
Operation management online survey findings and discussion

NWT outdoor adventure workshop

November 23, 2010

kisquared



Survey parameters

- Pre-conference online survey
- Thank you for participating!
- Two perspectives:
 - 23 operators
 - 16 government, DMO and economic development participants
- Purpose – to understand the operations management challenges outdoor adventure operators face

kisquared



Operator strengths

(Operators already doing this successfully)

	Operators	Gov / DMO / EDC
Planning the day-to-day operations	61%	25%
Developing a business structure	48%	13%
Managing business finances	43%	0%
Environmental regulations, planning and opportunities	48%	0%
Managing human resources	39%	0%
Developing and launching new products	22%	0%
Developing and using a marketing plan	26%	0%

kisquared



Areas for improvement

(operators could use training or assistance)

	Operators	Gov / DMO / EDC
Developing and launching new products	65%	63%
Developing and using a marketing plan	61%	56%
Managing business finances	52%	63%
Developing a business structure	35%	63%
Environmental regulations, planning and opportunities	35%	69%
Managing human resources	30%	63%
Planning the day-to-day operations	22%	50%

Areas for significant improvement (operators not yet doing this)

	Operators	Gov / DMO / EDC
Managing human resources	22%	31%
Planning the day-to-day operations	17%	25%
Developing a business structure	17%	19%
Environmental regulations, planning and opportunities	17%	31%
Developing and using a marketing plan	13%	44%
Developing and launching new products	9%	38%
Managing business finances	4%	38%

kisquared



Discussion

kisquared

