

"THE VIEWS EXPRESSED
IN THIS REPORT
ARE NOT NECESSARILY
THOSE OF DREE"

"LES OPINIONS EXPRIMEES
DANS CE RAPPORT
NE SONT PAS NECESSAIREMENT
CELLES DU MEER"

G
155
C3
P7
T8

project report

GROUP MEETING MARKET
FOR

PROPOSED MILL RIVER COMPLEX

prepared for:

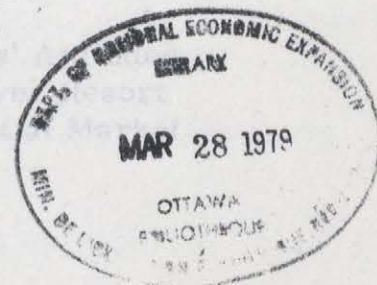
Department of Regional Economic Expansion
Program Review and Evaluation Branch
10th floor, 161 Laurier Avenue
OTTAWA, Ontario
K1A 0M4
Attn: Mr. Max Pierce

participating consultants

R. D. Tyrrell
S. O'Hara
J. Steffensen

June 18, 1976
jt

"2489"



STEVENSON & KELLOGG, LTD.

management consultants

TABLE OF CONTENTS

| Chapter | | <u>Page</u> |
|---------|---|-------------|
| I | INTRODUCTION AND SUMMARY | 1 |
| | A. Introduction | 1 |
| | B. Summary | 1 |
| II | SURVEY APPROACH | 4 |
| III | SURVEY FINDINGS | 5 |
| | A. Characteristics of Typical Group Meetings in The Maritimes | 5 |
| | B. Meeting Organizers' Perceptions of Required Facilities | 11 |
| | C. Meeting Organizers' Attitudes to Using The Proposed Mill River Resort | 16 |
| IV | MARKET IMPLICATIONS OF SURVEY FINDINGS | 23 |
| | <u>APPENDICES</u> | |
| | A. Questionnaires | |
| | B. Numbers of Meetings Arranged by Meeting Organizers | |
| | C. Analysis of Responses re Meeting Charac- teristics | |
| | D. Analysis of Meeting Organizers' Perceptions of Required Facilities | |
| | E. Analysis of Meeting Organizers' Attitudes to Using The Proposed Mill River Resort | |
| | F. Calculation of Mill River Potential Market Share | |

INTRODUCTION AND SUMMARY

A. INTRODUCTION

This survey was conducted to provide data for the current feasibility study of a proposed new resort at Mill River in Prince Edward Island.

The survey was conducted to:

- ▶ Identify major potential user groups.
- ▶ Identify the types of facilities and services required.
- ▶ Determine operating characteristics.
- ▶ Obtain limited data concerning competitive facilities.
- ▶ Provide insights to possible group meeting markets.

The survey was conducted by a team made up of Stevenson & Kellogg and DREE personnel. However, the interpretation of survey findings provided in this report is the responsibility of Stevenson & Kellogg.

B. SUMMARY

The major source of group meeting users would be associations. About half of all suitable meetings held in the Maritimes are arranged by associations. Other major sources are various levels of government and commercial and industrial firms. Based on our initial contacts, special groups such as church groups, ethnic groups, travel associations, etc., do not appear to provide suitable markets for this facility.

The major characteristics of suitable group meetings which are held in the Maritimes are:

- ▶ There is a strong emphasis on meeting for training purposes.

- ▶ The markets are primarily within-province markets.
- ▶ Meetings are held predominantly in large urban settings.
- ▶ No individual facilities predominate the market in any of the provinces.
- ▶ As expected, spring and fall are the most popular meeting times.
- ▶ Most meetings are held during weekdays.
- ▶ Few meetings last longer than three days.
- ▶ Most meetings had fewer than fifty delegates.
- ▶ Few spouses or families accompany delegates.

The meeting organizer was identified as the single most important individual with respect to selecting the meeting location.

Meeting organizers expressed clear, consistent perceptions of required facilities, namely:

- ▶ Multi-purpose areas are necessary.
- ▶ Coffee must be provided during sessions.
- ▶ Access to photocopying equipment is desirable.
- ▶ A wide range of audio visual equipment is a must.
- ▶ A newsstand, soft drink and ice vending machines are important.
- ▶ Rock groups are definitely not suitable, small quiet bars are the most suitable form of entertainment.
- ▶ A swimming pool is a must.
- ▶ A golf course and games room are desirable.

We found no clear attitude towards using a resort for meetings. However there was a clear indication that meeting facilities and facility management are the two most important factors in selecting a meeting location.

The reaction to using Mill River for summer or winter meetings was clearly unfavourable. We obtained a mixed response to spring and fall usage. Access is definitely perceived as a problem.

In general, meeting organizers like the concept plan. We obtained a favourable response to considering Mill River as a possible meeting location. However, in view of the many negatives indicated throughout the interviews, we do not interpret this favourable response as indicative of an easily obtained market.

Our findings provide rough indications that the potential market for Mill River is probably less than 6% of the total maritime meeting market for meetings of more than one day, and fewer than 125 people. Mill River will still have to compete within this potential market with at least ten other similar facilities. We anticipate that, at best, Mill River will only be able to capture between $\frac{1}{2}$ % and 1% of the total maritime market in terms of numbers of meetings, and considerably less in terms of participants.

We asked these meeting organizers to provide specific information on the last three meetings they arranged, and on the next planned meeting. This process provided specific information on 133 past meetings (an average of 2.4 per meeting organizer), and 45 future meetings.

Questionnaire design, establishment of the initial contact, and interviewee training, were provided by Stevenson & Kellogg staff. Interviews with meeting organizers and tabulation of results were performed by UMRI staff. Stevenson & Kellogg analyzed the findings and prepared this report.

II

SURVEY APPROACH

The survey conducted was limited to a survey of meeting organizers.

In particular, we wished to obtain information from meeting organizers who organized meetings of less than 125 people, which lasted for more than one day. To this purpose, we contacted 469 organizations in the Maritime Provinces to identify an initial list of 96 contacts. Four additional contacts were later added to this list. The participation of each of these contacts was solicited and a short questionnaire mailed to them. This questionnaire was followed up by an interviewer, who visited the contact and obtained additional information.

For a variety of reasons, including misunderstanding during the initial contact, and lack of interviewing time to follow up contacts, only data from 56 of the meeting organizers could be used. However this number of responses was still sufficient for the purposes of this study.

These 56 organizers were responsible for organizing 490 meetings during 1975. They indicated that they expected to organize 520 meetings during 1976. On average this is about nine meetings per organizer. However, about fifteen of these organizers accounted for about 350 of the meetings. As a result, a better figure for the average meeting organizer would be about three meetings per year.

We asked these meeting organizers to provide specific information on the last three meetings they arranged, and on the next planned meeting. This process provided specific information on 133 prior meetings (an average of 2.4 per meeting organizer), and 49 future meetings.

Questionnaire design, establishment of the initial contact, and interviewer training, were provided by Stevenson & Kellogg staff. Interviews with meeting organizers and tabulation of results were performed by DREE staff. Stevenson & Kellogg analyzed the findings and prepared this report.

SURVEY FINDINGS

Our survey findings are, by design, qualitative in nature. The reader should be careful in interpreting and using the quantitative analysis of our findings. In particular, percentage figures can be very misleading. They should be interpreted only as indicative of an order-of-magnitude.

A. CHARACTERISTICS OF TYPICAL GROUP MEETINGS IN THE MARITIMES

The following findings are based on data relating to 133 past meetings, and 49 planned meetings, which was provided by the 56 meeting organizers whose data was used. Additional details of our findings are contained in Appendix C.

1. Most Meeting Organizers Are Arranging Meetings for Training Purposes

Seventy-one percent of meeting organizers contacted arranged meetings for training purposes. This is a higher than average percentage. It may be due to a high percentage (40%) of respondents who represented government departments or agencies.

Many of these organizers also arranged meetings for other purposes. In particular, about twenty-five percent of meeting organizers contacted arranged meetings for each of the following purposes:

- ▶ Planning Sessions.
- ▶ Annual Meetings/Regional Conventions/Trade Meetings.

▶ Board or Council Meetings.

▶ Staff Meetings.

2. The Maritime Group Meeting Market Is Primarily A Within-Province Market

Most meeting organizers only organize meetings within their own province. Moreover, in excess of seventy percent of all delegates come from within the same province. There is a very strong "within province" characteristic to the potential group meeting markets that are suitable for the proposed Mill River resort.

This finding indicates that it will be difficult to sell Mill River to non-PEI groups. Only about one in four meetings will be held outside the province of the meeting organizer.

3. Such Meetings Are Predominantly Held in Large Urban Communities

Table 1 shows the predominance of major urban locations.

Table 1

PREDOMINANCE OF URBAN LOCATIONS

| Location | Meetings Held in This Location As A Percentage of Those Held in The Province |
|-------------------|--|
| Charlottetown | 63% |
| Moncton | 42% |
| Fredericton | 29% |
| St. John | 8% |
| Halifax/Dartmouth | 66% |

Moreover, almost all the larger meetings were held in urban centres. This is obviously due to the availability of a variety of attractions for delegates.

4. No Facilities Dominate The Market

More than sixty different facilities were used for the 182 specific meetings we examined. Few facilities were mentioned more than twice.

The most commonly mentioned facilities were:

- ▶ PEI
 - Charlottetown Hotel, Charlottetown (8)
 - Belcourt Lodge, South Rustico (6)
 - Holland College, Charlottetown (5)

- ▶ New Brunswick
 - Hotel Beausejour, Moncton (10)
 - Keddy's Motor Inn, Moncton (9)
 - Wandlyn Inn, Fredericton (6)

- ▶ Nova Scotia
 - Old Orchard Inn, Kentville (6)
 - Citadel Inn, Halifax (4)

There would appear to be a large number of facilities already servicing this market area.

Mill River will have to face considerable competition. It is very doubtful whether more than 4% to 5% of the off island group meeting business can be obtained for Mill River. Similarly, this survey suggests that possibly only about 8% to 11% of the PEI group meeting market can be captured by Mill River. (see Appendix F)

5. As Expected, The Spring And Fall Are The Most Popular Times for Holding Group Meetings

An analysis of the overall meeting pattern taken from all reported meetings -- both those held and those planned -- indicates the following seasonal pattern:

| | | | | |
|----------|---|-------------------------|---|---------------------|
| ▶ Winter | - | (December to March) | - | 18% of all meetings |
| ▶ Spring | - | (April to June) | - | 42% of all meetings |
| ▶ Summer | - | (July and August) | - | 8% of all meetings |
| ▶ Fall | - | (September to November) | - | 30% of all meetings |

(Note: 2% of meetings reported did not specify month held.)

Sixty-eight percent of the meetings examined occurred in the five months of April, May, June, September and October. These "shoulder season" months offer the best opportunity for obtaining group meeting business. Possibly Mill River should plan to operate only from the 1st of April to the 31st of October.

6. Most Meetings Were Held during Weekdays

About two thirds of the meetings examined were held on weekdays. Few meetings were held on weekends or included a mix of weekdays and weekends. This pattern is convenient, as most "shoulder season" tourism occurs on weekends.

7. Few Meetings Last Longer Than Three Days

Almost no meetings examined were longer than five days in duration. Most meetings were of either one, two or three days duration.

Meetings of one, two and three days occurred with almost the same frequency. Our findings indicate that the three day meeting is the most prevalent. The two day meetings was the second most commonly reported.

Similarly, delegates spend up to three nights at the meeting location. However our findings indicate that delegates tend to spend fewer nights than days. The most frequent response was one night. The next most frequent was two nights. This pattern is consistent with the reported pattern of meeting days.

8. Most Meetings Had Fewer Than Fifty Delegates

Our selection criteria allowed us to include data on meetings of up to 125 people. However our findings indicate that meetings of fewer than fifty people predominate this market segment.

More than 70% of the meetings reported had fewer than fifty people. Furthermore, about 40% of the meetings were for fewer than 25 people. The proposed Mill River facilities are very suitable for this size of meeting.

9. Very Few People Bring Their Spouses or Families with Them

Our findings in this area are less accurate than in other areas, as the meeting organizers were giving their impressions rather than factual data. They indicated that for about half the meetings organized, fewer than ten percent of attendees brought spouses

or families. In fact they indicated that in more than two thirds of all meetings they organized, fewer than 40% of delegates would be accompanied.

10. No Consistent Cost Patterns Were Reported

Cost was repeatedly mentioned as an important factor. However no significant cost patterns can be seen in the cost data provided. Tallies of numbers of meetings within \$10 cost ranges from \$0 to \$50 per delegate day, indicate an almost uniform frequency of occurrence. Obviously our survey included groups with widely varying financial resources.

We conclude that there are several different group meeting markets which could be identified with their facility needs and their ability to pay. The implication for Mill River is that the potential group meeting market has a low cost component (about 40% of the reported meetings) which might not be either able or willing to meet Mill River rates.

11. Meeting Location Is Usually Selected by The Meeting Organizer

Our findings indicate that selecting a meeting location is most frequently left to the meeting organizer. In cases where a committee or another individual selects the site, the meeting organizer is often given an opportunity to suggest possible locations. As a result the meeting organizer is the most important marketing contact for those providing meeting facilities.

B. MEETING ORGANIZERS' PERCEPTIONS OF REQUIRED FACILITIES

During the survey meeting organizers were asked specific questions relating to their perceptions of required facilities. Details of the survey findings in this area are contained in Appendix D. Key findings are summarized below.

1. Multi-Purpose Areas Are Necessary

Meeting organizers were asked to indicate the types of meeting facilities which they would use. Multi-purpose areas -- i. e., large rooms which can be subdivided -- were the most frequently mentioned.

PEI meeting organizers also emphasized small meeting rooms. On the other hand, Nova Scotia meeting organizers indicated that tables in bedrooms were important.

2. Coffee During Sessions Is A Must

Meeting organizers were almost unanimous in indicating a need for coffee during sessions. Considerable interest was also expressed in portable bars and private dining facilities for delegates.

3. Meeting Organizers Would Like Access to Photo-Copying Equipment

The single most frequently mentioned business service was access to a photocopying machine. Seventy-five percent of the meeting organizers contacted indicated they would use such equipment. The next most commonly mentioned business service was access to a typewriter.

Much less interest was indicated in stenographic services, press room facilities, or access to teletype machines.

4. A Broad Range of Audio Visual Aids Is Important

Meeting organizers expressed strong interest in such audio visual aids as:

- ▶ chalkboards,
- ▶ flip charts,
- ▶ projection screens,
- ▶ overhead projectors,
- ▶ black-out drapes.

Considerable -- although not as consistently uniform -- interest was also expressed in such facilities as:

- ▶ slide projectors,
- ▶ movie projectors,
- ▶ display boards,
- ▶ sound equipment,
- ▶ tape recorders.

Less interest was indicated in video tape equipment, or in the provision of an equipment operator.

Many groups are prepared to provide their own audio visual aids. Some groups are not prepared to depend upon the equipment provided by the facility. They have had too many bad experiences. The provision of a wide range of well maintained audio visual aids is a definite selling feature.

To obtain group meetings Mill River will have to offer a broad range of audio visual equipment.

Such facilities are no longer considered as optional benefits. They have become necessary if a facility is even to be considered as a possible location for group meetings.

6. A Newsstand, Soft Drink And Ice Vending Machines Are Important

We obtained a consistent strong response from meeting organizers for soft drink and ice vending machines, and for a newsstand. These facilities are essential. About half the meeting organizers also indicated that a liquor store was essential.

The possible services indicated as "least essential" were a grocery store and a drug store.

Facilities for coffee -- either a coffee shop or the less attractive coffee vending machine -- received some support. However there is no need for such services on a 24-hour basis.

7. Rock Groups Are The Least Suitable Form of Entertainment; Small, Quiet Bars Are The Most Suitable

We received a strong response concerning rock groups. They were definitely considered to be non-suitable as entertainment. A much less pronounced but still significant positive response was given to small, quiet bars.

Pianists appear to be a suitable form of entertainment. Surprisingly, vocalists did not receive favourable responses. Cabaret and large, spacious bars received mixed responses.

PEI meeting organizers in general showed little interest in entertainment facilities.

8. Meeting Organizers Differ on The Importance of The Availability of A Variety of Recreational Activities for Delegates

We obtained about equal positive and negative indications of the importance of the availability of a variety of recreational activities. If anything, the meeting organizers contacted tended to give little importance to the existence of recreational activities.

We conclude that the existence of recreational facilities is treated in general as a fringe benefit by meeting organizers. If everything else is equal, then they will go to the place that offers a variety of recreational facilities. However, other factors override the existence of recreational facilities when selecting a meeting location.

9. A Swimming Pool Is The Most Important Recreational Facility to Provide

Prior to probing meeting organizers' impressions of specific recreational activities, we asked them to suggest the types of recreational facilities they thought their groups would use. We received a strong response for swimming pools. This response also included saunas. The next most frequently mentioned type of facilities were golf and tennis courts.

After asking for an unprompted response in this area, we asked organizers to assign relative scores to specific types of facilities. The results of this scoring approach are basically consistent with the unprompted responses. The main exception is an increased emphasis given to the provision of a games room.

Based on this scoring technique, the most important recreational facilities are:

▶ Swimming pool/sauna,

▶ Golf course,

▶ Games room.

The next most important recreation facilities indicated were:

▶ Tennis courts,

▶ Driving range,

▶ Facilities for water based sports,

▶ Facilities for fishing.

Least interest was indicated for the following:

▶ Snowmobiling,

▶ Curling rink,

▶ Squash courts,

▶ Volleyball courts,

▶ Badminton courts.

Low interest was indicated in such facilities as:

▶ Shuffleboard,

▶ Exercise room,

▶ Horseback riding,

▶ Bicycles,

▶ Outdoor winter sports facilities,

▶ Nature trails.

C. MEETING ORGANIZERS' ATTITUDES TO USING THE PROPOSED MILL RIVER RESORT

During this survey we examined the factors influencing a meeting organizer's choice of a specific location for a meeting. We asked the organizers contacted about their perceptions of using a resort as a meeting location. Finally, we asked them specific questions relating to their possible use of Mill River.

The detailed analysis of our findings is contained in Appendix E.

1. Meeting Facilities And Facility Management Are The Most Important Factors in Selecting A Meeting Location

Meeting organizers stressed the importance of meeting facilities. These are perceived as the single most important factor in selecting a meeting location. The next most important factor indicated was facility management. Accommodation, food and beverage facilities were also considered important. Entertainment and recreation facilities were not considered very important.

We probed the meeting organizers' perceptions of selection factors. These in-depth discussions indicated that the following areas were of most concern to meeting organizers:

- ▶ Suitable facilities/air conditioning/sound proofing/lighting/A-V equipment/size/quality.
- ▶ Access/transportation/travel time/airport facilities.
- ▶ Cost.

Less emphasis was placed on such concepts as location/privacy/away from centre of activity/isolation.

The Mill River site as proposed in the Discussion Plan has the potential to meet the first criterion, i.e., suitable facilities. The second criterion -- i.e., access -- is discussed in more detail below. As noted previously, cost considerations will reduce the size of the potential market by up to 40%.

2. There Is No Clear Attitude towards Using A Resort for Meetings

We asked meeting organizers to indicate the advantages and disadvantages of using resorts for meetings. We obtained about the same frequency of occurrence for both advantages and disadvantages.

The main advantages quoted can be grouped as follows, in sequence of frequency of occurrence:

- ▶ Consolidates all needed facilities/provides recreation and entertainment opportunities.
- ▶ Keeps group together/more opportunities for socializing and informal discussion/isolation.
- ▶ Better working environment/more attractive.

The main disadvantages indicated can also be grouped as follows:

- ▶ Isolation/lack of opportunity for local interaction/no action/keeping delegates from home and family.
- ▶ Cost.
- ▶ Poor working environment/too many distractions/other people using same facilities/lack of privacy.

- Lack of facilities/not open when required/access problems/booking problems.

Many of these comments are contradictory. Obviously there is considerable difference of opinion re the reliability of resorts as meeting locations.

The perceived disadvantages result in meetings being held in urban and non resort settings. Organizers also favour meeting facilities without accommodation, e.g., university facilities, association halls or government facilities. The importance of these disadvantages was highlighted by the survey findings which indicated that more than 60% of all meetings reported were held in urban settings. Only 15% of the meetings were held in resort settings.

These findings indicate that it will be difficult to book meetings for the Mill River site. This situation will exist even though the Mill River site offers suitable meeting facilities.

We also noted a tendency in PEI to hold meetings in locations where participants could go home every night. This approach also reduces the meeting cost. The Mill River site would not be suitable for many organizers looking for facilities for day use only.

3. Reaction to Mill River for Summer Or Winter Meetings Is Clearly Unfavourable

After showing meeting organizers where the proposed Mill River facility would be built, we asked for their initial reaction to using this location. We obtained a high percentage of indeterminate responses.

We believe that many of these indeterminate responses are, in fact, negative responses. Possibly, respondents did not want to discourage the interviewers. It is possible that the lower occurrence of indeterminate responses in New Brunswick is primarily due to a different reaction to the interviewer, who was more experienced than the others.

It should be noted that the occurrence of negative responses is higher in this province. This could be interpreted as supporting the viewpoint that many of the indeterminate responses in the other provinces are really disguised negatives.

Organizers clearly indicated that they were opposed to using such a location during the winter or summer seasons. The most favourable response was for the spring and fall seasons, but even then the number of unfavourable responses was as high as the number of favourable responses.

The reasons for these reactions were probed. The most common negative reasons given were:

- ▶ Travel time/cost,
- ▶ Bad weather.

In addition, the summer season was unsuitable due to the high occurrence of summer vacations. Hence few meetings are scheduled during this season.

The findings in Table E-5 -- Suitability of Season for Holding A Meeting at Mill River -- must be interpreted in conjunction with the findings in Table E-4 -- Stated Attitude to Holding Group Meetings in Prince Edward Island. Only a small proportion of the organizers who stated their attitude provided the additional data needed for Table E-5. As a result, Table E-4 is the more important table.

The implication of these findings is that there will be considerable market resistance to overcome before Mill River will become a popular meeting centre.

4. Access Is Definitely Perceived As A Problem

A specific question was asked relating to the meeting organizers' perceptions of access to the Mill River location. Most of the organizers believed that access would be a problem.

Almost all respondents from New Brunswick and Nova Scotia perceived access as a problem. PEI responses were about equally split between those that perceived access as a problem, and those that did not.

A fly and drive alternative, involving the Summerside airport, was discussed. There was little enthusiasm for this alternative. This attitude was due to the following factors:

- ▶ Most participants drive to meetings.
- ▶ The need to transfer between an airplane and a surface vehicle is more of a disincentive than the time saving by using Summerside is an incentive.

When asked to discuss this problem, the organizers focussed on the following aspects:

- ▶ Additional travel distance/cost.
- ▶ Possible need for additional transportation facilities, e.g. transferring from airplanes to bus.
- ▶ Concern over weather problems.

6. Meeting Organizers Gave a Weak Positive Response to
Organizations with members in the area -- almost entirely PFI based organizations -- were the main proponents of favourable viewpoints.

5. Meeting Organizers Liked The Proposed Facilities

When shown the concept plans, most meeting organizers expressed positive reactions to the proposed facilities.

Negative reactions included such comments as:

- ▶ Looks too big.
- ▶ Lodge type would be better.
- ▶ Individual cottages would be better.
- ▶ Too elaborate.
- ▶ Too many parking spaces and roads.

The constructive comments offered were:

- ▶ Keep all areas separate, but under one roof.
- ▶ A lounge in the centre would be nice.
- ▶ Provide more direct access to recreational areas from rooms.
- ▶ Provide a separate wing for conference facilities.

These findings should be interpreted carefully. It is our opinion that the organizers were trying to be helpful, and attempting to offer constructive comments based on their own opinions and experience.

Those indicating negative responses cited cost and isolation as the main factors influencing their decision.

6. Meeting Organizers Gave a Weak Positive Response to Recommending Use of the Proposed Facility

At the end of the interview, meeting organizers were asked to indicate how likely they were to recommend use of the proposed resort. Less than 25% of the organizers interviewed positively indicated that they definitely would consider recommending use of the proposed new resort. A further 30% suggested that they probably would recommend use of the proposed facilities. Only a modest majority indicated favourable positive responses to this question.

We suggest caution in interpreting the response to this question. The level of positive response to this question is inconsistent with the response to several prior questions. In certain cases organizers felt constrained by the responses allowed. In such cases they selected a response but expressed concern or qualified their responses. Furthermore, the fact that a meeting organizer indicated that he would recommend use of Mill River does not mean that Mill River will be selected. Often, such organizers must submit a list of destinations to a committee for selection.

It should not be forgotten that it is to the advantage of meeting organizers to have as broad a choice of meeting facilities as possible. It provides variety and options for negotiating better deals for their organizations.

Finally, there is a natural tendency on the behalf of interviewees to want to help interviewers. One interviewer in particular noted this phenomenon. She felt that the responses to this question were biased favourably for this reason.

It is likely that the meeting organizers who indicated a favourable response will consider Mill River as a possible destination. Undoubtedly they will also be considering other sites at the same time.

Those indicating negative responses cited cost and isolation as the main factors influencing their decision.

IV

MARKET IMPLICATIONS OF SURVEY FINDINGS

The following survey findings have definite market implications, namely:

- ▶ Strong within-province market characteristics.
Only about 25% of meetings organized by organizers in New Brunswick and Nova Scotia can be considered as in the potential market for PEI facilities.
- ▶ Urban trend. Only between 20% and 40% of suitable meetings -- i. e., lasting more than one day and having less than 125 participants -- are available for non urban facilities. This is consistent with findings from prior studies, and is not simply a reflection of the distribution of available facilities.
- ▶ Large number of competing facilities. We were surprised by the large number of facilities mentioned by organizers. There already appears to be considerable competition for this market. The existing utilization of these facilities should be examined. There could already be a surplus of meeting facilities in the maritime provinces.
- ▶ Spring and fall are the most popular seasons. This finding was expected. It simply reconfirmed an already known situation.
- ▶ Meetings are usually held during week days. Again, this is reconfirmation of a well know situation.
- ▶ Meetings rarely last longer than three days. The short duration of meetings makes it difficult to recover any substantial marketing costs.
- ▶ Most meetings have fewer than fifty participants. The Mill River base facility is well sized for such meetings.

- ▶ Meeting cost is important. Financially sound tariffs for Mill River facilities could easily reduce the potential market by another 40%.
- ▶ Access is definitely perceived as a problem. This viewpoint could present a considerable obstacle to obtaining off island meeting business. In fact many PEI meeting organizers considered access to Mill River as a problem.

In total, the effect of these considerations will probably be to reduce Mill River's potential meeting market to something less than 6%¹ of the total maritime meeting market of more than one day and fewer than one hundred and twenty-five people. Mill River will have to compete against at least ten other similar facilities for this business. We anticipate that, at best, Mill River will only be able to capture between $\frac{1}{2}$ % and 1% of the total maritime meeting market in terms of numbers of meetings, and considerably less in terms of participants.

APPENDIX A QUESTIONNAIRES

¹This figure was obtained by assuming that the New Brunswick, Nova Scotia and PEI markets were of equal size -- an optimistic assumption -- and then reducing the market based on the above considerations.

MEETINGS AND CONFERENCES PLANNERS

We are interested in the considerations which influence the selection of facilities for conventions and group meetings, that is meetings which involve more than 100 people and which last for more than one day.

Note: We are not interested in large conventions or in meetings which last for less than one day.

1. The following is a list of various types of meetings/conferences. For which of these purposes does your company/group organize meetings/conferences?

- Board meetings Others (SPECIFY)
- Planning sessions _____
- Training sessions _____
- Rates meetings _____

2. (a) How many did you hold in 1975 (that is from January to December inclusive). CHECK ONE

APPENDIX A

(b) How many have you held and you held in 1976 (that is from January to December inclusive). CHECK ONE

QUESTIONNAIRES

| | Number of meetings in 1975 | Number of meetings in 1976 |
|--------------------------------|----------------------------------|----------------------------------|
| One | <input type="checkbox"/> | <input type="checkbox"/> |
| Two | <input type="checkbox"/> | <input type="checkbox"/> |
| Three | <input type="checkbox"/> | <input type="checkbox"/> |
| Four | <input type="checkbox"/> | <input type="checkbox"/> |
| Five | <input type="checkbox"/> | <input type="checkbox"/> |
| Six | <input type="checkbox"/> | <input type="checkbox"/> |
| Seven | <input type="checkbox"/> | <input type="checkbox"/> |
| Eight | <input type="checkbox"/> | <input type="checkbox"/> |
| Nine | <input type="checkbox"/> | <input type="checkbox"/> |
| Ten | <input type="checkbox"/> | <input type="checkbox"/> |
| More than Ten (SPECIFY NUMBER) | _____ | _____ |

SURVEY OF CONFERENCE PLANNERS

We are interested in the considerations which influence the selection of facilities for conferences and group meetings, that is meetings which involve from 10 to 125 people and which last for more than one day.

Note: We are not interested in large conventions or in meetings which last for one day or less.

1. The following is a list of various types of meetings/conferences. For which of these purposes does your company/group organize meetings/conferences?

- Board meetings Others (SPECIFY)
- Planning sessions _____
- Training sessions _____
- Sales meetings _____

2. (a) How many did you hold in 1975 (that is from January to December inclusive). CHECK BELOW

(b) How many have you held/will you hold in 1976 (that is from January to December inclusive). CHECK BELOW

| | Number of meetings in <u>1975</u> | Number of meetings in <u>1976</u> |
|--------------------------------|---|---|
| One | <input type="checkbox"/> | <input type="checkbox"/> |
| Two | <input type="checkbox"/> | <input type="checkbox"/> |
| Three | <input type="checkbox"/> | <input type="checkbox"/> |
| Four | <input type="checkbox"/> | <input type="checkbox"/> |
| Five | <input type="checkbox"/> | <input type="checkbox"/> |
| Six | <input type="checkbox"/> | <input type="checkbox"/> |
| Seven | <input type="checkbox"/> | <input type="checkbox"/> |
| Eight | <input type="checkbox"/> | <input type="checkbox"/> |
| Nine | <input type="checkbox"/> | <input type="checkbox"/> |
| Ten | <input type="checkbox"/> | <input type="checkbox"/> |
| More than Ten (SPECIFY NUMBER) | _____ | _____ |

3. In planning for these types of meetings what percentage of the conference budget is allocated to each of the following:

| | % of Conference Budget | |
|-----------------------------------|------------------------|-------|
| (a) Travel..... | _____ | _____ |
| (b) Accommodation | _____ | _____ |
| (c) Meals | _____ | _____ |
| (d) Meeting room/facilities | _____ | _____ |
| (e) Other | _____ | _____ |
| (f) Total | _____ | 100% |

Now we would like you to describe the last three meetings/conferences which you have held, that is meetings which took place during 1975/76. Please use one form for each conference.

Finally, we would like you to describe your plans for the next meeting/conference which you will hold. Please use the final form for this purpose.

P.M. _____
 P.Q. _____
 Q. _____
 Western Provinces _____
 U.S.A. _____
 Other _____

(g) Total size of group _____

(h) No. of individuals accompanied by spouse/other family members _____

(i) Total cost of meeting in dollars _____
 (include per diem per day)

(j) Selection of location

Location selected by yourself as conference planner, _____

Location selected by others, _____

(Specify)

1. (a) Name of (org) for location which held meeting _____
Name

(b) Location of meeting _____
Name of Facility

(c) _____
City or Town _____ Province _____

(c) Date _____
Month _____ Year _____

(d) Days of week: Weekend Weekdays

(e) Length of conference: _____
No. of Days _____ No. of Nights _____

(f) Origin and Number of delegates

| Origin | No. of Participants |
|-------------------|---------------------|
| P. E. I. | _____ |
| N. B. | _____ |
| N. S. | _____ |
| Nfld. | _____ |
| P. Q. | _____ |
| Ont. | _____ |
| Western Provinces | _____ |
| U. S. A. | _____ |
| Other | _____ |

(g) Total Size of Group: Total _____

(h) No. of delegates accompanied by spouses/other family members _____
No. Accompanied

(i) Total cost of meeting to organization per delegate per day \$ _____

(j) Selection of location

Location selected by yourself as conference planner.....

Location selected by others.....

(SPECIFY) _____

(Interview Questionnaire)

Now we would like to explore your reactions to a new resort hotel which may be built in PEI. We want to know how likely organizations here might be to use a PEI resort hotel for meetings/conferences.

1. (a) In your experience, what are the main advantages of using a resort hotel for meetings and conferences? (PROBE)

- (b) What are, or could be, the disadvantages of a resort hotel for such meetings? (PROBE)

The PEI hotel we are considering would be located about 40 miles west of Summerside, in Prince County. There is an 18-hole golf course at the site, and other recreational facilities are planned for it. (SHOW MAP)

2. (a) What would be your initial reaction to holding a group meeting/conference at such a location in PEI in the SUMMER months. (READ LIST)

| | | |
|------------------|-------------------|--------------------------|
| CHECK ONE ONLY | Very good | <input type="checkbox"/> |
| | Quite good | <input type="checkbox"/> |
| | All right | <input type="checkbox"/> |
| | Rather poor | <input type="checkbox"/> |
| PROBE AND RECORD | Very poor | <input type="checkbox"/> |

- (b) And what about in SPRING or in FALL? (READ LIST)

| | | |
|------------------|-------------------|--------------------------|
| CHECK ONE ONLY | Very good | <input type="checkbox"/> |
| | Quite good | <input type="checkbox"/> |
| | All right | <input type="checkbox"/> |
| | Rather poor | <input type="checkbox"/> |
| PROBE AND RECORD | Very poor | <input type="checkbox"/> |

- (c) What about in WINTER? (READ LIST)

| | | |
|------------------|-------------------|--------------------------|
| CHECK ONE ONLY | Very good | <input type="checkbox"/> |
| | Quite good | <input type="checkbox"/> |
| | All right | <input type="checkbox"/> |
| | Rather poor | <input type="checkbox"/> |
| PROBE AND RECORD | Very poor | <input type="checkbox"/> |

3. DISCUSS LOCATION OF SITE (USE MAP), AND EXPLAIN METHODS OF REACHING IT. (BY CAR; BY AIR TO CHARLOTTETOWN, AND THEN BY CAR OR BUS; OR POSSIBLY BY AIR TO SUMMERSIDE AND THEN BY CAR OR BUS.)

BE SURE RESPONDENT UNDERSTANDS THE TIME AND DISTANCE IMPLICATIONS OF EACH OF THESE METHODS!

Do you perceive access to the site as a problem?

PROBE AND RECORD YES

NO

4. Here are architect's drawings of the proposed resort complex. What is your first overall impression of the facility? Would you say it is (READ LIST)

| | | |
|------------------|-------------------|--------------------------|
| | Excellent | <input type="checkbox"/> |
| | Looks good | <input type="checkbox"/> |
| | All right | <input type="checkbox"/> |
| | Rather poor | <input type="checkbox"/> |
| PROBE AND RECORD | Terrible | <input type="checkbox"/> |

5. Here is a list of facilities for business meetings and conferences. Please tell me which of these facilities your group would use. (HAND CARDS 1 AND 2)

Meeting and Work Areas (HAND CARD 1)

| | |
|---|--------------------------|
| Desks in rooms | <input type="checkbox"/> |
| Small meeting rooms (for up to 16 people) | <input type="checkbox"/> |
| Multi-purpose area which can be used for larger groups (up to 125), or divided into smaller areas (e.g., 30 people per area)..... | <input type="checkbox"/> |
| Outdoor meeting areas | <input type="checkbox"/> |

Special Food and Beverage Services

| | |
|---|--------------------------|
| Private dining-room for up to 30 people | <input type="checkbox"/> |
| Coffee service during sessions..... | <input type="checkbox"/> |
| Portable bars and bar service | <input type="checkbox"/> |

5.

(Cont.)

Business Services

- Copying machine
- Typewriters
- Teletype machine
- Press room
- Stenographic services

Audio-Visual Aids (HAND CARD 2)

- Screens
- Overhead projectors
- Slide projectors
- Movie projectors
- Chalkboards
- Display boards
- Flip charts
- Sound equipment
- Tape recorders
- Black-out drapes
- Video-tape recorder
- Video-tape playback units
- Operator for visual equipment

6. (a) Several types of accommodation are being considered for the resort complex. Which of the following would be most suitable for your meetings? (HAND CARD 3)
- (b) And which would be least suitable?

| <u>Types of Bedrooms</u> | <u>Most Suitable</u> | <u>Least Suitable</u> |
|--|--------------------------|--------------------------|
| Regular bedrooms with settees which open into beds | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 double bed | <input type="checkbox"/> | <input type="checkbox"/> |
| twin single beds | <input type="checkbox"/> | <input type="checkbox"/> |
| twin double beds | <input type="checkbox"/> | <input type="checkbox"/> |
| Suites | <input type="checkbox"/> | <input type="checkbox"/> |
| Suites with kitchens | <input type="checkbox"/> | <input type="checkbox"/> |

7. (a) Here is a list of facilities which may be available at the new resort. Which of these facilities do you consider to be absolutely essential for your purposes? (HAND CARD 4)

- (b) And which are not necessary?

| <u>Services</u> | <u>Essential</u> | <u>Not Necessary</u> |
|---|--------------------------|--------------------------|
| Vending machine for soft drinks and ice | <input type="checkbox"/> | <input type="checkbox"/> |
| 24-hour room service | <input type="checkbox"/> | <input type="checkbox"/> |
| 24-hour coffee shop | <input type="checkbox"/> | <input type="checkbox"/> |
| Coffee vending machine | <input type="checkbox"/> | <input type="checkbox"/> |
| Newsstand | <input type="checkbox"/> | <input type="checkbox"/> |
| Gift shop | <input type="checkbox"/> | <input type="checkbox"/> |
| Liquor store | <input type="checkbox"/> | <input type="checkbox"/> |
| Grocery store | <input type="checkbox"/> | <input type="checkbox"/> |
| Drug store | <input type="checkbox"/> | <input type="checkbox"/> |

8. (a) And now, thinking about entertainment, which of these facilities would be most suitable for your group? (HAND CARD 5)

(b) Which would be least suitable?

| <u>Entertainment</u> | <u>Most Suitable</u> | <u>Least Suitable</u> |
|--------------------------|--------------------------|--------------------------|
| Vocalist | <input type="checkbox"/> | <input type="checkbox"/> |
| Pianist | <input type="checkbox"/> | <input type="checkbox"/> |
| Rock group | <input type="checkbox"/> | <input type="checkbox"/> |
| Cabaret | <input type="checkbox"/> | <input type="checkbox"/> |
| Large spacious bar | <input type="checkbox"/> | <input type="checkbox"/> |
| Small quiet bar | <input type="checkbox"/> | <input type="checkbox"/> |

9. (a) It has been suggested that facilities for recreation would be extremely important in attracting conferences to the Mill River location. In planning your meetings/conferences, how important is the availability of a variety of recreational activities? (READ LIST)

- Swim/swimming pool..... Very important
- Tennis court..... Quite important.....
- Shuffleboard..... Of little importance
- Of no importance.....

(b) What types of recreational facilities do you think your group would use?

10. (a) INTEREST IN OUTDOOR FACILITIES. (HAND CARD 7)

Outdoor Recreational Facilities
(in resort)

Score

Baseball court

Driving range

10. (a) We are particularly interested in the different types of recreational facilities which your group might use. Here is a list of some of the INDOOR facilities which might be included in the new hotel. I would like you to rate each one on a scale from one to ten, in terms of its appeal for your group. For example, you would give a score of ten to an item which would have maximum appeal. You would give a score of one to an item which would have no appeal at all to your group. (HAND CARD 6)

Indoor Recreational Facilities

Score

Curling rink

Games room (billiards, bridge, chess) ..

Volleyball court

Squash court

Badminton

Exercise room (gym)

Sauna/swimming pool

Tennis court

Shuffleboard

11. Taking everything into consideration, how likely would you be to recommend that your organization use the proposed resort for a conference/group meeting? (READ LIST)

Definitely would

Probably would

Not sure

Probably would not ..

Definitely would not ..

PROHS AND RECORD

10. (b) REPEAT FOR OUTDOOR FACILITIES. (HAND CARD 7)

| Outdoor Recreational Facilities (in season) | <u>Score</u> |
|---|--------------|
| Badminton court | _____ |
| Driving range | _____ |
| Horseback riding | _____ |
| Fishing | _____ |
| Tennis courts | _____ |
| Swimming pool | _____ |
| Bicycles | _____ |
| Curling rink | _____ |
| Golf course | _____ |
| Sleigh rides | _____ |
| Nature trails | _____ |
| Shuffleboard | _____ |
| Snowmobile trails | _____ |
| Winter sports (cross country skiing, snowshoeing, skating, ice fishing) | _____ |
| Water sports (canoeing, sailing, water skiing, power boating) | _____ |

11. The cost for staying in this new resort would be comparable to the cost of staying in one of the better new hotels in your area.

Taking everything into consideration, how likely would you be to recommend that your organization use the proposed resort for a conference/group meeting? (READ LIST)

- Definitely would
- Probably would
- Not sure
- Probably would not ..
- Definitely would not ..

PROBE AND RECORD

Table 124

NUMBER OF MEETINGS REPORTED IN 1976 BY LOCATION OF ORGANIZER

| Number of Meetings Reported in 1976 | Number of Organizers | | | | | | Total |
|-------------------------------------|----------------------|--------|------|------------|------------|------------|-------|
| | Male | Female | Both | Not stated | Not stated | Not stated | |
| One | 23 | 18 | 4 | | | 45 | |
| Two | 7 | 21 | 1 | | | 29 | |
| Three | 20 | 0 | 1 | | | 21 | |
| Four | 7 | 15 | 5 | | | 27 | |
| Five | 0 | 6 | 6 | | | 12 | |
| Six | 0 | 11 | 0 | | | 11 | |
| Seven | 0 | 0 | 0 | | | 0 | |
| Eight | 0 | 0 | 2 | | | 2 | |
| Nine | 7 | 0 | 0 | | | 7 | |
| Ten | 0 | 0 | 1 | | | 1 | |
| More than ten | 21 | 35 | 0 | | | 56 | |
| Not stated | 0 | 0 | 1 | | | 1 | |
| Total | 58 | 100 | 23 | | | 181 | |

APPENDIX B
NUMBERS OF MEETINGS
ARRANGED BY MEETING ORGANIZERS

Table B-1

NUMBER OF MEETING EXPECTED IN 1976 BY LOCATION OF ORGANIZER

| Number of Meetings Expected in 1976 | Number of Organizers | | | | | | | |
|-------------------------------------|----------------------|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| One | 3 | 21 | 3 | 16 | 4 | 17 | 10 | 16 |
| Two | 1 | 7 | 4 | 21 | 1 | 4 | 6 | 11 |
| Three | 4 | 29 | 0 | 0 | 1 | 4 | 5 | 9 |
| Four | 1 | 7 | 5 | 26 | 3 | 13 | 9 | 16 |
| Five | 0 | 0 | 0 | 0 | 4 | 17 | 4 | 7 |
| Six | 1 | 7 | 2 | 11 | 0 | 0 | 3 | 5 |
| Seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Eight | 0 | 0 | 0 | 0 | 2 | 9 | 2 | 4 |
| Nine | 1 | 7 | 0 | 0 | 0 | 0 | 1 | 2 |
| Ten | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| More than ten | 3 | 21 | 5 | 26 | 6 | 26 | 14 | 25 |
| Not stated | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| Total | 14 | 99 | 19 | 100 | 23 | 98 | 56 | 101 |

Note: Occ. = Occurrence, Freq. = Frequency

Table B-2

NUMBER OF MEETINGS ARRANGED IN 1975 BY LOCATION OF ORGANIZER

| Number of Meetings Arranged in 1976 | Number of Organizers | | | | | | | |
|-------------------------------------|----------------------|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | % | | % | | % | | % |
| One | 4 | 29 | 4 | 21 | 4 | 17 | 12 | 21 |
| Two | 3 | 21 | 3 | 16 | 1 | 4 | 7 | 13 |
| Three | 1 | 7 | 2 | 11 | 0 | 0 | 3 | 5 |
| Four | 1 | 7 | 4 | 21 | 3 | 13 | 8 | 14 |
| Five | 1 | 7 | 0 | 0 | 4 | 17 | 5 | 9 |
| Six | 0 | 0 | 1 | 5 | 1 | 4 | 2 | 4 |
| Seven | 1 | 7 | 0 | 0 | 2 | 9 | 3 | 5 |
| Eight | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nine | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| Ten | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| More than ten | 3 | 21 | 5 | 26 | 5 | 22 | 13 | 23 |
| Not stated | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| Total | 14 | 99 | 19 | 100 | 23 | 93 | 56 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

REPORTED PURPOSE FOR MEETING

| Purpose | Occurrence of Meeting by Location of Occurrence | | | | | | | | | |
|--|---|----|----|----|----|----|----|----|----|----|
| | P.T. | W. | F. | S. | W. | F. | S. | W. | F. | S. |
| 1. Training sessions / symposia / seminars / workshops / roundtable / leadership seminars | 64 | 10 | 8 | 17 | 15 | 19 | 74 | | | |
| 2. Working sessions | 72 | 7 | 8 | 25 | 25 | 20 | | | | |
| 3. Annual, meeting / regional convention / trade meeting | 7 | 9 | 0 | 0 | 26 | 24 | | | | |
| 4. Roundtable | 14 | 10 | 3 | 4 | 10 | 15 | 37 | | | |
| 5. Staff meeting / minimeetings / working / pro-duction meeting / sales meeting | 21 | 5 | 0 | 0 | 27 | 15 | 25 | | | |
| 6. District / field meetings / subject-matter / roundtable / seminars / film seminars / roundtable / working program | 9 | 1 | 0 | 0 | 0 | 4 | 7 | | | |

APPENDIX C

ANALYSIS OF RESPONSES
RE MEETING CHARACTERISTICS

Table C-1

REPORTED PURPOSE FOR MEETING

| Purpose | Occurrence of Mention by Location of Organizer | | | | | | | |
|--|--|---------|------|---------|------|---------|-------|---------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % |
| ▶ Training sessions/pre-marriage course/education/leadership workshops | 15 | 100 | 10 | 53 | 15 | 65 | 40 | 71 |
| ▶ Planning sessions | 1 | 7 | 7 | 37 | 3 | 35 | 16 | 29 |
| ▶ Annual meeting/regional convention/trade meeting | 1 | 7 | 9 | 47 | 6 | 26 | 16 | 29 |
| ▶ Board meetings | 2 | 14 | 10 | 53 | 3 | 13 | 15 | 27 |
| ▶ Staff meeting/managers' meeting/production meeting/sales meeting | 3 | 21 | 5 | 26 | 5 | 22 | 13 | 23 |
| ▶ Others/public meetings/union-management consultation/film seminars/youth travel exchange program | 1 | 7 | 1 | 5 | 2 | 9 | 4 | 7 |
| <u>Total New Brunswick Locations</u> | 3 | 21 | 26 | 73 | 3 | 17 | 3 | 13 |
| <u>C. Nova Scotia Locations</u> | | | | | | | | |
| ▶ Halifax/Dartmouth | 0 | 0 | 4 | 20 | 7 | 30 | 11 | 18 |
| ▶ Other | 1 | 7 | 1 | 5 | 4 | 26 | 16 | 19 |
| <u>Total Nova Scotia Locations</u> | 1 | 7 | 5 | 11 | 11 | 76 | 27 | 37 |
| <u>D. Other Locations</u> | 1 | 7 | 2 | 10 | 0 | 0 | 3 | 5 |
| <u>Total All Locations</u> | 13 | 100 | 46 | 99 | 33 | 100 | 33 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-2

LOCATION OF PRIOR MEETINGS

| Location of Meeting | Number of Meetings by Location of Organizer | | | | | | | |
|-----------------------------------|---|------------|------|------------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. | Occ. | Freq. |
| <u>A. P.E.I. Locations</u> | | | | | | | | |
| ▷ Charlottetown | 20 | 61 | 1 | 2 | 1 | 2 | 22 | 16 |
| ▷ Other | 8 | 24 | 2 | 4 | 3 | 5 | 13 | 10 |
| Total P.E.I. Locations | 28 | 85 | 3 | 6 | 4 | 7 | 35 | 26 |
| <u>B. New Brunswick Locations</u> | | | | | | | | |
| ▷ Moncton | 0 | 0 | 16 | 35 | 4 | 7 | 20 | 15 |
| ▷ Fredericton | 1 | 3 | 11 | 24 | 2 | 4 | 14 | 11 |
| ▷ St. John | 0 | 0 | 2 | 4 | 2 | 4 | 4 | 3 |
| ▷ Other | 2 | 6 | 7 | 15 | 1 | 2 | 10 | 7 |
| Total New Brunswick Locations | 3 | 9 | 36 | 78 | 9 | 17 | 48 | 36 |
| <u>C. Nova Scotia Locations</u> | | | | | | | | |
| ▷ Halifax/Dartmouth | 0 | 0 | 4 | 9 | 27 | 50 | 31 | 23 |
| ▷ Other | 1 | 3 | 1 | 2 | 14 | 26 | 16 | 12 |
| Total Nova Scotia Locations | 1 | 3 | 5 | 11 | 41 | 76 | 47 | 35 |
| <u>D. Other Locations</u> | | | | | | | | |
| | 1 | 3 | 2 | 4 | 0 | 0 | 3 | 2 |
| Total All Locations | 33 | 100 | 46 | 99 | 54 | 100 | 133 | 99 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-3

LOCATION OF PLANNED MEETINGS

| Location of Meeting | Number of Meetings by Location of Organizer | | | | | | | |
|-----------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| <u>A. P.E.I. Locations</u> | | % | | % | | | | |
| ▶ Charlottetown | 6 | 50 | 2 | 11 | 0 | 0 | 8 | 16 |
| ▶ Other | 3 | 25 | 1 | 5 | 0 | 0 | 4 | 8 |
| Total P.E.I. Locations | 9 | 75 | 3 | 16 | 0 | 0 | 12 | 24 |
| <u>B. New Brunswick Locations</u> | | | | | | | | |
| ▶ Moncton | 1 | 8 | 2 | 11 | 0 | 0 | 3 | 6 |
| ▶ Fredericton | 0 | 0 | 4 | 21 | 1 | 5 | 5 | 10 |
| ▶ St. John | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ▶ Other | 0 | 0 | 4 | 21 | 1 | 5 | 5 | 10 |
| Total New Brunswick Locations | 1 | 8 | 10 | 53 | 2 | 11 | 13 | 26 |
| <u>C. Nova Scotia Locations</u> | | | | | | | | |
| ▶ Halifax | 1 | 8 | 2 | 11 | 10 | 56 | 13 | 27 |
| ▶ Other | 0 | 0 | 2 | 11 | 6 | 33 | 8 | 16 |
| Total Nova Scotia Locations | 1 | 8 | 4 | 21 | 16 | 89 | 21 | 43 |
| <u>D. Other Locations</u> | | | | | | | | |
| Total All Locations | 12 | 99 | 19 | 101 | 18 | 100 | 49 | 99 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-4

ORIGIN OF DELEGATES TO PRIOR MEETINGS

| Origin of Delegates | Number of Delegates by Location of Organizer | | | | | | | |
|----------------------|--|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| Prince Edward Island | 1414 | 72 | 68 | 4 | 55 | 3 | 1537 | 29 |
| New Brunswick | 157 | 3 | 1215 | 70 | 174 | 10 | 1546 | 23 |
| Nova Scotia | 124 | 6 | 312 | 18 | 1248 | 74 | 1684 | 31 |
| Newfoundland | 23 | 1 | 84 | 5 | 82 | 5 | 189 | 4 |
| Quebec | 16 | 1 | 13 | 1 | 33 | 2 | 62 | 1 |
| Ontario | 46 | 2 | 31 | 2 | 66 | 4 | 143 | 3 |
| Western Provinces | 111 | 6 | 15 | 1 | 13 | 1 | 139 | 2 |
| U.S.A. | 5 | 0 | 0 | 0 | 6 | 1 | 11 | 0 |
| Other | 57 | 3 | 0 | 0 | 1 | 0 | 58 | 1 |
| Not stated | 0 | 0 | 0 | 0 | 3 | 0 | 3 | 0 |
| Total | 1953 | 99 | 1738 | 101 | 1681 | 100 | 5372 | 100 |

Note: Occ. = Occurrence; Freq. = Frequency

Table C-5

ANTICIPATED ORIGIN OF DELEGATES TO NEXT PLANNED MEETING

| Origin of Delegates | Number of Delegates by Location of Organizer | | | | | | | |
|----------------------|--|-----------|-------------|-----------|------------|------------|-------------|-----------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. | Occ. | Freq. |
| Prince Edward Island | 607 | 66 | 16 | 1 | 3 | 0 | 626 | 22 |
| New Brunswick | 39 | 10 | 1102 | 90 | 21 | 3 | 1212 | 43 |
| Nova Scotia | 84 | 9 | 38 | 3 | 604 | 92 | 726 | 26 |
| Newfoundland | 17 | 2 | 54 | 4 | 17 | 3 | 88 | 3 |
| Quebec | 29 | 3 | 0 | 0 | 0 | 0 | 29 | 1 |
| Ontario | 41 | 4 | 9 | 1 | 5 | 1 | 55 | 2 |
| Western Provinces | 12 | 1 | 2 | 0 | 0 | 0 | 14 | 1 |
| U.S.A. | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 0 |
| Other | 35 | 4 | 0 | 0 | 0 | 0 | 35 | 1 |
| Not stated | 0 | 0 | 0 | 0 | 6 | 1 | 6 | 0 |
| Total | 914 | 99 | 1224 | 99 | 656 | 100 | 2794 | 99 |
| December | | | | | | | | |
| Not stated | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 914 | 99 | 1224 | 99 | 656 | 100 | 2794 | 99 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-6

MEETINGS HELD IN PAST

| Month Meetings Held | Number of Meetings by Location of Organizer | | | | | | | |
|---------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| January | 0 | 0 | 1 | 2 | 3 | 6 | 4 | 3 |
| February | 3 | 9 | 5 | 10 | 3 | 6 | 11 | 6 |
| March | 2 | 6 | 4 | 9 | 5 | 9 | 11 | 8 |
| April | 5 | 15 | 11 | 23 | 12 | 22 | 26 | 21 |
| May | 5 | 15 | 7 | 15 | 7 | 13 | 19 | 14 |
| June | 4 | 12 | 4 | 9 | 1 | 2 | 9 | 7 |
| July | 1 | 3 | 4 | 9 | 1 | 2 | 6 | 5 |
| August | 1 | 3 | 0 | 0 | 1 | 2 | 2 | 2 |
| September | 1 | 3 | 3 | 7 | 8 | 15 | 12 | 9 |
| October | 7 | 21 | 3 | 7 | 6 | 11 | 16 | 12 |
| November | 0 | 0 | 3 | 7 | 3 | 6 | 6 | 5 |
| December | 4 | 12 | 1 | 2 | 2 | 4 | 7 | 5 |
| Not stated | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 1 |
| Total | 33 | 99 | 46 | 100 | 53 | 100 | 132 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-7

DAYS OF PLANNED MEETINGS HELD

| Month Meetings Held | Number of Meetings by Location of Organizer | | | | | | | | |
|---------------------|---|-------|------|-------|------|-------|-------|-------|---|
| | P.E.I. | | N.B. | | N.S. | | Total | | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | |
| | | | % | | % | | | | |
| January | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| February | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 2 | |
| March | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| April | 1 | 8 | 0 | 0 | 0 | 0 | 1 | 2 | |
| May | 0 | 0 | 1 | 5 | 4 | 22 | 5 | 10 | |
| June | 2 | 17 | 8 | 42 | 5 | 27 | 15 | 31 | |
| July | 1 | 8 | 3 | 16 | 1 | 6 | 5 | 10 | |
| August | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 2 | |
| September | 2 | 17 | 1 | 5 | 4 | 22 | 7 | 14 | |
| October | 5 | 42 | 4 | 21 | 1 | 6 | 10 | 20 | |
| November | 1 | 8 | 0 | 0 | 1 | 6 | 2 | 4 | |
| December | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Not stated | 0 | 0 | 0 | 0 | 2 | 11 | 2 | 4 | |
| Total | 12 | 100 | 19 | 99 | 18 | 100 | 49 | 99 | |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-8

DAYS OF THE WEEK MEETINGS HELD

| Days Meetings Held | Number of Meetings by Location of Organizer | | | | | | | |
|--------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | % | | % | | % | | % |
| A. <u>Next Planned Meeting</u> | | | | | | | | |
| Weekends only | 4 | 34 | 2 | 10 | 2 | 11 | 8 | 16 |
| Weekdays only | 7 | 58 | 11 | 55 | 13 | 73 | 31 | 62 |
| Weekends and weekdays | 1 | 8 | 6 | 30 | 0 | 0 | 7 | 14 |
| Not stated | 0 | 0 | 1 | 5 | 3 | 17 | 4 | 8 |
| Total | 12 | 100 | 20 | 100 | 18 | 100 | 50 | 100 |
| B. <u>Prior Meetings</u> | | | | | | | | |
| Weekends only | 11 | 33 | 7 | 15 | 4 | 7 | 22 | 16 |
| Weekdays only | 20 | 61 | 33 | 72 | 45 | 84 | 98 | 74 |
| Weekends and weekdays | 1 | 3 | 4 | 9 | 4 | 7 | 9 | 7 |
| Not stated | 1 | 3 | 2 | 4 | 1 | 2 | 4 | 3 |
| Total | 33 | 100 | 46 | 100 | 54 | 100 | 133 | 100 |

Note: Occ. = Occurrence, Freq: = Frequency

Table C-9

LENGTH OF PRIOR MEETINGS -- IN DAYS

| Length of Meetings in Days | Number of Meetings by Location of Organizer | | | | | | | |
|----------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | % | | % | | | | |
| One | 8 | 24 | 14 | 30 | 6 | 12 | 28 | 31 |
| Two | 9 | 27 | 18 | 39 | 13 | 26 | 40 | 30 |
| Three | 6 | 18 | 11 | 24 | 24 | 48 | 41 | 31 |
| Four | 3 | 9 | 1 | 2 | 3 | 6 | 7 | 5 |
| Five | 5 | 15 | 0 | 0 | 7 | 13 | 12 | 9 |
| Six | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 1 |
| Seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Over seven | 1 | 3 | 0 | 0 | 1 | 2 | 2 | 2 |
| Not stated | 0 | 0 | 2 | 4 | 0 | 0 | 2 | 2 |
| Total | 33 | 99 | 46 | 99 | 54 | 100 | 133 | 101 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-10

LENGTH OF NEXT PLANNED MEETING -- IN DAYS

| Length of Meeting in Days | Number of Meetings by Location of Organizer | | | | | | | |
|---------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | % | | % | | | | |
| One | 3 | 25 | 3 | 16 | 2 | 11 | 8 | 16 |
| Two | 2 | 17 | 7 | 37 | 3 | 17 | 12 | 24 |
| Three | 3 | 25 | 7 | 37 | 7 | 39 | 17 | 35 |
| Four | 3 | 27 | 1 | 5 | 1 | 5 | 5 | 10 |
| Five | 1 | 8 | 0 | 0 | 2 | 11 | 3 | 6 |
| Six | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Over seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not stated | 0 | 0 | 1 | 5 | 3 | 17 | 4 | 8 |
| Total | 12 | 100 | 19 | 100 | 18 | 100 | 49 | 99 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-11

LENGTH OF PRIOR MEETINGS -- IN NIGHTS

| Length of Meeting in Nights | Number of Meetings by Location of Organizer | | | | | | | | |
|---|---|-------|------|-------|------|-------|-------|-------|--|
| | P.E.I. | | N.B. | | N.S. | | Total | | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | |
| | | | % | | % | | | | |
| One | 12 | 36 | 27 | 59 | 11 | 20 | 50 | 33 | |
| Two | 10 | 30 | 12 | 26 | 20 | 37 | 42 | 32 | |
| Three | 2 | 6 | 4 | 9 | 11 | 20 | 17 | 13 | |
| Four | 5 | 15 | 1 | 2 | 9 | 17 | 15 | 11 | |
| Five | 1 | 3 | 0 | 0 | 2 | 4 | 3 | 2 | |
| Six | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 1 | |
| Seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Over seven | 1 | 3 | 0 | 0 | 1 | 2 | 2 | 1 | |
| Not stated, or zero (1 Occurrence only) | 1 | 3 | 2 | 4 | 0 | 0 | 3 | 2 | |
| Total | 33 | 99 | 46 | 100 | 54 | 100 | 133 | 100 | |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-12

LENGTH OF NEXT PLANNED MEETING -- IN NIGHTS

| Length of Meeting in Nights | Number of Meetings by Location of Organizer | | | | | | | |
|-------------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| One | 3 | 25 | 6 | 32 | 4 | 22 | 13 | 27 |
| Two | 2 | 17 | 7 | 37 | 6 | 33 | 15 | 31 |
| Three | 4 | 33 | 4 | 21 | 2 | 11 | 10 | 20 |
| Four | 1 | 8 | 1 | 5 | 2 | 11 | 4 | 8 |
| Five | 1 | 8 | 0 | 0 | 1 | 6 | 2 | 4 |
| Six | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Over seven | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not stated, and zero (1 occurrence) | 1 | 8 | 1 | 5 | 3 | 17 | 5 | 10 |
| Total | 12 | 99 | 19 | 100 | 13 | 100 | 49 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-13

ACTUAL SIZE OF PRIOR MEETINGS

| Group Size -- Attendees | Number of Meetings by Location of Organizer | | | | | | | |
|-------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.M.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | % | | % | | | | |
| Less than 26 | 11 | 33 | 25 | 54 | 27 | 50 | 63 | 47 |
| 26 - 50 | 8 | 24 | 11 | 24 | 15 | 28 | 34 | 25 |
| 51 - 75 | 2 | 6 | 4 | 9 | 2 | 4 | 6 | 6 |
| 75 - 100 | 7 | 21 | 1 | 2 | 3 | 5 | 11 | 8 |
| 101 - 125 | 3 | 9 | 3 | 7 | 3 | 5 | 9 | 7 |
| More than 125 | 2 | 6 | 1 | 2 | 1 | 2 | 4 | 3 |
| Not stated, or unknown | 0 | 0 | 1 | 2 | 3 | 5 | 4 | 3 |
| Total | 33 | 99 | 46 | 100 | 54 | 99 | 133 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-14

PERCENTAGE EXPECTED SIZE OF PLANNED MEETINGS

| Group Size -- Attendees | Number of Meetings by Location of Organizer | | | | | | | |
|-------------------------|---|------------|------|------------|------|------------|-------|------------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % |
| Less than 26 | 3 | 25 | 4 | 21 | 4 | 22 | 11 | 22 |
| 26 - 50 | 3 | 25 | 6 | 32 | 5 | 28 | 14 | 29 |
| 51 - 75 | 0 | 0 | 1 | 5 | 1 | 5 | 2 | 4 |
| 76 - 100 | 2 | 17 | 3 | 16 | 1 | 5 | 6 | 12 |
| 101 - 125 | 1 | 8 | 3 | 16 | 1 | 5 | 5 | 10 |
| More than 125 | 3 | 25 | 2 | 10 | 1 | 5 | 6 | 12 |
| Not stated, or unknown | 0 | 0 | 0 | 0 | 5 | 28 | 5 | 10 |
| Total | 12 | 100 | 19 | 100 | 18 | 98 | 49 | 99 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-15

PERCENTAGE OF DELEGATES ACCOMPANIED DURING PRIOR MEETINGS

| Percentage of Delegates Bringing Spouses or Other Family | Number of Meetings by Location of Organizer | | | | | | | |
|--|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 0 - 9 | 13 | 39 | 26 | 53 | 20 | 34 | 68 | 51 |
| 10 - 19 | 2 | 6 | 3 | 7 | 6 | 11 | 11 | 6 |
| 20 - 29 | 4 | 12 | 4 | 9 | 1 | 2 | 9 | 7 |
| 30 - 39 | 2 | 6 | 3 | 7 | 3 | 5 | 8 | 6 |
| 40 - 49 | 2 | 6 | 2 | 4 | 1 | 2 | 5 | 4 |
| 50 - 59 | 2 | 6 | 0 | 0 | 2 | 4 | 4 | 3 |
| 60 - 69 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 1 |
| 70 - 79 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 80 - 89 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 1 |
| 90 -100 | 0 | 0 | 1 | 2 | 1 | 2 | 2 | 1 |
| Not stated, or unknown | 8 | 24 | 6 | 13 | 10 | 13 | 24 | 18 |
| Total | 33 | 99 | 46 | 100 | 54 | 100 | 133 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-16

PERCENTAGE OF DELEGATES EXPECTED TO BRING SPOUSE OR FAMILY TO NEXT MEETING

| Percentage of Delegates Expected to Bring Spouses or Other Family | Number of Meetings by Location of Organizer | | | | | | | |
|---|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 0 - 9 | 6 | 50 | 6 | 31 | 5 | 23 | 17 | 35 |
| 10 - 19 | 1 | 8 | 4 | 21 | 2 | 11 | 7 | 14 |
| 20 - 29 | 2 | 17 | 2 | 11 | 1 | 6 | 5 | 10 |
| 30 - 39 | 1 | 8 | 0 | 0 | 0 | 0 | 1 | 2 |
| 40 - 49 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 50 - 59 | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 2 |
| 60 - 69 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 70 - 79 | 0 | 0 | 1 | 5 | 2 | 11 | 3 | 6 |
| 80 - 89 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 90 - 100 | 0 | 0 | 2 | 11 | 0 | 0 | 2 | 4 |
| Not stated, or unknown | 2 | 17 | 3 | 16 | 8 | 44 | 13 | 27 |
| Total | 12 | 100 | 19 | 100 | 18 | 100 | 49 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-17

COST PER DELEGATE PER DAY FOR PRIOR MEETINGS

| Cost Range | Number of Meetings by Location of Organizer | | | | | | | |
|------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| \$ 0 - \$10 | 12 | 36 | 9 | 20 | 10 | 10 | 31 | 23 |
| \$11 - \$20 | 9 | 27 | 8 | 17 | 8 | 15 | 25 | 19 |
| \$21 - \$30 | 4 | 12 | 5 | 11 | 8 | 15 | 17 | 13 |
| \$31 - \$40 | 2 | 6 | 10 | 22 | 5 | 9 | 17 | 13 |
| \$41 - \$50 | 4 | 12 | 7 | 15 | 5 | 9 | 16 | 12 |
| More than \$50 | 1 | 3 | 3 | 6 | 8 | 15 | 12 | 9 |
| Not stated, or unknown | 1 | 3 | 4 | 9 | 10 | 18 | 15 | 11 |
| Total | 33 | 99 | 46 | 100 | 54 | 99 | 133 | 100 |

Note: Occ. = Occurrence, Freq: = Frequency

Table C-18
EXPECTED COST PER DELEGATE PER DAY FOR NEXT MEETING

| Cost Range | Number of Meetings by Location of Organizer | | | | | | | |
|------------------------|---|---------|------|---------|------|---------|-------|---------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % |
| \$ 0 - \$10 | 3 | 25 | 3 | 16 | 1 | 5 | 7 | 14 |
| \$11 - \$20 | 1 | 8 | 3 | 16 | 3 | 17 | 7 | 14 |
| \$21 - \$30 | 1 | 8 | 3 | 16 | 4 | 22 | 3 | 16 |
| \$31 - \$40 | 0 | 0 | 5 | 26 | 3 | 17 | 8 | 16 |
| \$40 - \$50 | 2 | 17 | 2 | 10 | 1 | 5 | 5 | 10 |
| More than \$50 | 2 | 17 | 1 | 5 | 0 | 0 | 3 | 6 |
| Not stated, or unknown | 3 | 25 | 2 | 10 | 6 | 33 | 11 | 23 |
| Total | 12 | 100 | 19 | 99 | 18 | 99 | 49 | 98 |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-19

RESPONSIBILITY FOR SELECTING PRIOR LOCATIONS

| Person or Group Responsible | Number of Meetings by Location of Organizer | | | | | | | |
|--|---|-------|-------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B.* | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| ▶ Meeting organizer or planner | 21 | 64 | 38 | 78 | 32 | 33 | 67 | 67 |
| ▶ Another individual | 4 | 12 | 1 | 2 | 17 | 31 | 22 | 13 |
| ▶ A committee/Board of Directors/ Annual Meeting | 6 | 18 | 7 | 15 | 1 | 2 | 14 | 10 |
| ▶ Another organization | 1 | 3 | 0 | 0 | 1 | 2 | 2 | 2 |
| ▶ Tradition | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 1 |
| ▶ Not stated or unknown | 0 | 0 | 2 | 4 | 3 | 6 | 5 | 4 |
| Total | 33 | 100 | 46 | 99 | 54 | 100 | 133 | 100 |
| <p>*In six cases the city and facility were chosen by different groups. In three of these cases, the planner chose the city, and in the other three, the facility. The Board of Directors or a committee was responsible for the other choice.</p> | | | | | | | | |

Note: Occ. = Occurrence, Freq. = Frequency

Table C-20

RESPONSIBILITY FOR SELECTING LOCATION FOR NEXT MEETING

| Person or Group Responsible | Number of Meetings by Location of Organizer | | | | | | | |
|--|---|-------|-------|---------|------|-------|-------|-------|
| | P.M.I. | | N.B.* | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. % | Occ. | Freq. | Occ. | Freq. |
| Meeting organizer or planner | 6 | 50 | 6 | 32 | 10 | 50 | 22 | 45 |
| Another individual | 1 | 8 | 1 | 5 | 2 | 11 | 4 | 0 |
| A committee/Board of Directors/ council | 3 | 25 | 5 | 26 | 2 | 11 | 10 | 20 |
| Another organization | 1 | 8 | 0 | 0 | 0 | 0 | 1 | 2 |
| Tradition | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not stated or unknown | 1 | 8 | 7 | 37 | 4 | 22 | 12 | 24 |
| Total | 12 | 99 | 19 | 100 | 18 | 100 | 49 | 98 |

*With one meeting, the Council will select the city, and the planner the facility.

Note: Occ. = Occurrence, Freq. = Frequency

Table D-1

FACILITIES -- MEETING AND WORK AREAS

| Facility | Number of Mentions by Location of Organizer | | | | |
|-----------------------------|---|--------|-----|------|-------|
| | D. C. | W. Va. | Pa. | Ill. | Total |
| 1. Main purpose area | 26 | 18 | 10 | 10 | 64 |
| 2. Small meeting rooms | 19 | 10 | 13 | 14 | 56 |
| 3. Tables or desks in rooms | 13 | 4 | 18 | 21 | 56 |
| 4. Outdoor meeting area | 10 | 7 | 6 | 17 | 40 |

APPENDIX D

ANALYSIS OF MEETING ORGANIZERS' PERCEPTIONS OF REQUIRED FACILITIES

* A large area which can be subdivided into smaller meeting rooms.

Table D-1

FACILITIES -- MEETING AND WORK AREAS

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|--------------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Multi-purpose area* | 12 | 86 | 18 | 95 | 20 | 87 | 50 | 89 |
| 2 | Small meeting rooms | 11 | 79 | 10 | 53 | 13 | 57 | 34 | 61 |
| 3 | Tables or desks in rooms | 6 | 43 | 7 | 37 | 18 | 78 | 31 | 55 |
| 4 | Outdoor meeting area | 5 | 36 | 7 | 37 | 5 | 22 | 17 | 30 |

*A large area which can be subdivided into smaller meeting rooms.

Note: Occ. = Occurrence, Freq. = Frequency

Table D-2

FACILITIES -- SPECIAL FOOD AND BEVERAGE SERVICES

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|-------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Coffee during session | 13 | 93 | 19 | 100 | 23 | 100 | 55 | 93 |
| 2 | Portable bars and bar service | 10 | 71 | 14 | 74 | 14 | 61 | 38 | 68 |
| 3 | Private dining room | 6 | 43 | 14 | 74 | 12 | 52 | 32 | 57 |
| | Press room | 2 | 14 | | 23 | | 17 | 22 | 22 |
| | Television machine | | | | 3 | | 1 | 3 | 3 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-3
FACILITIES -- BUSINESS SERVICES

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|-----------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | | % | | % | | | | |
| 1 | Copying Machine | 12 | 85 | 15 | 79 | 15 | 65 | 42 | 75 |
| 2 | Typewriters | 8 | 57 | 10 | 53 | 10 | 48 | 28 | 50 |
| 3 | Stenographic services | 4 | 29 | 6 | 32 | 4 | 17 | 14 | 25 |
| 4 | Press room | 2 | 14 | 5 | 26 | 4 | 17 | 11 | 20 |
| 5 | Teletype machine | 1 | 7 | 1 | 5 | 3 | 13 | 5 | 9 |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

Note: Occ. = Occurrence, Freq. = Frequency

ST. VINCENT & THE GARDENES LTD.

Table D-4

FACILITIES -- AUDIO-VISUAL AIDS

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|-------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Chalkboards | 13 | 93 | 18 | 95 | 17 | 74 | 43 | 66 |
| 2 | Flip charts | 12 | 66 | 15 | 79 | 20 | 77 | 47 | 64 |
| 3 | Screens | 11 | 79 | 18 | 95 | 17 | 74 | 43 | 62 |
| 4 | Overhead projectors | 12 | 86 | 13 | 68 | 19 | 83 | 44 | 79 |
| 5 | Black-out drapes | 12 | 86 | 17 | 89 | 15 | 65 | 44 | 79 |
| 6 | Slide projectors | 11 | 79 | 14 | 74 | 11 | 46 | 33 | 64 |
| 7 | Movie projectors | 9 | 64 | 10 | 52 | 12 | 52 | 31 | 55 |
| 8 | Display boards | 9 | 64 | 11 | 58 | 11 | 46 | 31 | 55 |
| 9 | Sound equipment | 8 | 57 | 14 | 74 | 9 | 39 | 31 | 55 |
| 10 | Tape recorders | 9 | 64 | 10 | 52 | 9 | 39 | 28 | 59 |
| 11 | Vidco-tape playback units | 8 | 57 | 4 | 21 | 10 | 43 | 22 | 59 |
| 12 | Vidco-tape recorder | 8 | 57 | 4 | 21 | 9 | 39 | 21 | 58 |
| 13 | Operator for visual equipment | 5 | 36 | 2 | 11 | 7 | 30 | 14 | 25 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-5

ACCOMMODATION -- MOST SUITABLE

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|--------------------------------------|---|------------|------|------------|------|------------|-------|------------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % |
| 1 | Twin single beds | 10 | 71 | 8 | 42 | 10 | 49 | 28 | 50 |
| 2 | Twin double beds | 3 | 57 | 5 | 26 | 7 | 30 | 29 | 33 |
| 3 | One double bed | 5 | 36 | 4 | 21 | 10 | 43 | 19 | 34 |
| 4 | Suites | 5 | 36 | 5 | 26 | 6 | 26 | 16 | 29 |
| 5 | Regular bedroom with pull-out settee | 6 | 43 | 4 | 21 | 2 | 9 | 12 | 21 |
| 6 | Suites with kitchens | 2 | 14 | 1 | 5 | 1 | 4 | 4 | 7 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-6
ACCOMMODATION -- LEAST SUITABLE

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|--|---|-------|-------|-------|-------|-------|-------|-------|
| | | P. E. I. | | N. B. | | N. S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Suites with kitchens | 12 | 83 | 12 | 63 | 15 | 65 | 39 | 70 |
| 2 | Regular bedrooms with pull-out settees | 10 | 71 | 3 | 16 | 16 | 70 | 29 | 52 |
| 3 | Suites | 9 | 64 | 2 | 11 | 10 | 43 | 21 | 38 |
| 4 | One double bed | 9 | 64 | 1 | 5 | 0 | 0 | 10 | 18 |
| 5 | Twin double beds | 6 | 43 | 1 | 5 | 3 | 13 | 10 | 18 |
| 6 | Twin single beds | 3 | 21 | 1 | 5 | 2 | 9 | 6 | 11 |
| 7 | Twenty-four hour room service | 1 | 7 | 2 | 10 | 0 | 0 | 3 | 10 |
| 8 | Grocery store | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 5 |
| 9 | Drug store | 1 | 7 | 0 | 0 | 0 | 0 | 1 | 7 |
| 10 | Not stated | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 4 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-7
SERVICES -- MOST ESSENTIAL

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|---------------------------------|---|-------|-------|-------|-------|-------|-------|-------|
| | | P. E. I. | | N. B. | | N. S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Soft drink/ice vending machines | 14 | 100 | 17 | 89 | 18 | 71 | 49 | 69 |
| 2 | Newsstand | 12 | 86 | 17 | 69 | 13 | 73 | 47 | 81 |
| 3 | Liquor store | 7 | 50 | 9 | 47 | 11 | 46 | 27 | 48 |
| 4 | Twenty-four hour coffee shop | 6 | 43 | 4 | 21 | 14 | 61 | 24 | 43 |
| 5 | Coffee vending machine | 8 | 57 | 6 | 32 | 2 | 9 | 16 | 29 |
| 6 | Gift shop | 7 | 50 | 3 | 16 | 4 | 17 | 14 | 25 |
| 7 | Twenty-four hour room service | 1 | 7 | 3 | 16 | 5 | 22 | 9 | 16 |
| 8 | Grocery store | 4 | 29 | 1 | 5 | 3 | 13 | 8 | 14 |
| 9 | Drug store | 1 | 7 | 0 | 0 | 5 | 22 | 6 | 11 |
| 10 | Not stated | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-8
SERVICES -- LEAST ESSENTIAL

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|---------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Grocery store | 9 | 64 | 19 | 100 | 15 | 63 | 43 | 77 |
| 2 | Drug store | 10 | 71 | 18 | 95 | 12 | 52 | 40 | 71 |
| 3 | Twenty-four hour room service | 12 | 86 | 15 | 79 | 10 | 43 | 37 | 96 |
| 4 | Gift shop | 7 | 50 | 16 | 84 | 11 | 48 | 34 | 61 |
| 5 | Coffee vending machine | 5 | 36 | 13 | 68 | 12 | 52 | 30 | 54 |
| 6 | Twenty-four hour coffee shop | 7 | 50 | 15 | 79 | 4 | 17 | 23 | 46 |
| 7 | Liquor store | 6 | 43 | 10 | 53 | 4 | 17 | 20 | 33 |
| 8 | Not stated | 2 | 14 | 1 | 5 | 4 | 17 | 7 | 13 |
| 9 | Newsstand | 2 | 14 | 3 | 15 | 1 | 4 | 6 | 11 |
| 10 | Soft drink/ice vending machines | 0 | 0 | 2 | 11 | 2 | 9 | 4 | 7 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-9

ENTERTAINMENT -- MOST SUITABLE

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|---------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Small, quiet bar | 7 | 50 | 7 | 37 | 16 | 70 | 30 | 34 |
| 2 | Pianist | 6 | 43 | 7 | 37 | 5 | 22 | 18 | 33 |
| 3 | Cabaret | 2 | 14 | 6 | 32 | 9 | 39 | 17 | 30 |
| 4 | Large, spacious bar | 4 | 29 | 1 | 5 | 9 | 30 | 14 | 25 |
| 5 | Vocalist | 2 | 14 | 2 | 11 | 4 | 17 | 8 | 14 |
| 6 | Not stated | 2 | 14 | 0 | 0 | 1 | 4 | 3 | 5 |
| 7 | Rock group | 0 | 0 | 0 | 0 | 2 | 9 | 2 | 4 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-10

ENTERTAINMENT -- LEAST SUITABLE

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|---------------------|---|------------|------|------------|------|------------|-------|------------|
| | | P.D.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. % |
| 1 | Rock group | 12 | 36 | 17 | 39 | 16 | 70 | 45 | 60 |
| 2 | Cabarot | 10 | 71 | 0 | 0 | 6 | 20 | 16 | 28 |
| 3 | Vocalist | 10 | 71 | 1 | 5 | 4 | 17 | 15 | 28 |
| 4 | Large, spacious bar | 8 | 57 | 3 | 16 | 3 | 13 | 14 | 25 |
| 5 | Pianist | 7 | 50 | 1 | 5 | 3 | 13 | 11 | 20 |
| 6 | Small, quiet bar | 8 | 57 | 0 | 0 | 0 | 0 | 8 | 14 |
| 7 | Not stated | 0 | 0 | 0 | 0 | 2 | 9 | 2 | 4 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-11

IMPORTANCE OF A VARIETY OF RECREATIONAL ACTIVITIES

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|------------------------|---|-------|-------|-------|-------|-------|-------|-------|
| | | P. E. I. | | N. B. | | N. S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| | | | % | | % | | | | |
| 1 | Of little importance | 5 | 36 | 9 | 47 | 7 | 30 | 21 | 36 |
| 2 | Quite important | 4 | 29 | 5 | 26 | 6 | 26 | 15 | 27 |
| 3 | Very important | 3 | 21 | 4 | 21 | 3 | 13 | 10 | 18 |
| 4 | Of no importance | 2 | 14 | 1 | 5 | 6 | 26 | 9 | 16 |
| 5 | Not stated | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| | Total Negative (1 + 4) | 7 | | 10 | | 13 | | 30 | |
| | Total Positive (2 + 3) | 7 | | 9 | | 9 | | 25 | |
| | Swimming | | | | | | | | |
| | Canoeing | | | | | | | | |
| | Dancing | | | | | | | | |
| | Parties | | | | | | | | |
| | Snowmobiling | | | | | | | | |
| | Boating | | | | | | | | |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-12

SUGGESTIONS FOR RECREATION FACILITIES

| Rank | Item | Number of Mentions by Location of Organizer | | | | | | | |
|------|------------------|---|-------|------|-------|------|-------|-------|-------|
| | | P.E.I. | | N.B. | | N.S. | | Total | |
| | | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| 1 | Swimming/sauna | 6 | 43 | 17 | 39 | 21 | 91 | 44 | 79 |
| 2 | Golf | 4 | 29 | 11 | 53 | 18 | 76 | 33 | 59 |
| 3 | Tennis courts | 2 | 14 | 10 | 55 | 11 | 48 | 23 | 47 |
| 4 | Nature oriented | 2 | 14 | 2 | 11 | 6 | 26 | 10 | 18 |
| 5 | Games room | 2 | 14 | 2 | 11 | 5 | 22 | 9 | 16 |
| 6 | Fishing | 0 | 0 | 4 | 21 | 4 | 17 | 8 | 14 |
| 7 | Boating | 0 | 0 | 2 | 11 | 5 | 22 | 7 | 13 |
| 8 | Horseback riding | 0 | 0 | 1 | 5 | 3 | 13 | 4 | 7 |
| 9 | Badminton | 1 | 7 | 1 | 5 | 0 | 0 | 2 | 4 |
| 10 | Curling | 0 | 0 | 1 | 5 | 1 | 4 | 2 | 4 |
| 11 | Dancing | 1 | 7 | 0 | 0 | 1 | 4 | 2 | 4 |
| 12 | Horseshoes | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 2 |
| 13 | Snowmobiling | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 2 |
| 14 | Baseball | 1 | 7 | 0 | 0 | 0 | 0 | 1 | 2 |

Note: Occ. = Occurrence, Freq. = Frequency

Table D-13

RELATIVE PERCEIVED IMPORTANCE OF INDOOR RECREATIONAL FACILITIES

| Weighted Index* | Rank | Indoor Recreational Facilities | Frequency of Occurrence by Location of Organizer | | | | | | | |
|-----------------|------|--------------------------------|--|------|------|-------|--------------------|------|------|-------|
| | | | 8, 9 or 10 Response | | | | 1, 2 or 3 Response | | | |
| | | | PEI | N.B. | N.S. | Total | PEI | N.B. | N.S. | Total |
| % | % | % | % | % | % | % | % | % | | |
| .87 | 1 | Sauna/swimming pool | 64 | 39 | 87 | 80 | 14 | 0 | 0 | 4 |
| .63 | 2 | Games room | 43 | 28 | 48 | 39 | 20 | 22 | 4 | 14 |
| .49 | 3 | Tennis courts | 21 | 17 | 13 | 16 | 50 | 30 | 15 | 30 |
| .41 | 4 | Shuffleboard | 21 | 16 | 13 | 14 | 29 | 50 | 43 | 42 |
| .37 | 5 | Exercise room | 14 | 6 | 9 | 9 | 50 | 44 | 52 | 48 |
| .35 | 6 | Badminton | 7 | 0 | 4 | 4 | 57 | 72 | 43 | 55 |
| .29 | 7 | Volleyball | 7 | 6 | 0 | 4 | 57 | 72 | 74 | 68 |
| .26 | 8 | Squash court | 7 | 0 | 0 | 2 | 71 | 70 | 74 | 73 |
| .24 | 9 | Curling | 0 | 6 | 4 | 4 | 69 | 50 | 70 | 61 |
| .22 | 10 | Billiards | 21 | 8 | 13 | 13 | 30 | 30 | 43 | 33 |
| .21 | 11 | Table tennis | 7 | 17 | 22 | 16 | 43 | 32 | 40 | 24 |
| .21 | 12 | Archery | 0 | 0 | 0 | 0 | 30 | 72 | 43 | 24 |
| .20 | 13 | Table tennis | 0 | 0 | 10 | 11 | 43 | 67 | 37 | 33 |
| .19 | 14 | Table tennis | 0 | 0 | 0 | 0 | 30 | 64 | 43 | 48 |
| .18 | 15 | Table tennis | 0 | 0 | 0 | 4 | 72 | 61 | 70 | 68 |
| .18 | 16 | Table tennis | 0 | 0 | 0 | 4 | 70 | 61 | 74 | 70 |

*The respondents were asked to assign a score on a scale from 1 to 10. The Weighted Index is calculated by multiplying the number of responses to an individual scoring by the value of that score. The total of these weighted scores is then divided by the maximum possible weighted score, i.e., the number of responses times 10, to get a weighted index.

Note: Occ. = Occurrence, Freq. = Frequency

Table D-14

RELATIVE PERCEIVED IMPORTANCE OF OUTDOOR RECREATIONAL FACILITIES

| Weighted Index * | Rank | Outdoor Recreational Facilities | Frequency of Occurrence by Location of Organizer | | | | | | | |
|------------------|------|---------------------------------|--|------|------|-------|--------------------|------|------|-------|
| | | | 8, 9 or 10 Response | | | | 1, 2 or 3 Response | | | |
| | | | PEI | N.B. | N.S. | Total | PEI | N.B. | N.S. | Total |
| .80 | 1 | Swimming pool | 57 | 78 | 70 | 68 | 14 | 0 | 2 | 7 |
| .76 | 2 | Golf course | 43 | 67 | 74 | 63 | 33 | 6 | 4 | 13 |
| .55 | 3 | Tennis courts | 36 | 23 | 30 | 30 | 43 | 23 | 17 | 37 |
| .54 | 4 | Driving range | 21 | 21 | 22 | 21 | 29 | 21 | 23 | 25 |
| .50 | 5 | Water sports | 21 | 28 | 26 | 25 | 35 | 39 | 30 | 34 |
| .49 | 6 | Fishing | 21 | 11 | 30 | 21 | 64 | 23 | 22 | 34 |
| .48 | 7 | Nature trails | 29 | 11 | 18 | 18 | 21 | 56 | 33 | 33 |
| .45 | 8 | Winter sports | 21 | 6 | 26 | 18 | 21 | 44 | 43 | 39 |
| .42 | 9 | Bicycles | 21 | 6 | 13 | 13 | 36 | 50 | 43 | 45 |
| .39 | 10 | Sleigh rides | 7 | 17 | 22 | 16 | 43 | 72 | 48 | 54 |
| .38 | 11 | Horseback riding | 21 | 0 | 9 | 9 | 50 | 72 | 43 | 54 |
| .37 | 12 | Shuffleboard | 7 | 6 | 13 | 11 | 43 | 67 | 57 | 55 |
| .35 | 13 | Badminton court | 0 | 0 | 0 | 0 | 36 | 61 | 43 | 43 |
| .26 | 14 | Curling rink | 7 | 6 | 0 | 4 | 79 | 61 | 70 | 68 |
| .25 | 15 | Snowmobile trails | 0 | 6 | 4 | 4 | 79 | 61 | 74 | 70 |

*The respondents were asked to assign a score on a scale from 1 to 10. The Weighted Index is calculated by multiplying the number of responses to an individual scoring by the value of that score.

The total of these weighted scores is then divided by the maximum possible weighted score, i. e., the number of responses times 10, to get a weighted index.

Note: Occ. = Occurrence; Freq. = Frequency

Table E-1

IMPORTANCE OF SPECIFIED FACTORS TO LOCATION SELECTION

| Factor | Number of Mentions by Location of City Office | | | | |
|------------------------------|---|----|------|------|------|
| | W. | P. | N.B. | N.E. | T.P. |
| A. <u>Accommodation</u> | 20 | 9 | 27 | 13 | 24 |
| - very important | 10 | 0 | 13 | 5 | 11 |
| - fairly important | 10 | 9 | 14 | 8 | 13 |
| - not at all important | 0 | 0 | 0 | 0 | 0 |
| B. <u>Food and Beverages</u> | 19 | 6 | 33 | 22 | 37 |
| - very important | 10 | 0 | 12 | 5 | 21 |
| - fairly important | 9 | 6 | 21 | 17 | 16 |
| - not at all important | 0 | 0 | 0 | 0 | 0 |
| C. <u>Meeting Facilities</u> | 29 | 18 | 37 | 20 | 40 |
| - very important | 15 | 6 | 22 | 10 | 21 |
| - fairly important | 14 | 12 | 15 | 10 | 19 |
| - not at all important | 0 | 0 | 0 | 0 | 0 |

APPENDIX E

ANALYSIS OF MEETING ORGANIZERS' ATTITUDES TO USING THE PROPOSED MILL RIVER RESORT

Note: Over 200 respondents. Figures are percentages

Table E-1

IMPORTANCE OF SPECIFIED FACTORS TO LOCATION SELECTION

| Item | Number of Mentions by Location of Organizer | | | | | | | |
|------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| <u>A. Accommodation</u> | | | | | | | | |
| - very important | 7 | 50 | 9 | 47 | 8 | 35 | 24 | 43 |
| - fairly important | 6 | 43 | 9 | 47 | 12 | 52 | 27 | 48 |
| - not at all important | 1 | 7 | 1 | 5 | 3 | 13 | 5 | 9 |
| <u>B. Food and Beverages</u> | | | | | | | | |
| - very important | 9 | 64 | 13 | 68 | 5 | 22 | 27 | 48 |
| - fairly important | 3 | 21 | 6 | 32 | 12 | 52 | 21 | 38 |
| - not at all important | 2 | 14 | 0 | 0 | 6 | 26 | 8 | 14 |
| <u>C. Meeting Facilities</u> | | | | | | | | |
| - very important | 11 | 79 | 13 | 63 | 16 | 70 | 40 | 71 |
| - fairly important | 3 | 21 | 6 | 32 | 3 | 13 | 12 | 21 |
| - not at all important | 0 | 0 | 0 | 0 | 3 | 13 | 3 | 5 |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-1 (cont.)

IMPORTANCE OF SPECIFIED FACTORS TO LOCATION SELECTION (Cont.)

| Item | Number of Mentions by Location of Organizer | | | | | | | |
|-----------------------------------|---|------------|------|------------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. | Occ. | Freq. |
| D. <u>Recreational Facilities</u> | | | | | | | | |
| - very important | 0 | 0 | 0 | 0 | 4 | 17 | 4 | 7 |
| - fairly important | 4 | 29 | 10 | 53 | 6 | 26 | 20 | 36 |
| - not at all important | 10 | 71 | 9 | 47 | 13 | 57 | 32 | 57 |
| E. <u>Entertainment</u> | | | | | | | | |
| - very important | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 2 |
| - fairly important | 3 | 21 | 8 | 42 | 2 | 9 | 13 | 23 |
| - not at all important | 11 | 79 | 10 | 53 | 21 | 91 | 42 | 75 |
| F. <u>Facility Management</u> | | | | | | | | |
| - very important | 8 | 57 | 16 | 84 | 15 | 65 | 39 | 70 |
| - fairly important | 5 | 36 | 3 | 16 | 7 | 30 | 15 | 27 |
| - not at all important | 1 | 7 | 0 | 0 | 1 | 4 | 2 | 3 |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-2

FACTORS IMPORTANT TO SELECTION OF MEETING LOCATION

| Factor | Occurrence of Factor by Location of Organizer | | | | | | | |
|---|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| ▷ Suitable facilities/air conditioning/ sound proofing/lighting/A-V equip- ment/size/quality | 9 | | 5 | | 12 | | 26 | |
| ▷ Access/transportation/travel time/ airport facilities | 2 | | 16 | | 6 | | 24 | |
| ▷ Cost | 10 | | 0 | | 12 | | 22 | |
| ▷ Location/privacy/away from centre/ isolated | 5 | | 3 | | 8 | | 16 | |
| ▷ Availability of facilities and speakers | 2 | | 1 | | 4 | | 7 | |
| ▷ Hospitality | 2 | | 0 | | 0 | | 2 | |
| ▷ Proximity, lack of opportunity for local meetings, lack of sleeping facilities near home and family | 3 | | 11 | | 13 | | 27 | |
| ▷ Cost | 0 | | 13 | | 13 | | 26 | |
| ▷ Poor working environment/too many distractions/other people using facility /lack of privacy | 1 | | 8 | | 15 | | 24 | |
| ▷ Lack of facilities/not open when re- quired/access problems/booking problems | 2 | | 1 | | 2 | | 5 | |
| | 13 | | 7 | | 23 | | 43 | |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-3

PERCEPTIONS OF A RESORT FOR MEETINGS/CONFERENCES

| Perceptions | Occurrence of Mention by Location of Organizer | | | | | | | |
|--|--|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| A. Advantages | | | | | | | | |
| ‣ Consolidates all needed facilities/provides recreation and entertainment opportunities | 8 | | 22 | | 15 | | 45 | |
| ‣ Keeps group together/more opportunities for socializing and informal discussion/isolation | 18 | | 10 | | 14 | | 42 | |
| ‣ Better working environment/more attractive | 8 | | 11 | | 11 | | 30 | |
| Total Occurrences | 34 | | 43 | | 40 | | 117 | |
| B. Disadvantages | | | | | | | | |
| ‣ Isolation/lack of opportunity for local interaction/no action/keeping delegates from home and family | 8 | | 15 | | 18 | | 41 | |
| ‣ Cost | 5 | | 13 | | 15 | | 33 | |
| ‣ Poor working environment/too many distractions/other people using facility/lack of privacy | 1 | | 8 | | 15 | | 24 | |
| ‣ Lack of facilities/not open when required/access problems/booking problems | 5 | | 1 | | 7 | | 13 | |
| Total Occurrences | 19 | | 37 | | 55 | | 111 | |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-5

SUITABILITY OF SEASON FOR HOLDING A MEETING AT MILL RIVER

| Attitude | Number of Mentions by Location of Organizer | | | | | | | |
|--------------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| A. <u>Summer</u> | | % | | % | | | | |
| 1. <u>Negative</u> | | | | | | | | |
| - holidays, other distractions | 4 | | 3 | | 2 | | 9 | |
| - travel time/cost | 1 | | 3 | | 3 | | 7 | |
| - chauvinism | 0 | | 2 | | 0 | | 2 | |
| Total Negative | 5 | 71 | 8 | 73 | 5 | 83 | 18 | 75 |
| 2. <u>Positive</u> | | | | | | | | |
| - favourable climate | 2 | | 3 | | 1 | | 6 | |
| Total Positive | 2 | 29 | 3 | 27 | 1 | 17 | 6 | 25 |
| Total Responses | 7 | 100 | 11 | 100 | 6 | 100 | 24 | 100 |
| B. <u>Spring or Fall</u> | | | | | | | | |
| 1. <u>Negative</u> | | | | | | | | |
| - travel time/cost | 1 | | 2 | | 3 | | 6 | |
| - bad weather | 1 | | 2 | | 1 | | 4 | |
| Total Negative | 2 | 33 | 4 | 100 | 4 | 80 | 10 | 67 |
| 2. <u>Positive</u> | | | | | | | | |
| - favourable season | 3 | | 0 | | 1 | | 4 | |
| - fewer other guests | 1 | | 0 | | 0 | | 1 | |
| Total Positive | 4 | 67 | 0 | 0 | 1 | 20 | 5 | 33 |
| Total Responses | 6 | 100 | 4 | 100 | 5 | 100 | 16 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-5 (cont.)

SUITABILITY OF SEASON FOR HOLDING A MEETING AT MILL RIVER (Cont.)

| Attitude | Number of Mentions by Location of Organizer | | | | | | | |
|-------------------------|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| C. <u>Winter</u> | | | | | | | | |
| 1. <u>Negative</u> | | | | | | | | |
| - weather problems | 2 | | 7 | | 5 | | 14 | |
| - too isolated | 1 | | 3 | | 4 | | 8 | |
| - travel time/cost | 0 | | 2 | | 5 | | 7 | |
| Total Negative | 3 | 50 | 12 | 75 | 12 | 100 | 27 | 79 |
| 2. <u>Positive</u> | | | | | | | | |
| - no travelling problem | 3 | | 4 | | 0 | | 7 | |
| Total Positive | 3 | 50 | 4 | 25 | 0 | 0 | 7 | 21 |
| Total Responses | 6 | 100 | 16 | 100 | 12 | 100 | 34 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-6

IS ACCESS A PROBLEM?

| | Number of Mentions by Location of Organizer | | | | | | | |
|---|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| Attitude to Access | | | | | | | | |
| A. <u>Access Perceived As A Problem Due to:</u> | | | | | | | | |
| ▶ travel distance/cost | 3 | 46 | 9 | 96 | 12 | 100 | 21 | 87 |
| ▶ additional transportation facilities required | 2 | 28 | 13 | 3 | 7 | | 22 | 23 |
| ▶ winter weather | 1 | 2 | 3 | 3 | 2 | | 6 | 2 |
| Total Negative | 6 | 46 | 25 | 96 | 21 | 100 | 52 | 87 |
| B. <u>Access Not Perceived As A Problem Due to:</u> | | | | | | | | |
| ▶ many members from area | 2 | | 1 | | 0 | | 3 | |
| ▶ other reasons | 5 | | 0 | | 0 | | 5 | |
| Total Positive | 7 | 54 | 1 | 4 | 0 | 0 | 8 | 13 |
| Total Responses | 13 | 100 | 26 | 100 | 21 | 100 | 60 | 100 |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-7

MEETING ORGANIZERS' GENERAL IMPRESSIONS OF PROPOSED FACILITIES

| General Impression | Number of Organizers by Location | | | | | | | | |
|--------------------------|----------------------------------|-------|------|-------|------|-------|-------|-------|--|
| | P.E.I. | | N.B. | | N.S. | | Total | | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | |
| | | 5 | | | % | | | | |
| ▶ Excellent | 3 | 21 | 10 | 53 | 3 | 13 | 13 | 26 | |
| ▶ Looks good | 7 | 50 | 6 | 32 | 10 | 43 | 23 | 41 | |
| ▶ All right | 4 | 29 | 1 | 5 | 6 | 23 | 11 | 20 | |
| ▶ Rather poor | 0 | 0 | 1 | 5 | 0 | 0 | 1 | 2 | |
| ▶ Terrible | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| ▶ Not stated | 0 | 0 | 1 | 5 | 4 | 17 | 5 | 9 | |
| Total | 14 | 100 | 19 | 100 | 23 | 99 | 56 | 100 | |
| Total Positive Responses | 3 | | 10 | | 11 | | 23 | | |
| Total Negative Responses | 3 | | 1 | | 3 | | 4 | | |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-8

STATED LIKELIHOOD OF RECOMMENDING THE PROPOSED MILL RIVER FACILITY

| Likelihood | Number of Organizers by Location | | | | | | | |
|--------------------------|----------------------------------|------------|------|------------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. % | Occ. | Freq. % | Occ. | Freq. | Occ. | Freq. |
| ▷ Definitely would | 2 | | 4 | | 7 | | 13 | |
| ▷ Probably would | 7 | | 6 | | 4 | | 17 | |
| ▷ Not sure | 1 | | 2 | | 1 | | 4 | |
| ▷ Probably would not | 2 | | 6 | | 5 | | 13 | |
| ▷ Definitely would not | 1 | | 1 | | 4 | | 6 | |
| ▷ Not stated | 1 | | 0 | | 2 | | 3 | |
| Total | 14 | | 19 | | 23 | | 56 | |
| Total Positive Responses | 9 | | 10 | | 11 | | 30 | |
| Total Negative Responses | 3 | | 7 | | 9 | | 19 | |

Note: Occ. = Occurrence, Freq. = Frequency

Table E-9

STATED REASON FOR (NOT) RECOMMENDING THE PROPOSED MILL RIVER FACILITY

| Reason | Occurrence of Reason by Location of Organizer | | | | | | | |
|---|---|-------|------|-------|------|-------|-------|-------|
| | P.E.I. | | N.B. | | N.S. | | Total | |
| | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. | Occ. | Freq. |
| A. <u>For Recommending Mill River</u> | | 5 | | 7 | | | | |
| > attractive facilities are important | 2 | | 3 | | 2 | | 7 | |
| B. <u>For Not Recommending Mill River</u> | | | | | | | | |
| > too costly | 6 | | 5 | | 8 | | 19 | |
| > too isolated/too far/prefer city location | 4 | | 7 | | 5 | | 16 | |

Note: Occ. = Occurrence; Freq. = Frequency

CALCULATION OF MILL RIVER
POTENTIAL MARKET SHARE

The following table is based on a study of the Mill River potential share of the market for... These estimates are based on data obtained during the survey of group meeting organizations.

Table 1

CALCULATION OF MILL RIVER
POTENTIAL MARKET SHARE

| | Location of Meeting Organizations | |
|--|-----------------------------------|----------|
| | FBI | NS or AS |
| A. Potential Demand | 100% | 100% |
| B. % to FBI | 71% | 29% |
| C. % not in FBI jurisdiction | 28% | 30% |
| D. % willing to pay more than \$30 per volume right issue (Tables C-12 and C-15) | 44% | 67% |
| E. Market share available to Mill River (A x B x C x D) | 11% | 1% |
| F. % willing to pay more than \$30 per volume right issue (Tables C-14 and C-16) | 53% | 53% |
| G. Market share available to Mill River (A x F x C x E) | 5% | 1% |

CALCULATION OF MILL RIVER
POTENTIAL MARKET SHARE

The following table contains an estimate of the Mill River potential share of group meeting markets. These estimates are based on data obtained during our survey of group meeting organizers.

Table 1

CALCULATION OF MILL RIVER
POTENTIAL MARKET SHARE

| | Location of Meeting Organizers | |
|--|--------------------------------|----------|
| | PEI | NB or NS |
| A. Potential Demand | 100 % | 100 % |
| B. % to PEI destinations (see tables C-2 and C-3) | 82 % | 21 % |
| C. % to non urban destinations | 29 % | 38 % |
| D. % willing to pay more than \$20 per delegate night (see tables C-12 and C-18) | 45 % | 67 % |
| E. Market share available to Mill River (A x B x C x D) | 11 % | 5 % |
| F. % willing to pay more than \$30 per delegate night (see tables C-17 and C-18) | 33 % | 53 % |
| G. Market share available to Mill River (A x B x C x F x G) | 8 % | 4 % |