
New product development survey findings

prepared for the NWT Outdoor
Adventure Workshop

November 23, 2010

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Survey parameters

- Pre-conference online survey
- Thank you for participating!
- 23 operators responded the survey
- 16 government, DMO and economic development participants responded the survey
- Purpose – to understand the challenges in developing new outdoor adventure products

Challenges developing new products

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Greatest challenges developing new products and services (supporting new product development)

Response	Operator %	Government %
Need market intelligence (product demand, market research)	47%	4%
Funding/financing issues	20%	13%
Location (access, transportation cost, seasonality)	20%	13%
Lack of operators/limited interest in outdoor adventure as a business	20%	-
Lack of time to dedicate to new product development	13%	13%
Costs associated with new product development (e.g. research)	7%	17%
Staff (inadequate numbers, skills/training)	7%	13%

Greatest challenges developing new products continued

Response	Operator %	Government %
Costs associated with delivering new products	7%	9%
Regulations/bureaucracy	7%	7%
Lack of infrastructure	7%	4%
Licensing issues	7%	4%
Identifying new/unique products	-	7%
Saturated market/competition	-	7%
Determining/attracting target market	-	4%
Unsure of new product development process	-	4%

Challenges bringing new products to market

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Greatest challenges in bringing new products and services to market (supporting new products)

Response	Operator %	Government %
Determining/attracting target market	33%	6%
Costs associated with marketing	19%	19%
Lack of time	14%	-
Location (access, transportation cost, seasonality)	10%	19%
Funding/financing issues	5%	13%
Need market intelligence (product demand, market research)	5%	6%
Saturated market/competition	5%	-
Bureaucracy/licensing	5%	-
Lack of infrastructure	5%	-
Lack of good products to support	-	31%
Other	5%	13%

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Desired new product development discussion topics

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Desired new product development topics to be addressed in the workshop

Response	Operator %	Government %
What makes a product a winner – 15 critical success factors	65%	50%
Bringing the developed product to market: the plan	43%	56%
How to develop, test and validate new products	30%	63%
Understanding the odds of successful new product development	13%	13%
Managing risk of new product development	13%	6%
How to discover new product ideas	13%	0%
Why innovation is the key to future business success	9%	13%
What is a new product – exploring the 6 types	9%	0%
How to pick the best new product idea	4%	0%