developed their image of Montana long ago on previous trips, some while previously living in the state (Table 18).

Of the 50 people who said that their image of Montana was influenced by the booth representatives, none said it was influenced negatively, and 84 percent said it was influenced very positively (Table 19). They all had at least a somewhat positive image of Montana as a travel destination. Most had taken a leisure trip to Montana before, and most were at least considering a trip to the state in 2009 (Table 20).

Table 17: Influence of booths on respondents' images of Montana

Do you feel your image of Montana was influenced by the representatives and/or information brochures at the booth?	
Yes	23%
No	77%

Table 18: Respondents whose image of Montana was not influenced by booth representatives or information (168 individuals)

Would you say that your image of Montana as a travel destination is overall positive or negative?		Have you taken a leisure trip to MT before?		Before you came to the show today, would you say that you...	
Very positive	88%	Yes	90%	Had already decided to visit MT this year	49%
Somewhat positive	12%	No	10%	Were planning to take a trip to MT this year, but had not made a firm decision	17%
Somewhat negative	0%			Were still deciding where to go on a trip this year and were considering MT	21%
Very negative	0%			Were not considering a trip to MT this year	13%

Table 19: Influence of representatives or information on respondents' images of Montana

If your image of MT was influenced, how was it influenced?	
Very positively	84%
Somewhat positively	16%
Somewhat negatively	0%
Very negatively	0%

Table 20: Respondents whose image of Montana was influenced by booth representatives or information (50 individuals)

Would you say that your image of Montana as a travel destination is overall positive or negative?		Have you taken a leisure trip to MT before?		Before you came to the show today, would you say that you...	
Very positive	64%	Yes	84%	had already decided to visit MT this year	64%
Somewhat positive	36%	No	16%	were planning to take a trip to MT this year, but had not made a firm decision	6%
Somewhat negative	0%			were still deciding where to go on a trip this year and were considering MT	21%
Very negative	0%			were not considering a trip to MT this year	9%

All respondents were asked to briefly describe their image of Montana as a travel destination in three words or phrases. A few of the most commonly occurring responses are found in Table 21. The full list of responses can be seen in Appendix C. Many of the words and phrases people used are common descriptors of Montana—"big sky," "uncrowded" and "scenic" to name a few. When looking at the full list, it is noticeable that lots of people responded with words or phrases related

to hunting, fishing and outdoor recreation. Montana is known for these things, but the data was collected at a sportsmen's show, so it is not surprising that these types of responses were so common.

Table 21: Words and phrases describing Montana as a travel destination

Can you briefly describe Montana as a travel destination in 3 words or phrases?		
Awesome	Green	Recreation/outdoor activities
Beautiful	I would like to move/retire there	Rivers
Big	Last best place	Scenic
Big sky	Open	Spacious
Clean	Nature	Uncluttered/Uncongested/Uncrowded
Friendly people	Not crowded/low population	Wilderness/Wild
Good fishing/hunting	Peaceful/relaxing/quiet	Wildlife

Follow-up survey

Each respondent to the survey at the Washington Sportsmen's Show was asked if they would be willing to participate in a follow-up survey at the end of the year. The survey will be a web-based survey sent to the 130 respondents (60%) who provided their e-mail addresses for that purpose. The survey will ask questions intended to gather information regarding whether the respondents did or did not visit Montana during 2009, if they plan to visit during 2010, what they did during their visit and if the information they received at the consumer show influenced their trip or travel decisions. The report describing data which will be collected via the follow-up survey will be completed in 2010.

Discussion

Individual consumer shows are all quite different from one another. While one should not assume that attendees at the Washington Sportsmen's Show are representative of attendees at other shows, this case study does provide some information which may be helpful to potential exhibitors in thinking about what attendees are looking for at consumer shows and whether or not exhibiting at a particular show might be a good use of resources.

This particular consumer show was relatively close to Montana. The vast majority of show attendees had been to the state at some point in their lives, whether it was for annual fishing trips, visiting family, or even living in the state at some time. The Washington Sportsmen's Show was not the best location, it seems, to attract first-time visitors. Many of the survey respondents were repeat visitors or were already planning a repeat visit to Montana. This does not mean, however, that exhibiting at the show was not worthwhile. Many of the people surveyed who had already been to the state were interested in finding new places to visit and new things to do. It was a great opportunity for exhibitors to promote some of the lesser known attractions and areas of the state.

Many of the survey respondents already had a positive image of Montana as a travel destination, so this image wasn't necessarily changed by their stops at the travel region booths. Although their images weren't changed, it was a great opportunity for the exhibitors to further confirm those positive images, perhaps convincing show attendees that it is time to visit Montana again!

Conclusions

This case study shows that, while not all consumer shows are great venues for attracting first-time visitors to Montana, it can still be worth the effort or expense to attend. Consumer shows can be a place to attract repeat visitors and inform them of new and different things to do and places to visit. It remains to be seen how many of the survey respondents who indicated that they were at least considering travel to Montana in 2009 actually visited the state. The follow-up survey, which will be distributed in December, 2009, will shed some light on this question. Results of that survey will be published in a separate report.

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Appendix A

What other destinations are you considering for your travel in 2009?

Destination	Number of responses
Idaho	16
Alaska	10
Wyoming	7
Oregon	6
Washington	5
Arizona	4
South Dakota	4
Canada	3
Alberta	1
Banff	1
British Columbia	1
Mexico	3
Baja	1
Cabo san Lucas	1
Utah	3
Europe	2
Las Vegas	2
North Dakota	2
Yellowstone	2
Alabama	1
California	1
Grand Canyon	1
Hawaii	1
Italy	1
Maine	1
Nevada	1
New Mexico	1
Spokane	1
Texas	1
Washington, DC	1
West Virginia	1
Wisconsin	1

Appendix B

What activities were you considering for your trip to Montana? “Other” responses:

Other activities	Other activities
Agates hunting	Motorcycle touring
ATV	National Parks
Backcountry horse	Parks
Birding	Quad riding
Birdwatching	Relaxing, stargazing
Cattle drive	Research genealogy
Caves	Road trip, may move
Caving	Rock hound, rodeo
Dinosaur	Sapphire mining
Dinosaurs	Scout hunting
Drink	Scouting for hunting
Drinking	Snowshoeing
Eat	Soccer
Friends and family	Souvenirs
Gem hunting	Sport touring
Geology, birding	Tourist stuff
Gold panning	Visiting relatives
Jeeping, ATV, 4 wheeling	Waterslides
Kayaking	Wedding
Mining sapphires	Wine
Motorcycle	

Appendix C

What, specifically, were you looking for at the booth?

Activities in eastern Montana	Just walking by, but wanted a Montana map
Agate rocks at Missouri Country booth	Looking at information
Broaden knowledge of Montana, birding	Looking at rocks
Browsing	Looking for listing in B&B
Campgrounds	Map
Camping site and travel guide	Map and information
Chamber of Commerce (moving to Montana)	Map of Fort Peck
Custer Battlefield	Map, anything new
Destinations	Map, information
Dinosaur stuff	Maps
Dinosaurs	Maps and DVD
Dinosaurs for grandkids	Maps and Ideas
Discount hunting tags (out of state)	Maps and information
Elk hunting	Maps of Montana
Events and maps	Missouri River canoe info
Everything, hunting & fishing, rocks	Missouri River Country
Family vacation	More information on Fort Peck
Fishing	More Montana information camp and hunt
Fishing, agate hunting	Motels
Fishing, hunting information	Nature talks and birdwatching
Fort Peck, Dinosaurs	New map and new guide
General	No
General guide	No general info/hunting
General info- things to do	No hunting
General information	Nothing
General Information	Outfitters for horse riding
General information, camping	Overview of Montana
General lodging map	Pheasant and deer hunting
General Montana info	Photography
General Montana map	Places to fish and camp
Ghost towns	Places to go
Glacier Country Info	Places to stop on drive through to MN
Glancing	Presentation
Guide/outfitter information	Quality of life info, agricultural opportunities
Horseback riding	Regional information
Horsepacking	Road map, state info
Hunting	Rocks, gemstone information
Hunting and fishing	Russel Country
Hunting and fishing information	Russell Art- familiar with it, so stopped at Russell booth

Hunting areas	Something new
Hunting information	Tourist information
Hunting regulations	Trail guide and map
Hunting tags	Trail maps for horseback riding, outfitters
Hunting trip	Travel information
Ideas	Understand areas
Ideas for Montana trip	Updated information
Information	Updated information for lodging
Information about Missouri	Vacation planner, map, brochures, dinosaurs
Information on familiar area (Fort Peck) and interested in Real Estate	Visit MT
Information on Montana, map	Watching elk film
Information on NE Section (Missouri River)	Where is Shelby?
Inside information from representative, places off beaten path	Where to go
Just looking	Wondering what doing- dinosaur

Appendix D

Can you briefly describe your image of Montana as a travel destination in 3 words or phrases?

1 st word or phrase	2 nd word or phrase	3 rd word or phrase
2nd home	Adventure	Adventure
A great state, want to live there	America used to be	Affordable
All encompassing	Animals, elk, buffalo	Beautiful
Awesome	Awesome	Beautiful, clean water
Bad drivers	Beautiful	Beauty of mountains
Barren	Beautiful country	Big sky
Beautiful	Beautiful views	Bozeman
Beautiful place	Beauty	Camping
Beautiful state	Better in person than TV	Can't wait to visit
Beauty	Big	Close
Big	Big sky	Cold winters
Big country	Blue sky	Country
Big mountains	Calming	Exciting
Big open country	Changed over time	Expensive
Big sky	Clean	Fishing
Big Sky	Cold	Fishing and hunting
Big sky country	Country	Flat
Big Sky Country	Desirable	Freedom
Blue sky	Does not belong to Paws Up	Friendly
Can't hardly wait	Dry	Friendly people
Clean	Dry in East	Fun
Cold	Ducks (Carvers Store Manhattan, MT)	Game rich
Cool	Exciting	Get away
Countryside	Fantastic fishing	Gorgeous
Diverse	Fishing	Green
Empty country	Fly fishing	Growing
Exciting	Friendly	Hot
Expansive	Friendly and honest people	Hunting
Family	Friendly people	Hunting & fishing (outdoor sports)
Fantastic	Friendly ruggedness	Laid back
Favorite state	Fun	Love it
Fell in love with the state	Good fishing	Might move there someday
Few people	Good hiking in Selway- Bitterroot	Mountains
Fishing	Good hunting	National Parks, National Forests
Flat	Good people	Natural
Fly fishing	Gorgeous	Natural serenity
Fresh air	Grasshoppers	Nature and wildlife
Friendly people	Great variety	Nice weather

Game	Green	Non-urban
God's country	Home	Open
Good destination	Horseback	Open spaces
Gorgeous	Hunting	Outdoors
Great hunting place	Hunting, fishing	Outdoors activities
Great natural beauty	I love it	Peaceful
Great outdoors	Indians powwows	People
Great place	Lack of urban	Pretty
Green	Large	Pride in the environment
Grizzly bears	Lewis & Clark	Quite
Historic	Like to move there	Rafting
Homey	Likes the water stuff	Relaxing
Horseback	Lots to see	Rivers
Huge	Mountains	Rodeo
Hunting	Mule deer	Scenery
Hunting fees for out of state expensive	My home	Scenic
I'm not very descriptive	Native American History	Sight seeing
I like Montana	Nice	Silence
I would like to retire there	Nice country	Sunset
Inspired	No city pressure	Too much snow
Interesting	No RV spots	Traffic
Lack of crowd	Not crowded	Variety
Laid back	Open	Wholesome
Laidback	Open space	Wide open
Last best place	Outdoors	Wild
Lot like Alaska	People nice	Wilderness
Low population	Pine smell	Wildlife
Mountainous	Pretty	Wildlife and scenery
Mountains	Pristine	Yellowstone
N/A	Quiet	
National Parks	Relaxing	
Natural	Sage brush	
Nature	Scenery	
Nice	Scenic	
Nice country	Solace	
Nice people	Spacious	
No	Spaciousness	
No people	Trees	
No traffic	Uncovered area	
Not Alaska	Unpopulated	
Not crowded	Vast	
Not overpopulated	Wide	
Not this year	Wide open	

Old ways	Wide open spaces
Open	Wild
Open country	Wildlife
Open places	
Open spaces	
Open, vast	
Outdoor	
Outdoor activities	
Outdoors	
Outstanding	
Paradise	
Peaceful	
Pristine	
Recreational	
Relaxing	
Rich people buy up the land and try to influence people	
Rural	
Scenery	
Scenic	
Unbelievable	
Uncluttered	
Uncongested	
Uncrowded	
Unpopulated	
Variety	
Vast	
Very bad roads	
Very good	
Very good fishing	
Want to be there	
Wide open	
Wide open space	
Wide open spaces	
Wild	
Wild country	
Wild west	
Wilderness	