

Gloria Schleicher
 Rough Draft
 April 17, 2003

CONSUMER SHOWS SURVEY/RESPONSES ANALYSIS
 April 2003

Distribution: 28

Responses: 12

Findings: Overall positive impact measurements not available.

Participation in 2003: Interest among respondents; contingency funding provided by DCED set aside grant.

Respondent	Specific Leads	Increase in Markets Where Consumer Shows were held	Participation in 2003	Notes
MaryAnn Bungerz, Lehigh Valley CVB	We haven't had specific leads that we can track, but sometimes callers are vague when asked how they heard about us.	Over the past year leads and visitation have been up, could be several reasons.	Yes,	It seems that response from the Ohio area has gone up and we don't normally advertise in that market.
Janet Allen, Luzerne County CVB	Our TPA as received leads attributable to participation in the PACVB onsumer Shows.	Yes, we do see an increase in the markets where the consumer shows are hold.	Yes	
Peggy Mazyck, Mercer County CVB	Mercer County has not received leads that we can attribute to our participation in the PACVB Consumer Shows	We are in the process of conducting a survey to determine the effectiveness of various advertising venues but right now I can't answer the question.	We will probably participation if the program continues to be eligible for set aside funds.	
Philip Magaldi, Gettysburg CVB	Maybe	No	Probably	
Mark Major, Schuylkill County VB	I don't know for sure.	I don't know. We are not using any tracking.	Yes	
Kathy Wolfe, Armstrong County	No	No	Probably Not	

Emily Beck, Erie County	We don't know.	We don't know.	Yes	
Diane Shawley, Northern Alleghenies	No	No	Don't know	
Annie Urban, Laurel Highlands	No	Yes, increase in leads from the markets where PACB Consumer Shows are conduct.	Yes	
Sally Edling, Columbia Montour	Yes	Yes	Yes	It is cost effective. We would not be able to do some of these shows on our own.
Cheryl Ebersole, Allegheny Mountains CVB	Don't know for sure.	Don't know for sure.	No reply.	
Juanita Hampton, Crawford County			Interested in 2003-2004 participation