

E. Impact on Expo Attendance

The Specialized Periods program did not have a significant impact on overall attendance at the Exposition. Doubling or tripling the estimated number of professionals who attended seminars and conferences related to the Specialized Periods program to account for the wives and families of delegates and other professionals would not boost this figure high enough to match the average daily attendance at the Exposition. A few Specialized Periods events such as the Auto Rodeo Vaz from the U.S.S.R., the Hong Kong Dragon Boat Festival, the International Skateboard Competition, the Formula 1 Power Boat Races, and the Classic Boat Festival probably attracted some repeat visits from season ticket holders in the Vancouver area, but as with professional attendance, the numbers were insignificant compared to the overall picture. Even displays which attracted special audiences such as the display featuring communications and mobility aids for the disabled did not contribute significantly to overall attendance.

F. Attendance at Off-Site Events

Of the four off-site events, the most popular was the Vintage International Antique Auto Show which attracted 60,000 people in three days, a record for B.C. Place Stadium. The Stadium's location across the street from the Exposition and free access to Expo ticket holders were definite boosts to attendance. By comparison, STEAMEXPO (three blocks from the site with an admission charge) drew 75,000 in nine days and Ships of the World (15 minutes from the site, no admission charge) drew 17,000 in four days. The static display of DC-3 aircraft at Abbotsford Airport attracted 3,500 for the one-day event. Better promotional plans would have boosted attendance at these events, but competition from EXPO 86 itself was the key reason why more people did not attend. The other major off-site event at the Abbotsford Airport, the annual International Abbotsford Airshow and AIR FAIR 86 broke previous records of 110,000 by attracting 300,000 people in three days, obviously not affected by competition from Expo.

G. Program Costs

The \$4.4 million cost of the Specialized Periods Program, representing 1% of the Expo Corporation budget, was only a small part of the overall investment in the program, measured by the financial commitments of government agencies, professional organizations and private industries who participated in the program. This investment by the Corporation was more than repaid by the credibility lent to the Exposition's treatment of the theme and the program's usefulness in recruiting key countries to participate in Expo.