

EXPO 86-hosted Fam Trips

	1986	1985	1984
B.C. Media	--	35	--
CDN Media	68	94	4
USA Media	25	13	--
Overseas	30	2	1

Between 1982 and April 1986, 470 overseas media, 430 USA media and 230 Canadian media made visits to the EXPO 86 offices and site. These media were accorded briefings and site tours on an individual and group basis. Site tours were usually an hour in length and consisted of a drive through the site in an eight or 12-passenger mini-van.

PARKING

All parking was off-site at public pay lots near the site. Visiting media made their own arrangements. A shuttle service operated between major off-site parking areas and the Expo site. Parking maps were available and road signage and radio announcements gave regularly updated information. The use of public transit and taxis was recommended.

PREVIEW DAY/May 2, 1985

The Media Relations Department implemented a program which hosted 200 North American media for the Expo Centre's May 2, 1985 opening. The program, in cooperation with Tourism B.C. and other sponsors, included site tours, briefings and an optional Whistler/Victoria familiarization trip.

PREVIEW DAY/May 1, 1986

Between 5000 and 7000 media attended the only media preview of the Exposition. Pre-accredited media attended a briefing with senior EXPO 86 officials in the Expo Theatre at 0900. Site tours were held in the eastern portion of the site until 1300 with the western portion open from 1300 to 1700. The Canada Pavilion was accessible for a three-hour period. Financial assistance was not available to visiting media.

PROMOTIONAL VISITS

North American promotional tours were undertaken before and during EXPO 86. In December 1984 and September 1985, a Media Relations Officer travelled to Japan to assist Canadian Pacific Air Lines with promotions relating to Tsukuba Expo 85. In the fall of 1985, the Media Relations Department also coordinated a Western European promotional tour.

RADIO HOTLINE

EXPO 86 provided at least four electronic news/feature stories per day for use by radio stations. A special EXPO 86 Radio Hotline was installed for recording purposes. Long distance charges were payable by the user.