

WESTERN NEWFOUNDLAND MODEL FOREST

BUS TOUR REPORT

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MANAGER
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PUBLIC AWARENESS PROJECT

September 17, 1993

Original Report
For/ by Western NF
Model Forest

0-403-002

September 17, 1993

Mr. Bob Mercer
Manager
Western Newfoundland Model Forest
89 West Valley Road
Corner Brook, NF

Dear Mr. Bob Mercer:

This report summarizes the operations of the Western Newfoundland Model Forest Bus Tour. This presentation includes a description, facts tables, conclusions and recommendations.

This project has broadened my knowledge of public relations.

I hope this information satisfies your requirements. Please contact me for any additional explanations.

Yours truly,



STAN PIEDA
PUBLIC AWARENESS PROJECT

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INTRODUCTION

This bus tour was proposed by the Corner Brook Pulp and Paper Ltd. partner but all seven partners of the Western Nfld. Model Forest contributed to its establishment. Wayne Brown and others provided personal advice or sent forest type pamphlets. Brian Bonnell through Tree Plan Canada obtained seedling kits while Ducks Unlimited faxed data. Darren Fillier, Jo-anne Rose and other office staff added valuable criticism. The tour consisted of a 14 passenger bus equipped with a public address system and a mobile phone. The bus carried guests to selected forest sites on Loggers School Road from the Corner Brook Model Forest office. Tuesdays were usually sold out as a member of the Humber Natural History Society was in attendance to help with identifying birds. It was a fun trip giving information on Balsam Fir ecology, management, plants, wildlife and local history.

REPORT

The bus tour officially opened on July 8 and continued to September 14, 1993. I participated on 2 bus tours operated from the Corner Brook Pulp and Paper Ltd. during June and supervised by Wayne Brown, the Forest Management Supervisor. Twenty four tourists were guided through the forest.

It was a cool, wet summer. The following tables and graphs show the passenger and operational figures.

Firstly, TABLE - 1 illustrates the breakdown of the total operating days and cancellations due to weather and no shows.

TABLE - 1

| STATUS | # OF DAYS | % |
|-----------|-----------|-----|
| CANCELLED | 8 | 20 |
| OPERATING | 33 | 80 |
| TOTAL | 41 | 100 |

The total number of visitors for the summer was $(263+24)=287$. All adult guests were encouraged to fill out my survey sheet. My records indicate that only 163 out of 263 passengers returned them. TABLE - 2 summarizes the passenger types.

TABLE - 2

| PASSENGER TYPE | # OF PASSENGERS | % |
|----------------|-----------------|-----|
| TOURIST | 40 | 25 |
| RESIDENT * | 123 | 75 |
| TOTAL | 163 | 100 |

* (Corner Brook and immediate area)

The request for the bus tour rating on enjoyment, information and presentation has been compiled in TABLE - 3.

TABLE - 3

| TOUR RATING | SCORE | % |
|-------------|-------|-----|
| EXCELLENT | 354 | 72 |
| GOOD | 133 | 28 |
| FAIR | 2 | 0 |
| POOR | 0 | 0 |
| TOTAL | 489 | 100 |

The pie chart (FIG - 1) illustrates what per cent of the total number of passengers was carried per weekday of operation from Tuesday to Saturday.

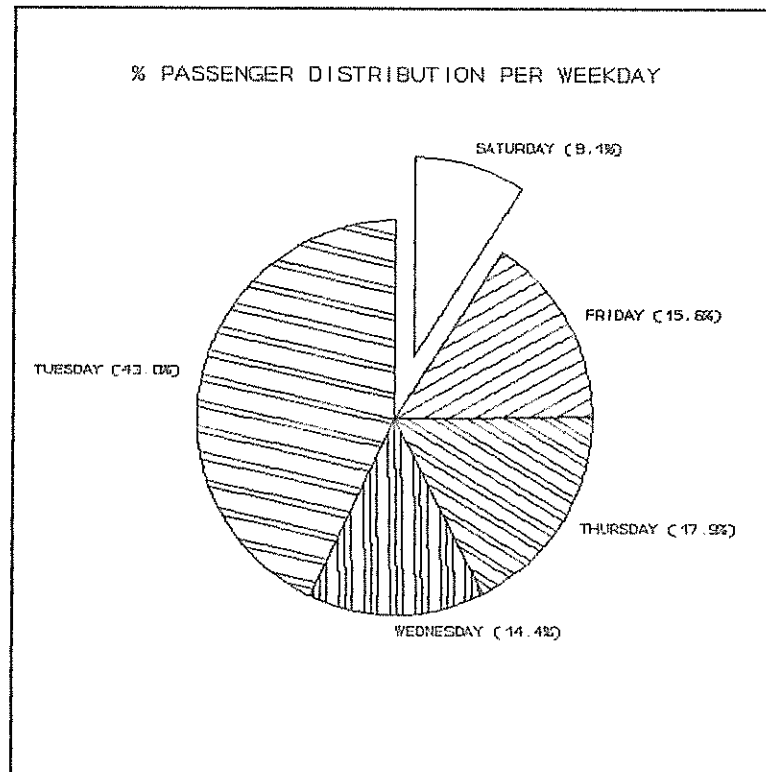


FIG - 1

FIG. - 2 shows the average number of people per bus trip on each weekday of service.

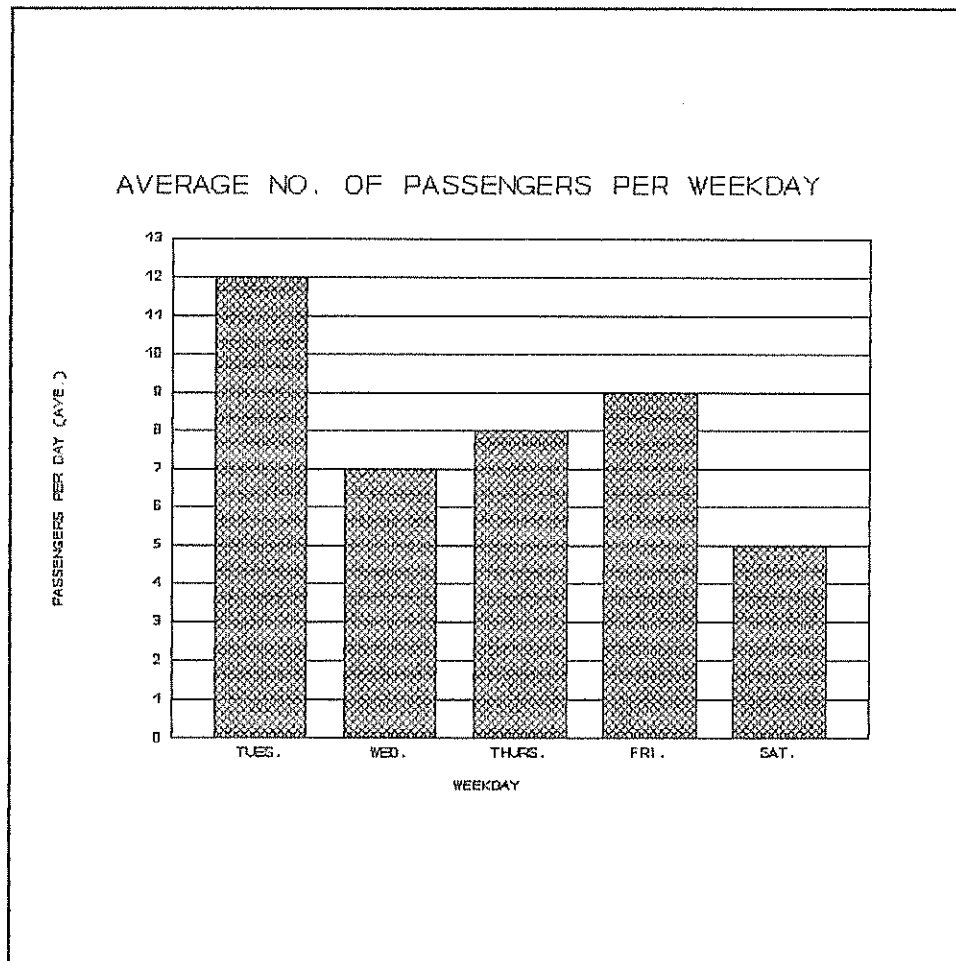


FIG - 2

Finally this bus tour has incurred various minor and major costs and expenses. The greatest of which were the tour guide salary and bus rental. Other outlays consisted of advertising, public address system, mobile phone, miscellaneous travel and bus safety equipment. There was also the constant bus maintenance as gas and cleaning. The total cost was \$ 15,211.33 and the following data sheet (TABLE - 4)

outlines the money distribution.

TABLE - 4

| ITEM | \$ AMOUNT |
|-------------------------------------|-----------|
| SALARY | 8,852.08 |
| VEHICLE (rent, repair, maintenance) | 3,630.43 |
| ADVERTISING | 1,523.73 |
| SAFETY EQUIPMENT | 174.01 |
| MOBILE PHONE | 346.66 |
| PUBLIC ADDRESS SYSTEM | 125.82 |
| MISCELLANEOUS AND TRAVEL | 558.60 |
| TOTAL | 15,211.33 |

CONCLUSIONS

There are several adjustments needed on our bus tour as seen from the report and bus survey suggestions. We had very low bookings for Saturdays as shown by the pie and bar graphs. Therefore I recommend we change the operating days by adding Mondays and dropping Saturdays. Tuesdays were generally sold out. I feel this was due to the attendance of a member of the Humber Natural History Society and this should be continued. Many suggestions mentioned making the trip longer so that more sites could be visited. Therefore it would be useful to have

one or two days when the tour started at 10:00 am and returned at 4:00 pm. Several times we, with the approval of all, arrived late, so a 1:00 pm to 4:00 pm time frame is better regarding supper. Our literature and pamphlet assortment was good but the tree planting kits were the most popular item. More should be obtained for next year and they are free except for shipping when used to educate. Personally, from observation, I would like the next vehicle to have besides air conditioning a running board to make access for aged and young passengers comfortable. Lastly a question to add to the survey sheet is about how the person learned about the tour to help in determining where to concentrate advertising.

The summer went quickly for me and TABLE - 3 indicates a high ratio of satisfaction amongst our guests which made it pleasurable as well.

A P P E N D I X

WESTERN
NEWFOUNDLAND



MODEL FOREST
NETWORK
RÉSEAU DE
FORÊTS MODÈLES

Western Newfoundland Model Forest
89 West Valley Road
Corner Brook, Newfoundland
A2H 2X4

BUS TOUR SURVEY SHEET

HOME ADDRESS: TOWN PROVINCE COUNTRY

BUS TOUR RATING: Please tick your choice.

EXCELLENT GOOD FAIR POOR

Enjoyable _____ _____ _____ _____

Informative _____ _____ _____ _____

Presentation _____ _____ _____ _____

SUGGESTIONS: _____
