

# GalaCon 2019

Visitor Survey – Public Release




# Disclaimer & Imprint

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# General Data

Participants, Age Groups, Locations, Ticket Sales



# Participants

## 2019

- 186 participants
- 14,69 % of all visitors
- 153 visitors
- 5 volunteers
- 18 vendors
- 14 contributors

## 2018

- 133 participants
- 10,3 % of all visitors
- 115 visitors
- 6 volunteers
- 10 vendors
- 12 contributors



# Participants



PARTICIPATION  
INCREASED SINCE 2018



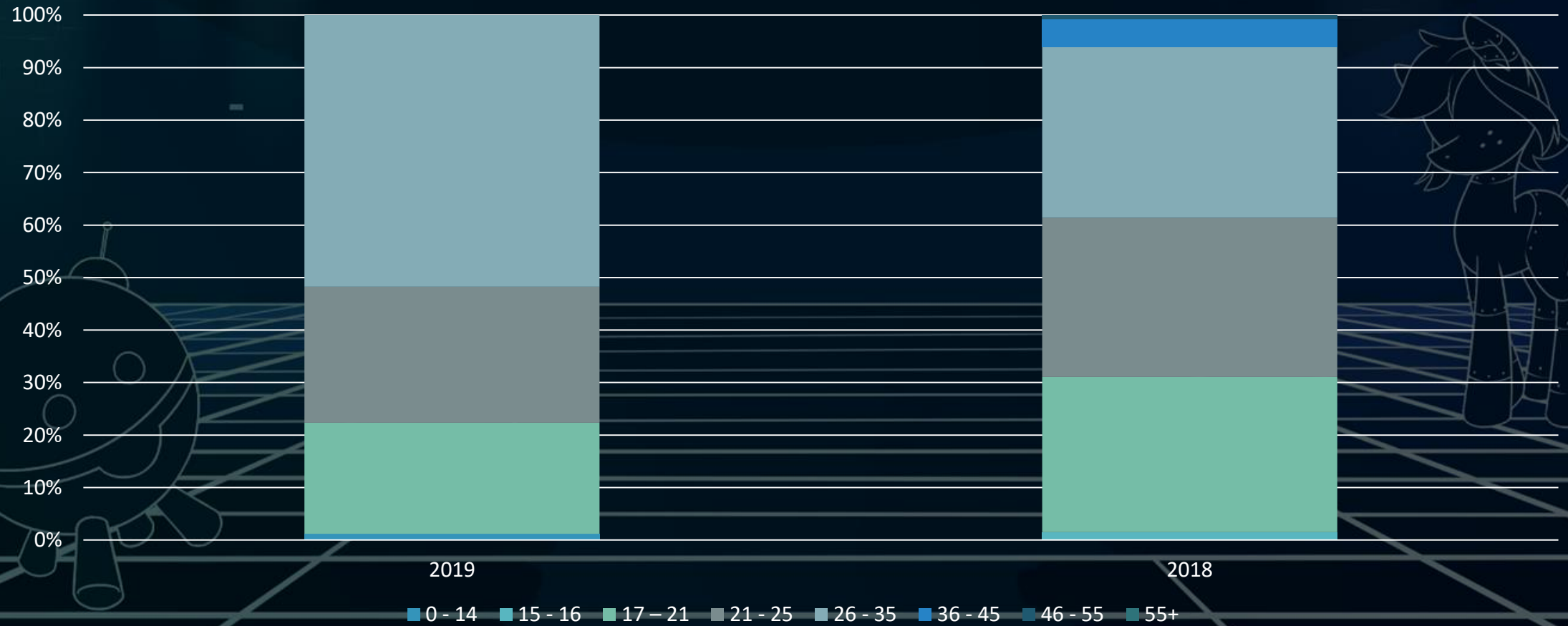
MAY RELATE TO HIGHER  
PR ACTIVITY



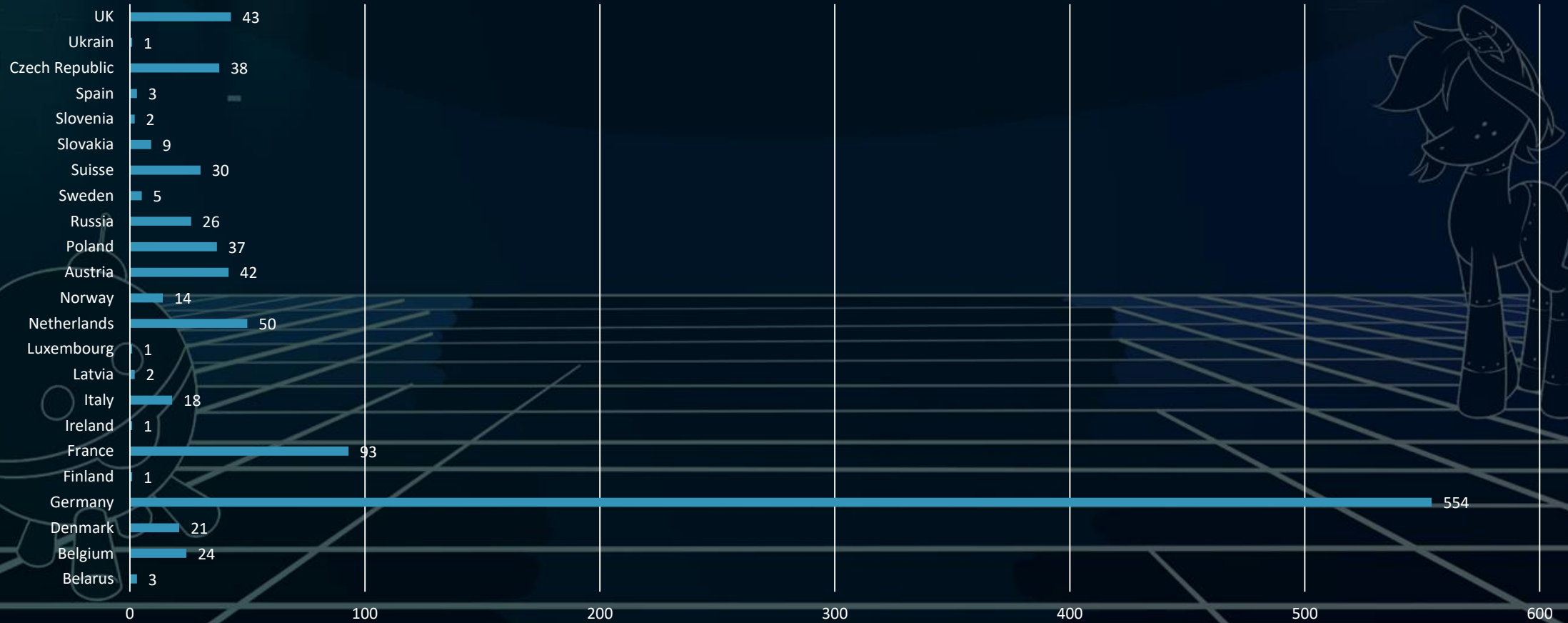
SURVEY STILL NOT  
REPRESENTATIVE



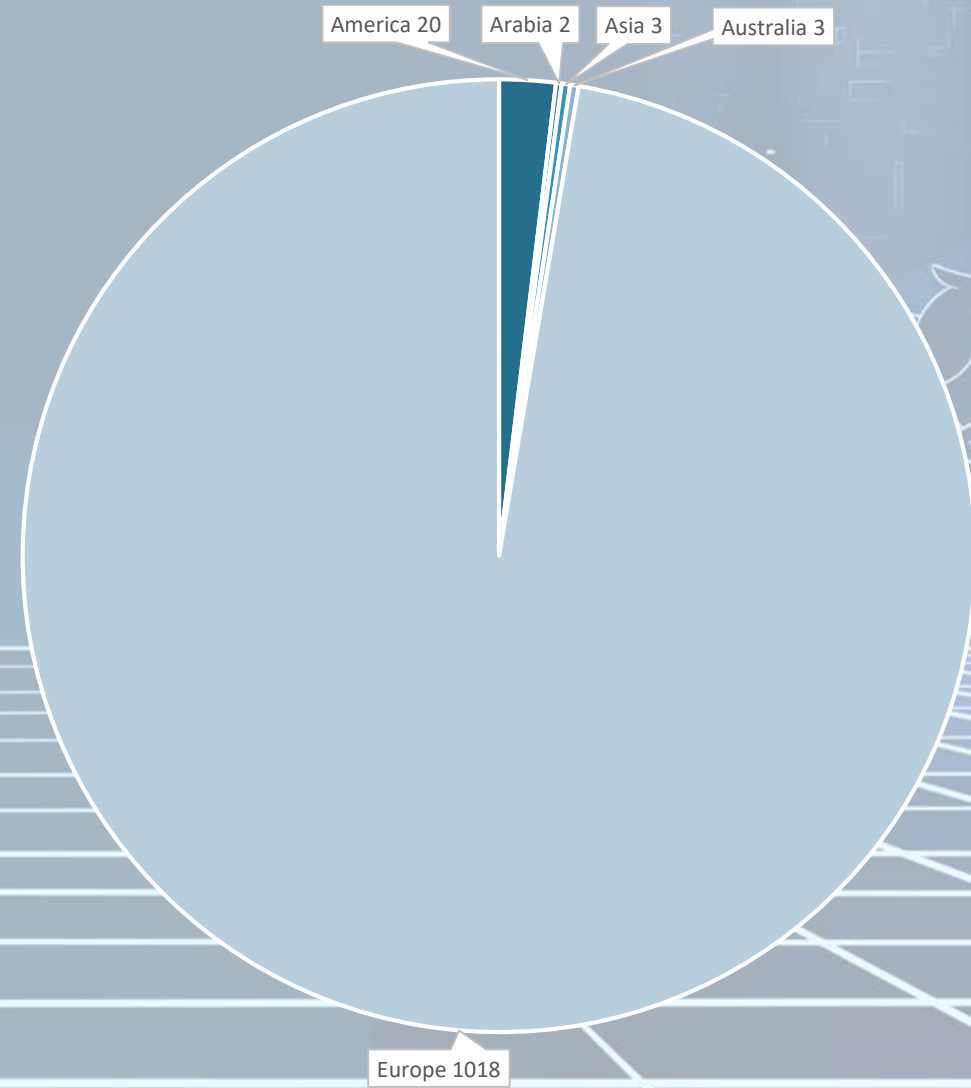
# Age Groups



# Locations

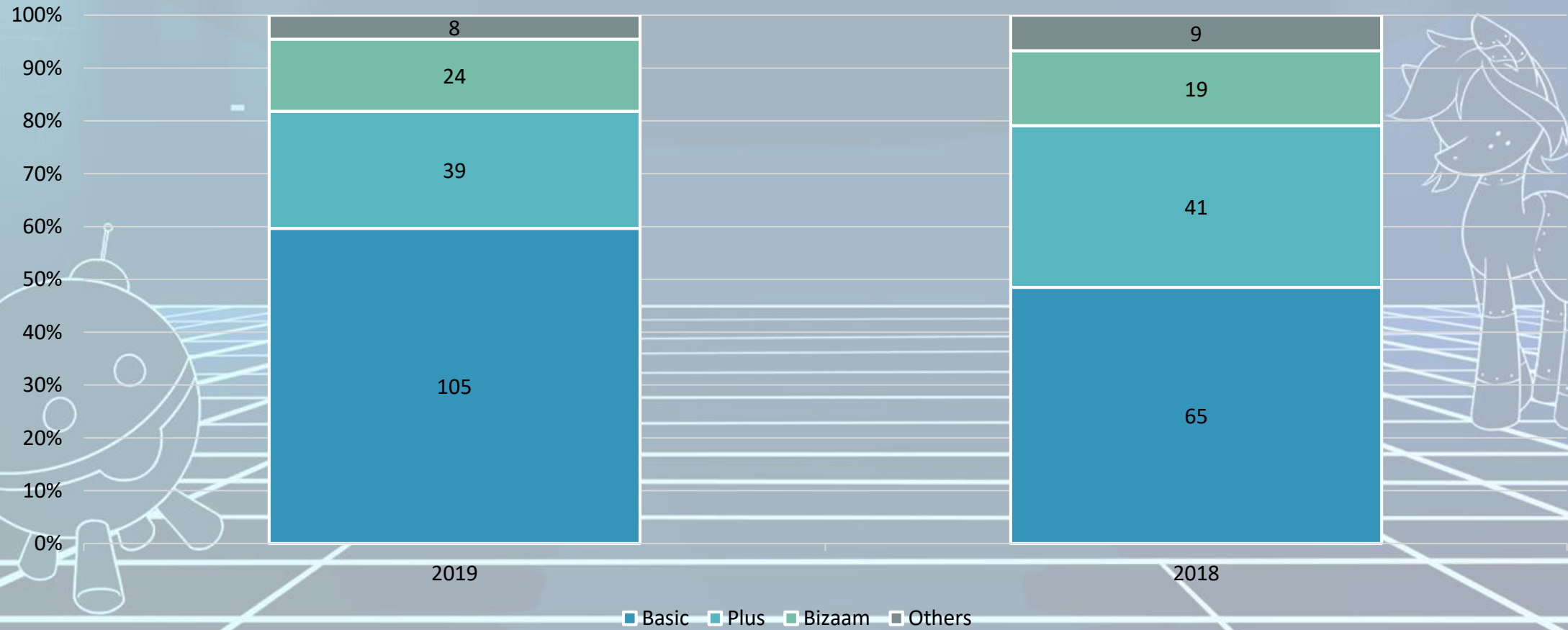


# Locations – Continents

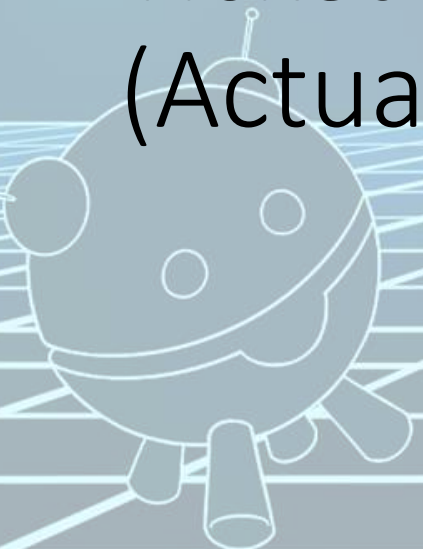
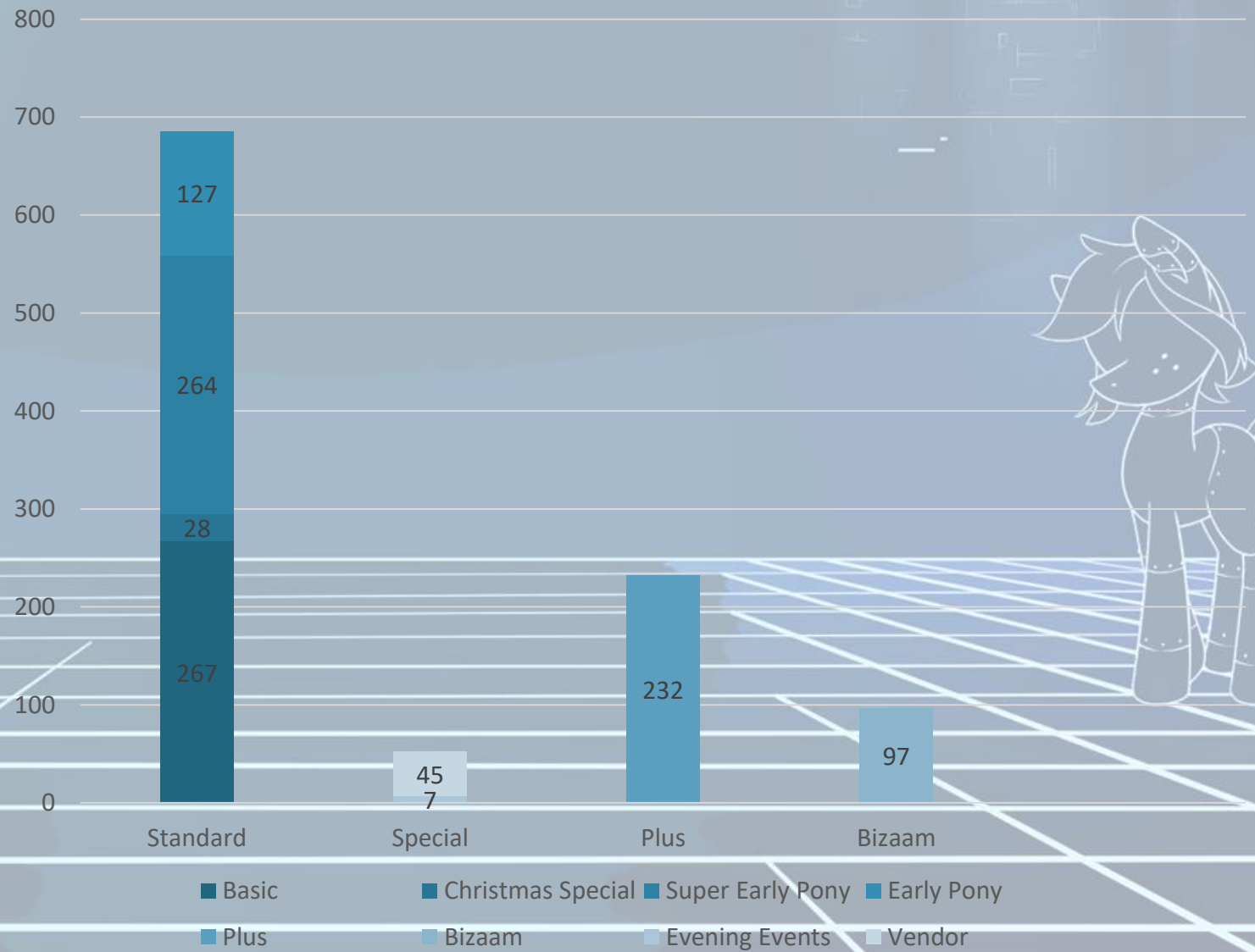




# Ticket Tiers (Participants)



# Ticket Tiers (Actual)



# Analysis



MOST VISITORS FROM GERMANY  
AND NEARER EUROPEAN  
COUNTRIES



STILL GREATER NUMBER OF  
VISITORS FROM REMOTE  
COUNTRIES



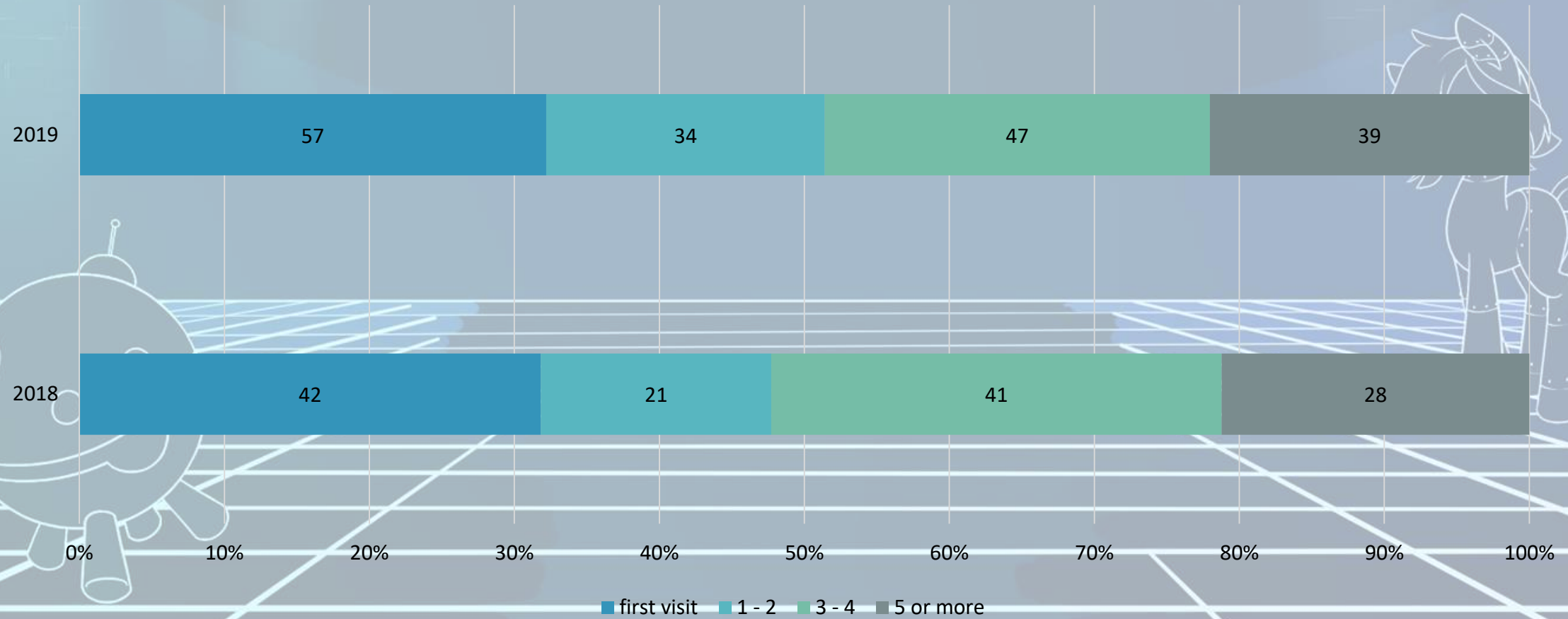
MOST VISITORS BETWEEN 18 AND  
35 YEARS OF AGE

# Visitor Behavior

Community Affiliation, Convention Attendance

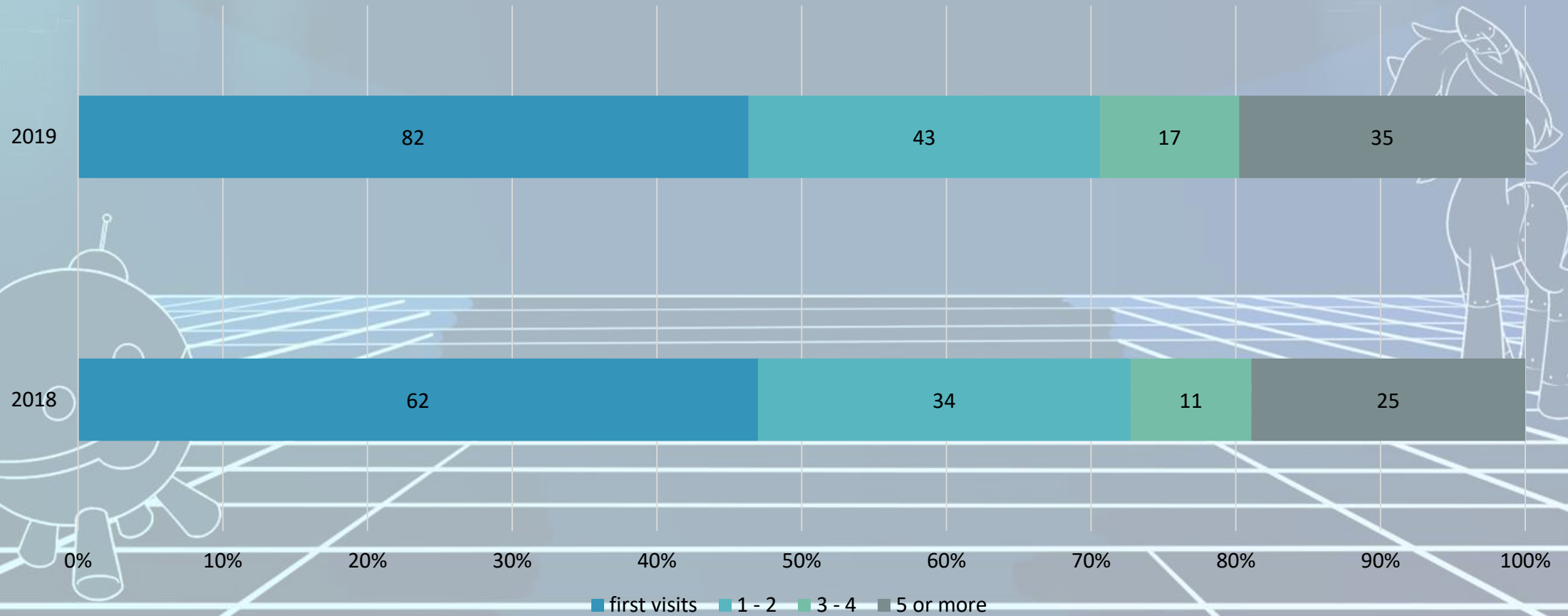


# Visits to GalaCon





# Overall Convention Visits



# Convention Attendance - Analysis



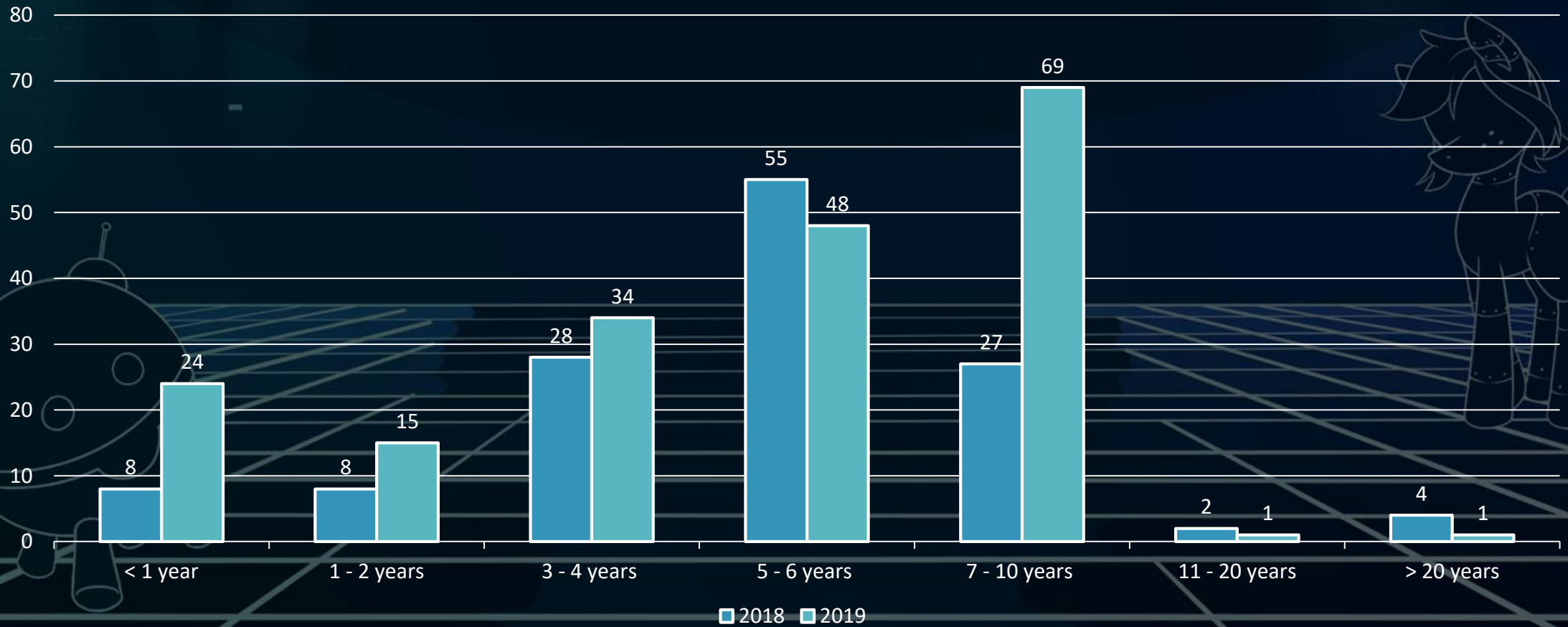
No remarkable change since  
2018



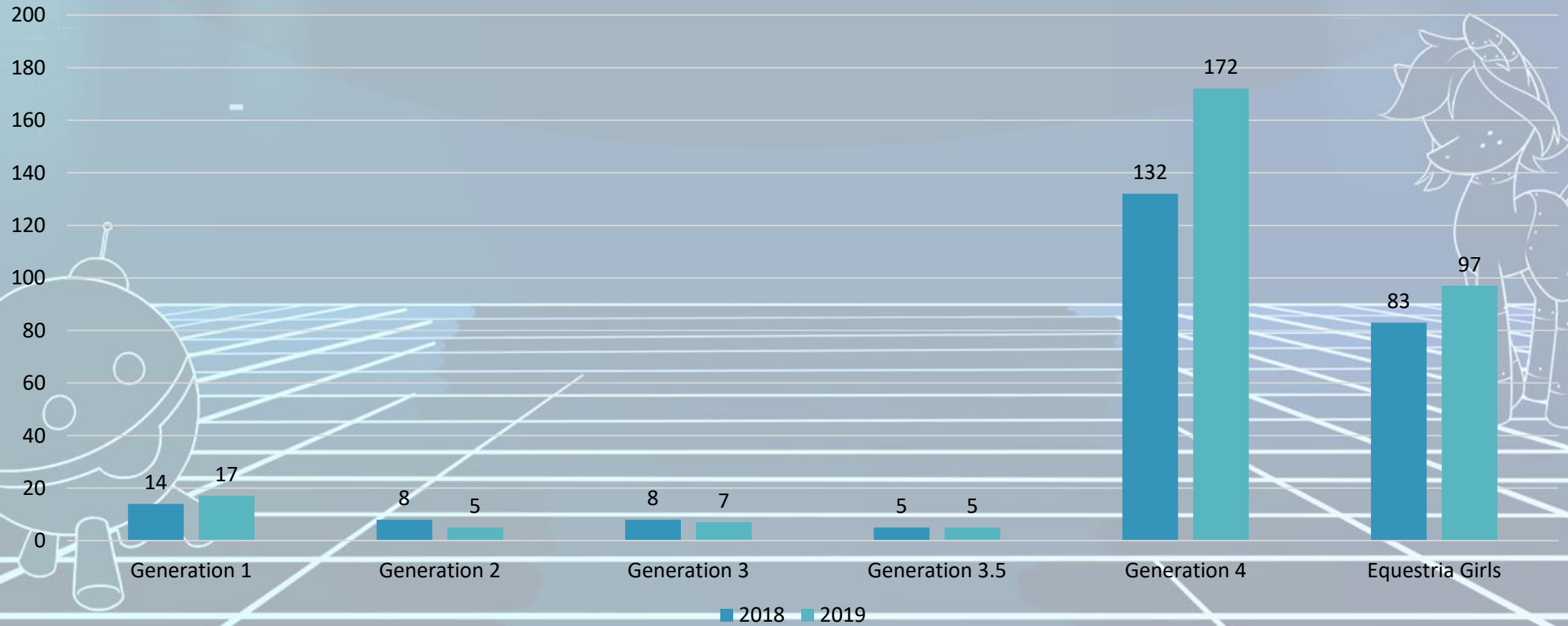
Still high number of first-time  
visitors



# Duration of Community Membership



# Generation Affiliation



# Generations – Analysis



MOSTLY FANS OF GENERATION 4



FEW, BUT REMARKABLE NUMBER  
OF FANS OF OLDER GENERATIONS

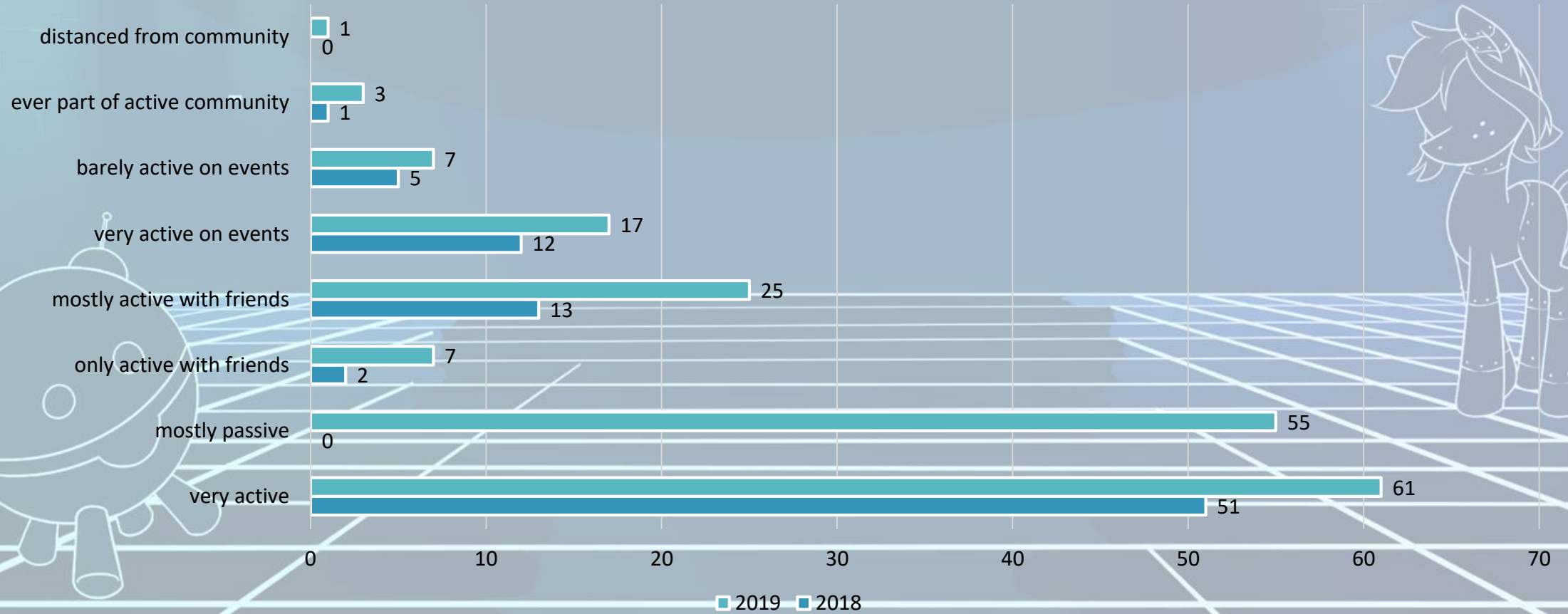


ACTIVITIES FOR OTHER  
GENERATION'S FANS MAY BE  
RECOMMENDABLE



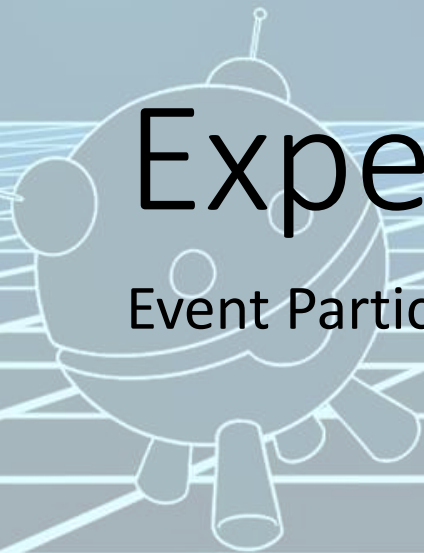


# Affiliation and Activeness

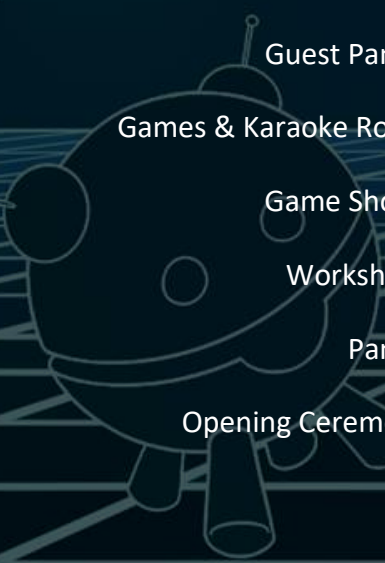
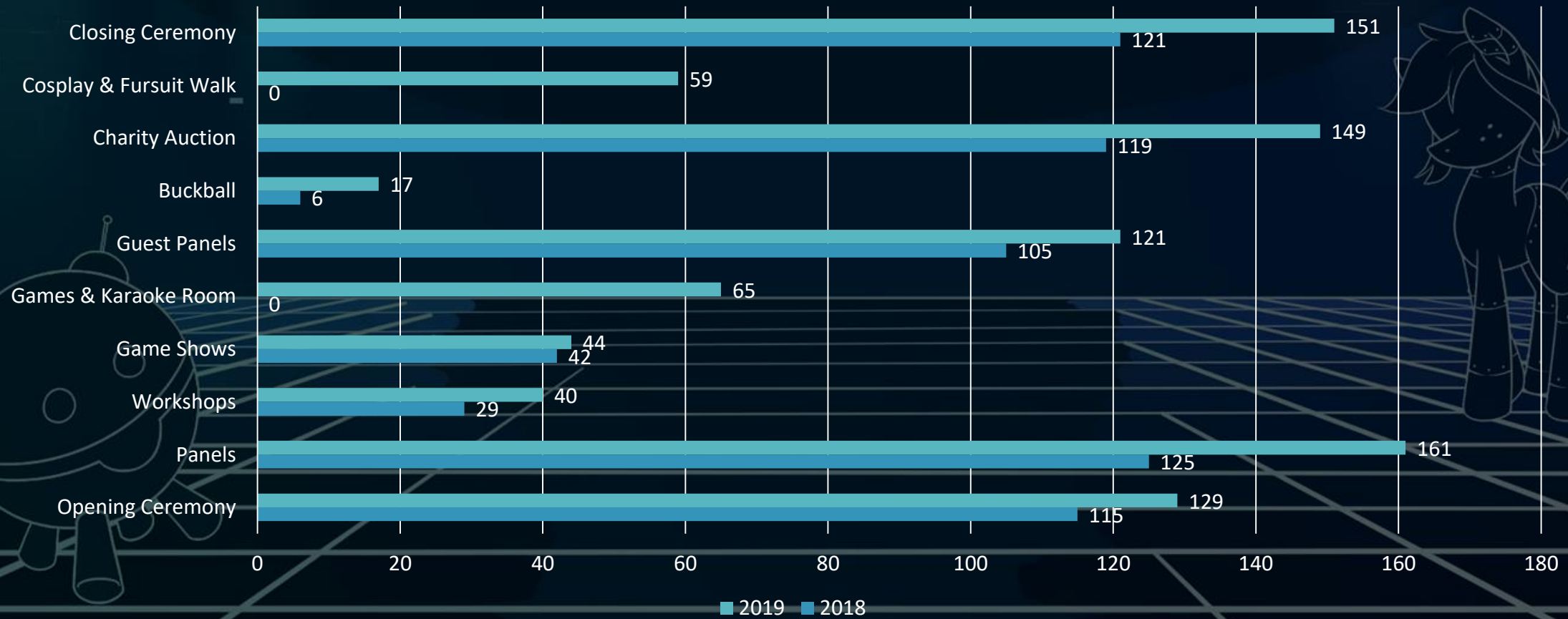


# Experience at GalaCon

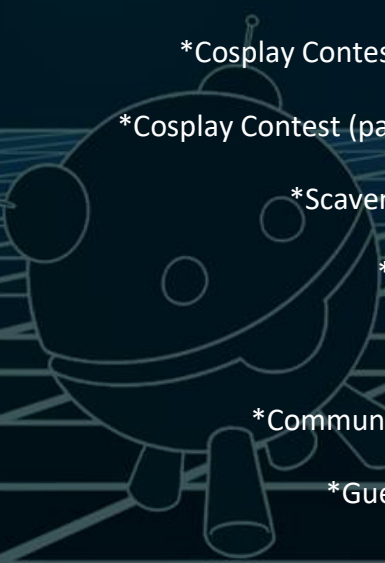
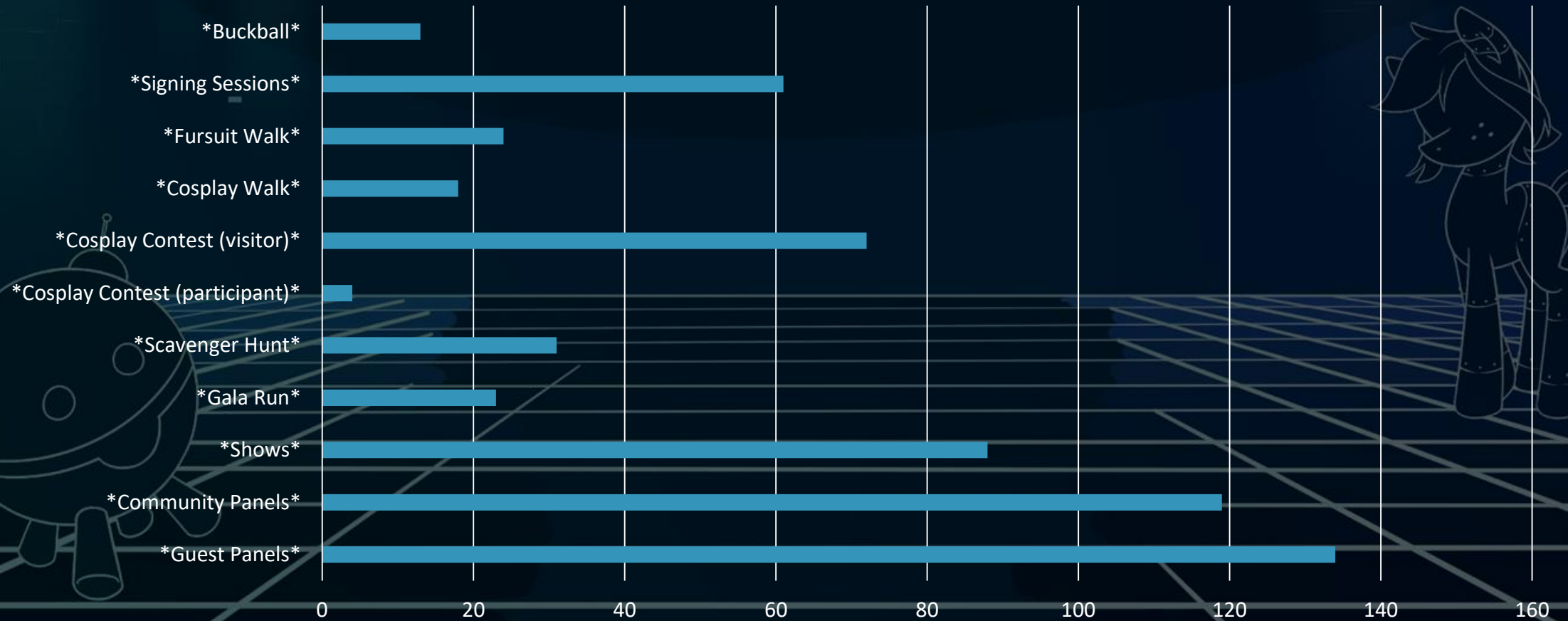
Event Participation, Experience, Rating



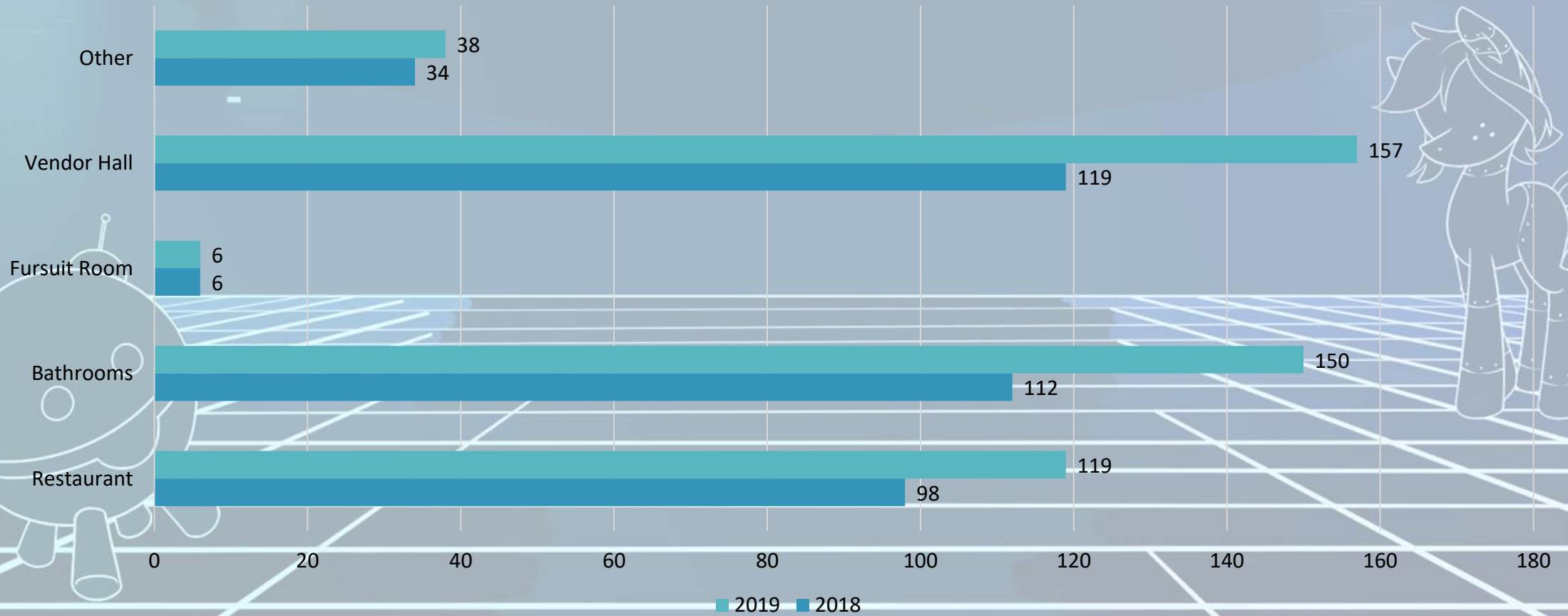
# Attended Events



# Attended Events – Details



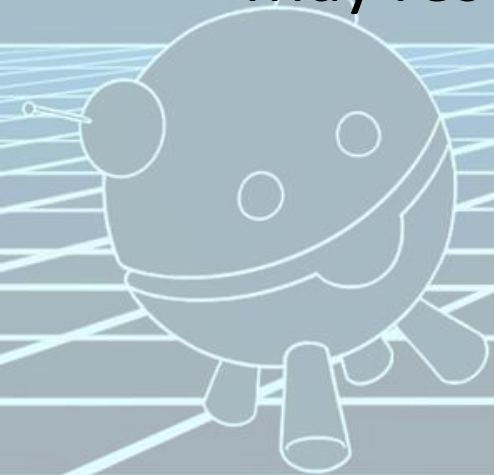
# Facility Usage





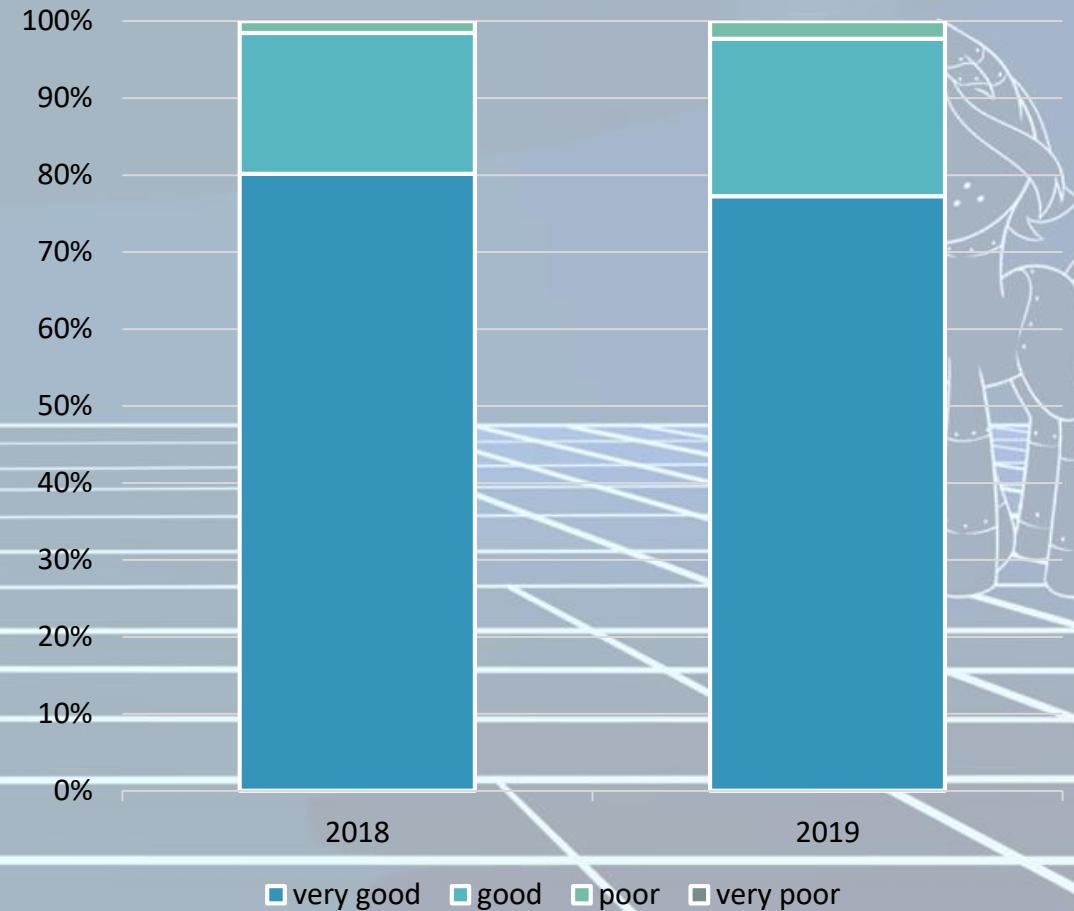
# Analysis

- All offered events widely attended
- Number of Buckball players increased
- No urgent need for action
- May result from improved PR



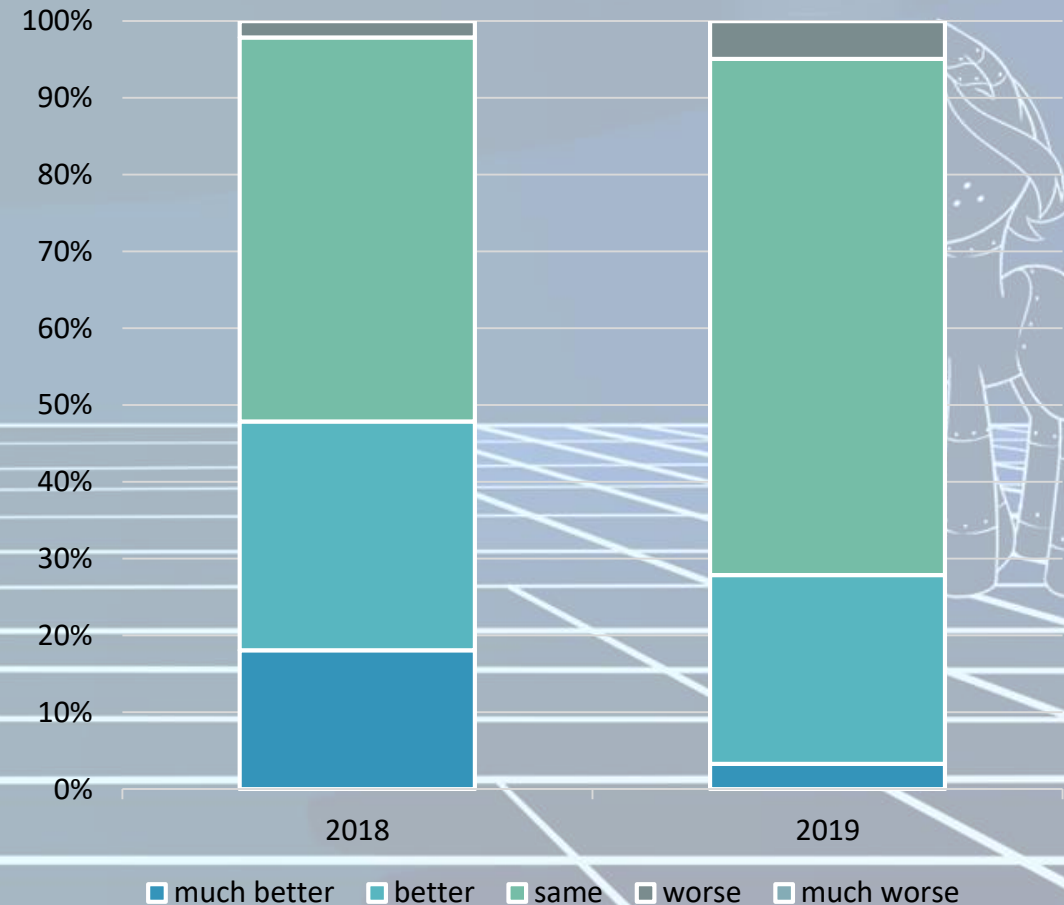
# Overall Rating of GalaCon

- Slightly negative shift
- Overly positive ratings
- Only few negative ratings



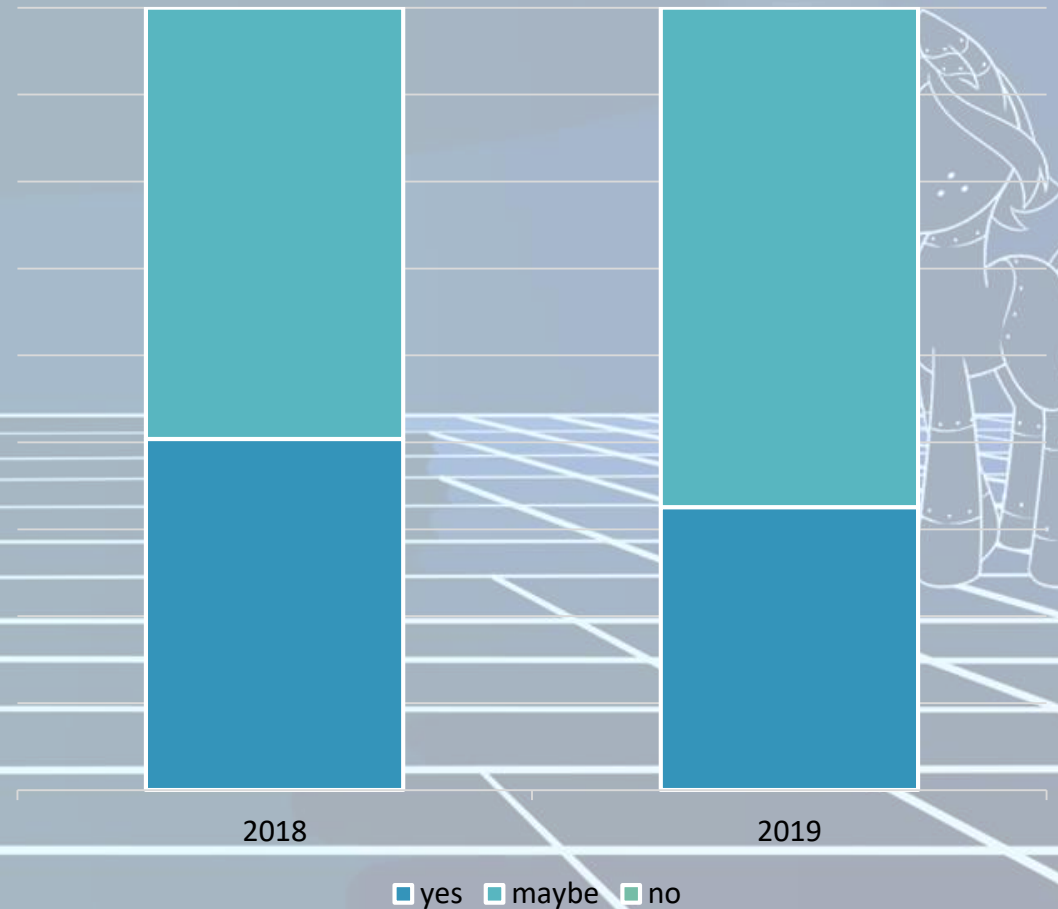
# Rating in Comparison

- Also slightly negative shift
- Mostly same rating
- Call for further analysis and search for improvements



# Plans to Re-Visit GalaCon

- Most visitors plan to re-visit GalaCon
- No negative opinions



# Given Reasons

## pro

- Community
- Single events
- Tradition
- Guests
- Vendors

## con

- Personal reasons
- Personal finance





# Mentioned Best Details

- Time with friends and emotional factors
- Atmosphere
- Single Events (certain shows and panels, My Little Karaoke)
- Organization of Signing Sessions
- Venue and Location
- Scavenger Hunt and Games
- Improved Organization
- Organization of Charity Auction
- Subway Discount



# Mentioned Worst Details

- Food Choice (Vegan/Vegetarian)
- Food Quality
- Food Quantity (meals sold out too early)
- Prices for Food and Drinks
- Duration (3 days instead of 2)
- Organization and Scheduling of CCG Tournament
- Gala Ball Dress Code
- Heat and Ventilation
- Organization of Events and Panels
- Communication with and inside Staff
- Autograph Prices
- Audio Quality
- Fast-Lane Entry de facto useless

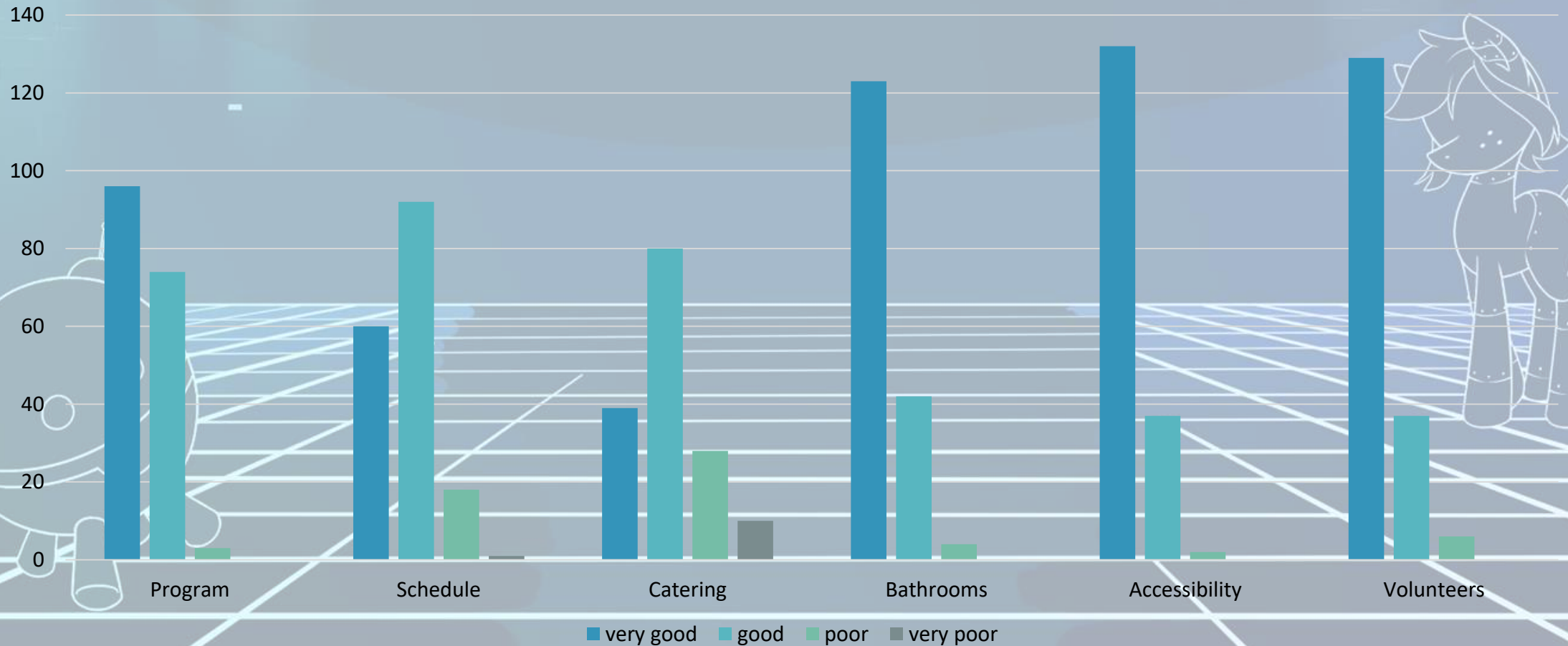


# Suggestions

- Let visitors choose the charity for Charity Auction
- Improve or clarify rule for weapons
- More preparation time for panelists
- Parting Games and Karaoke Room again
- More diverse panels
- Invite German voice actors
- WiFi Hotspot



# Event & Venue Rating



# Analysis



ORGANIZATIONAL OPTIMIZATION  
ALREADY INITIALIZED



CHECK ON GIVEN SUGGESTIONS



FORWARD RATING OF CATERING  
TO VENUE HOST

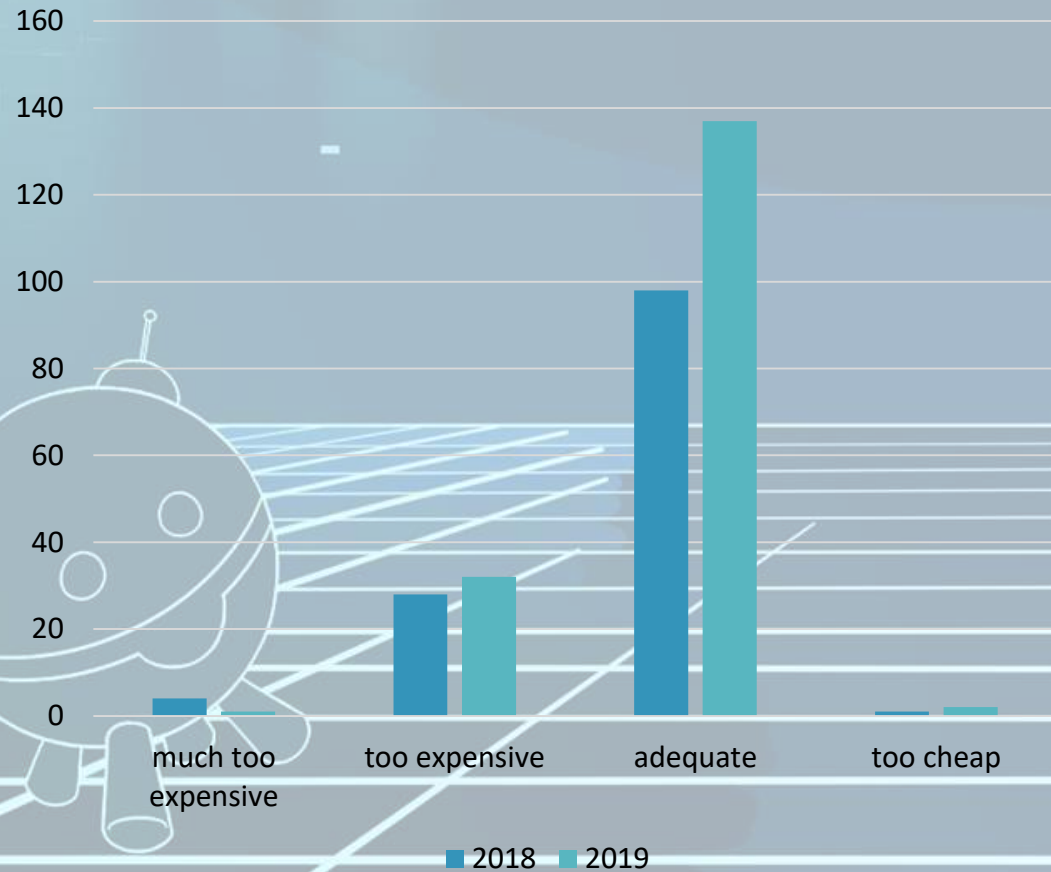


# Tickets

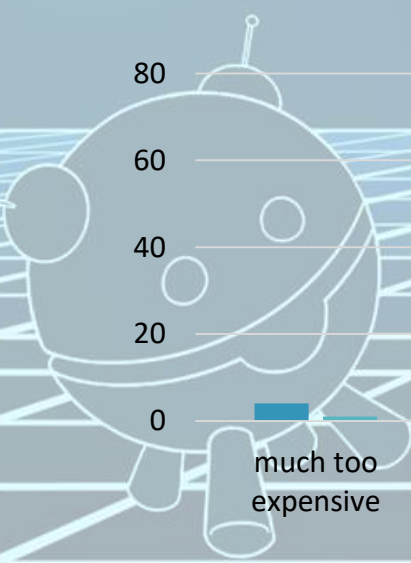
Prices, Process, Support



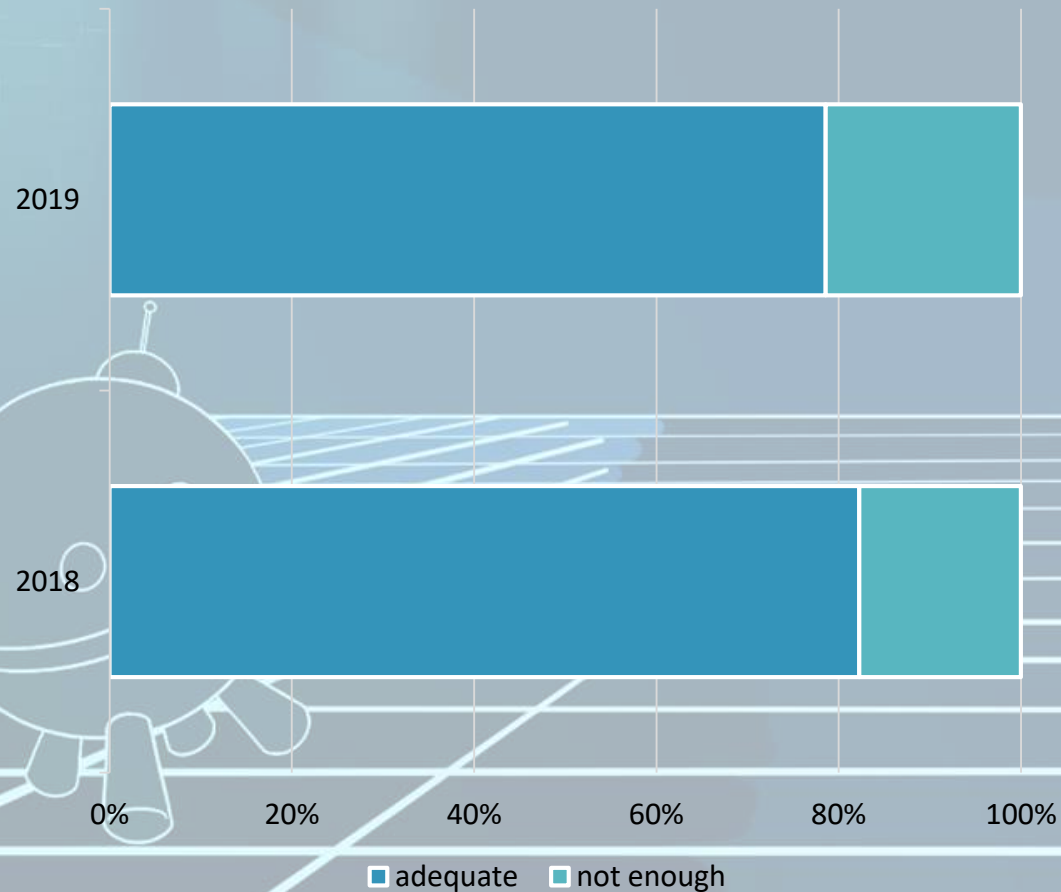
# Ticket Price Rates



- Still mostly rated adequate
- Further raise not recommended



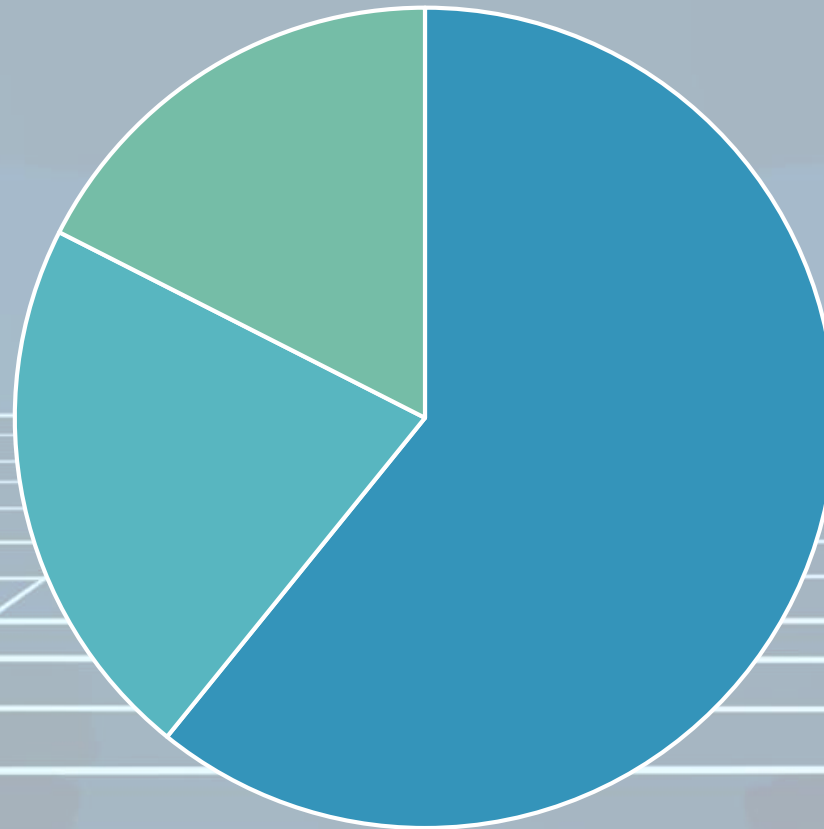
# Goodie Rating



- Still mostly rated adequate
- Recommendable to search for more diverse and valuable goodies



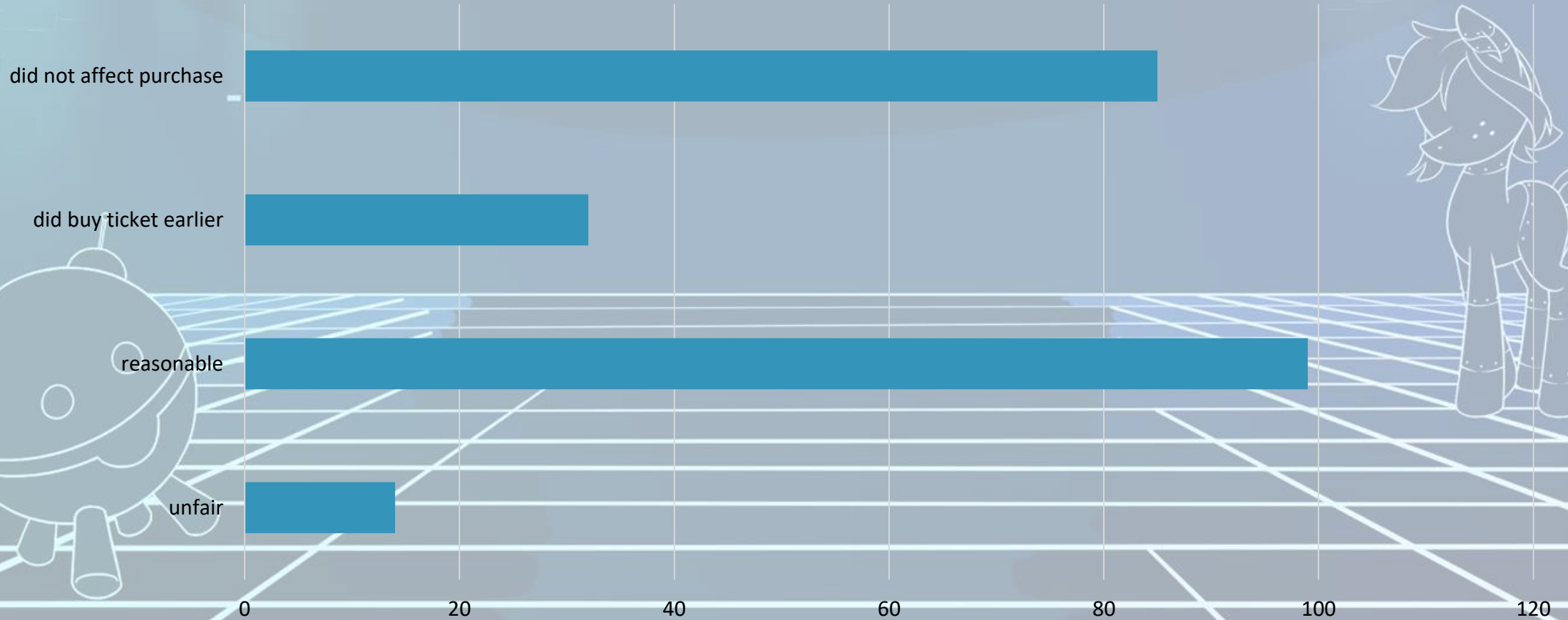
# Early Bird System – Purchased Stage



■ Super Early Pony ■ Early Pony ■ Standard

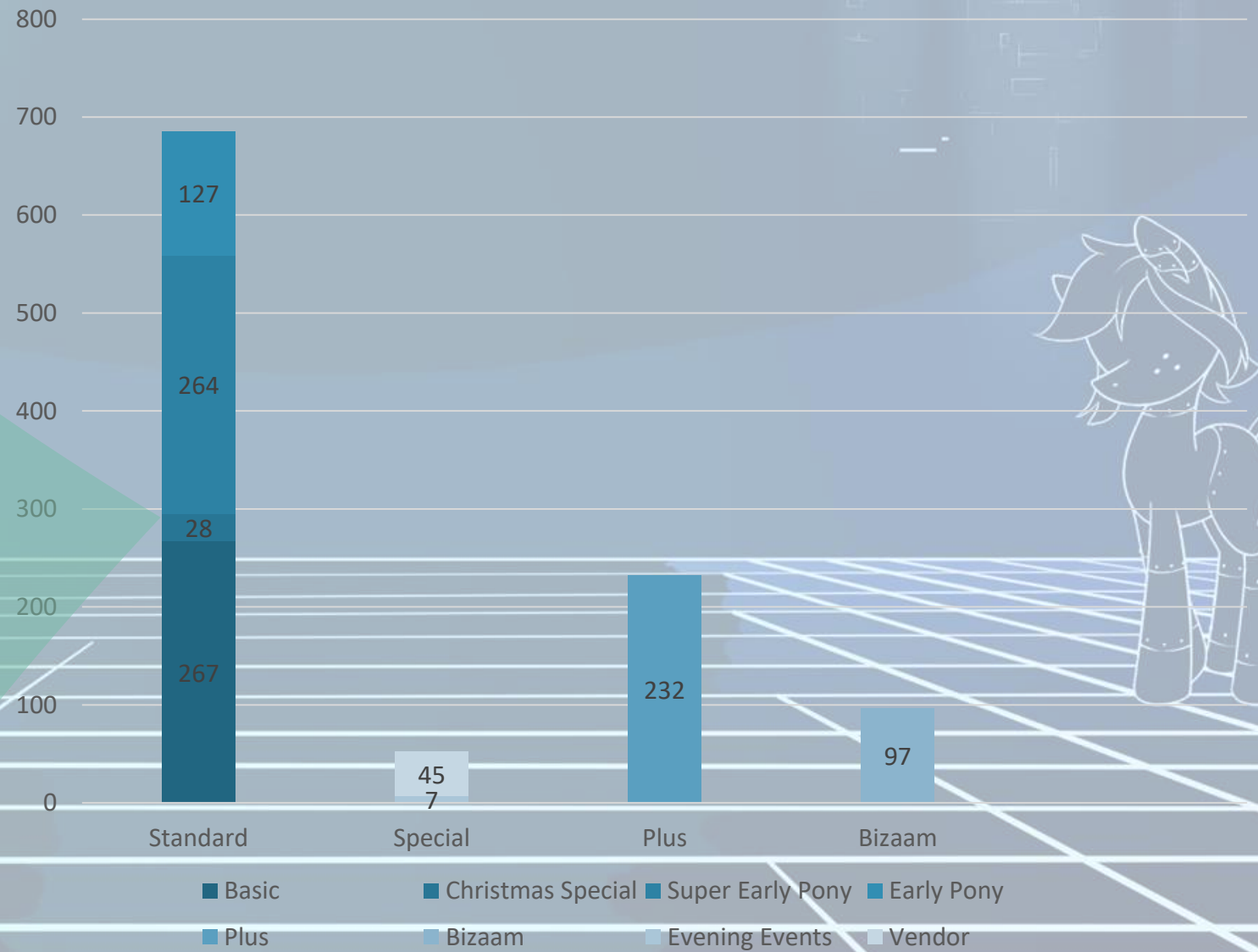
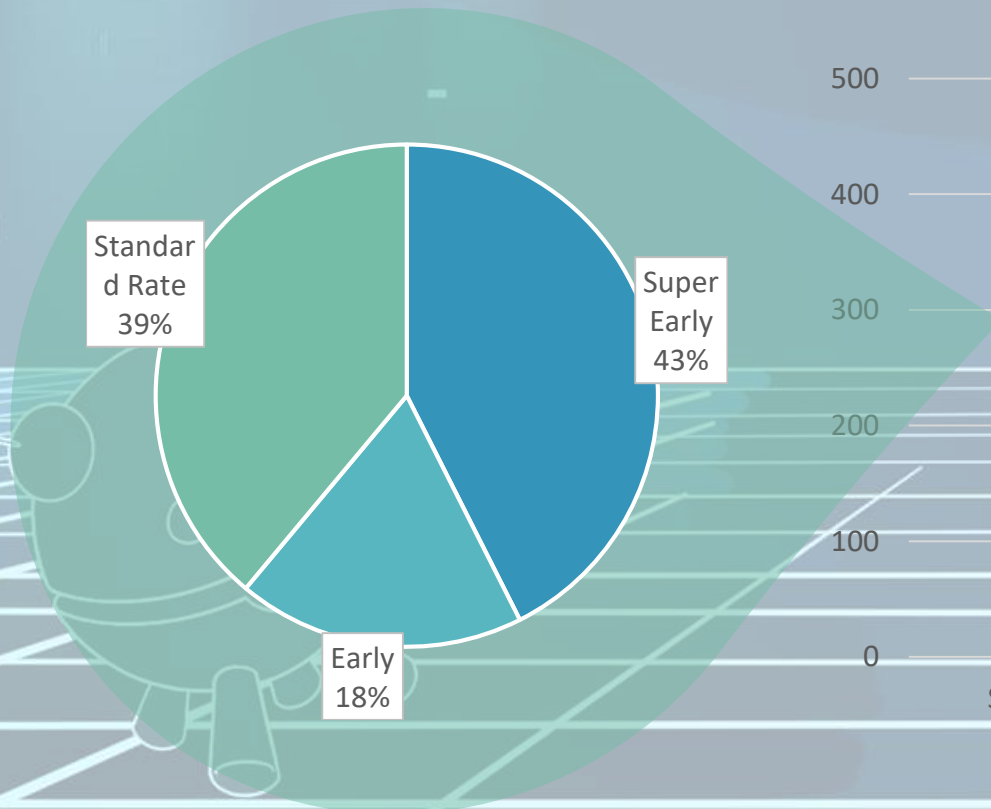


# Early Bird System – Reactions





# Ticket Tiers (Actual)



# Early Bird System - Analysis



INCREASED EARLIER  
SALES

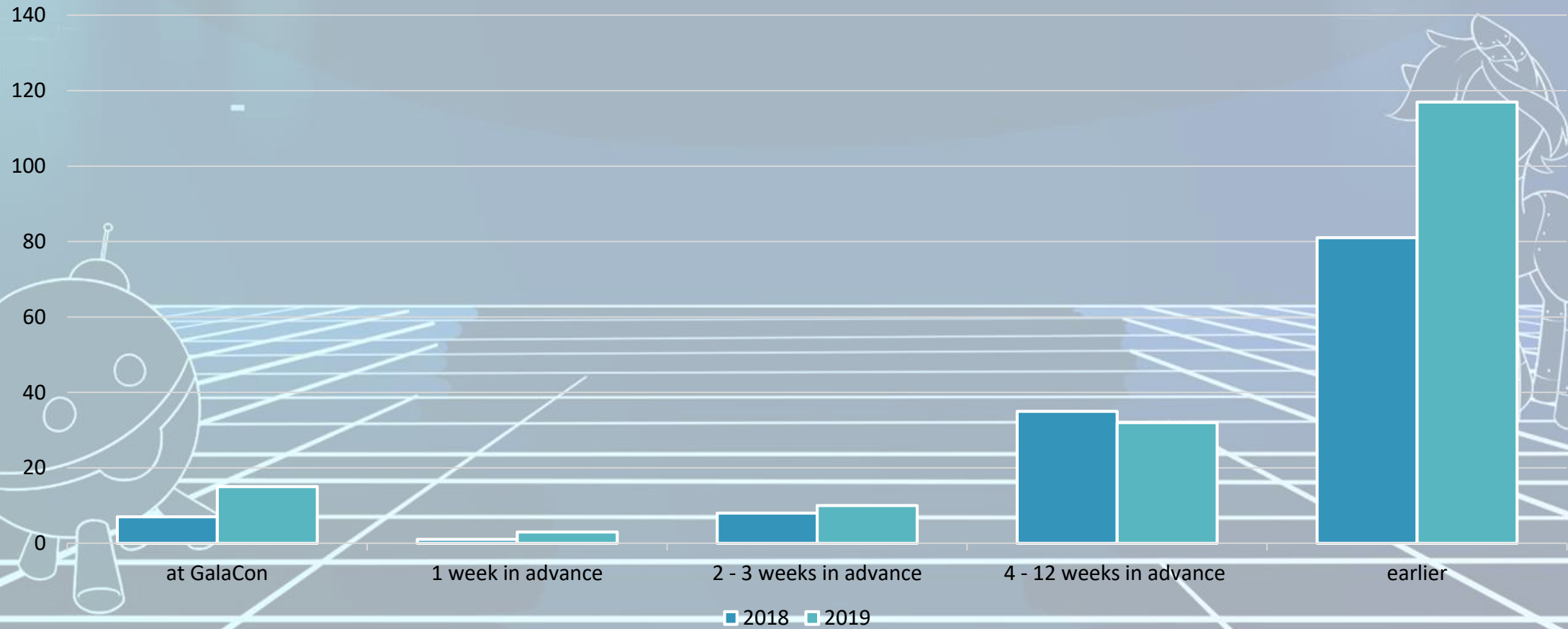


NO REMARKABLE  
NEGATIVE RECEPTION

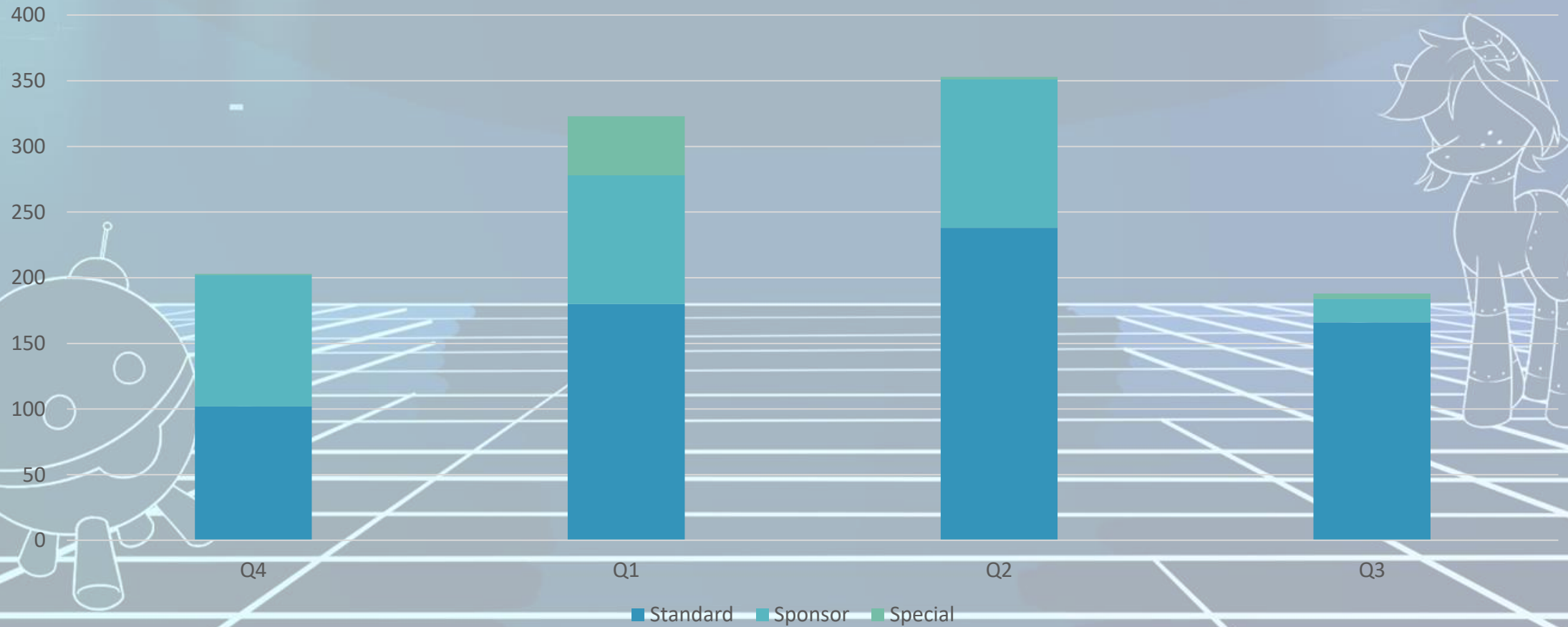


SHOULD BE  
CONTINUED

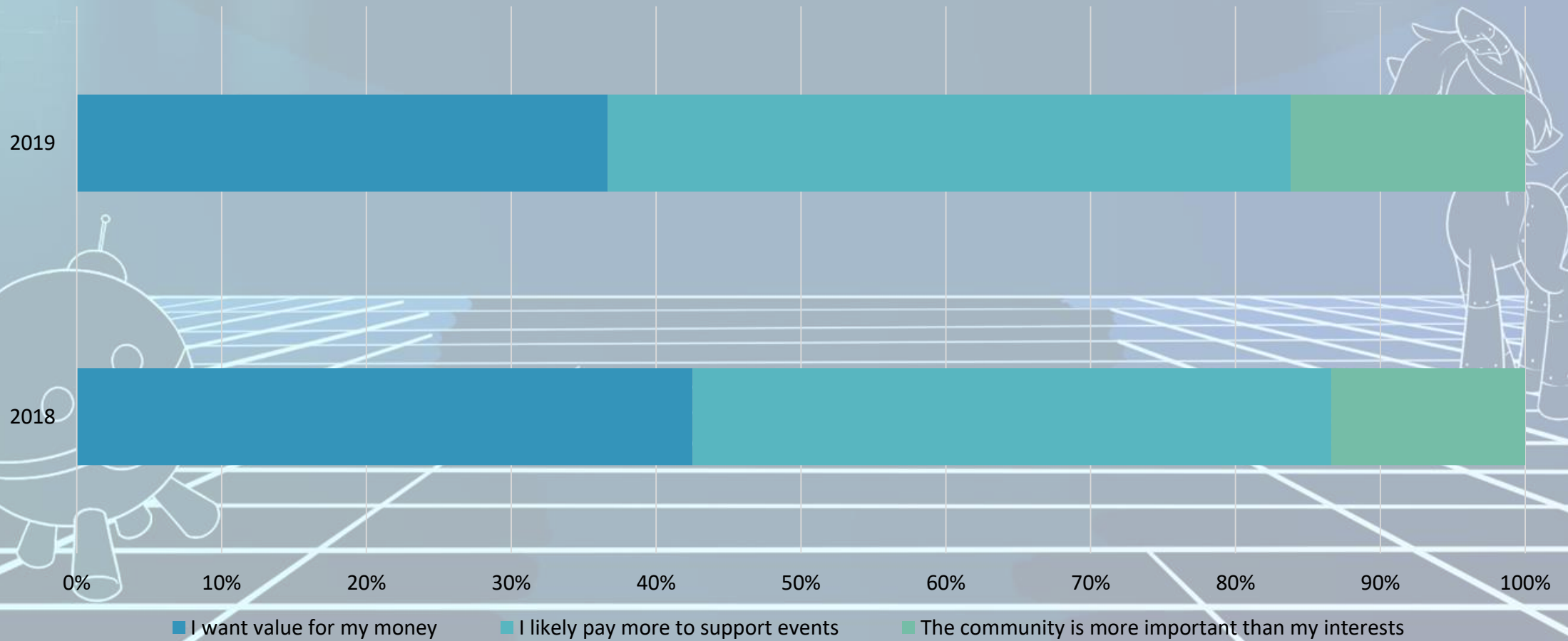
# Time of Purchase (Participants)



# Time of Purchase (Actual)

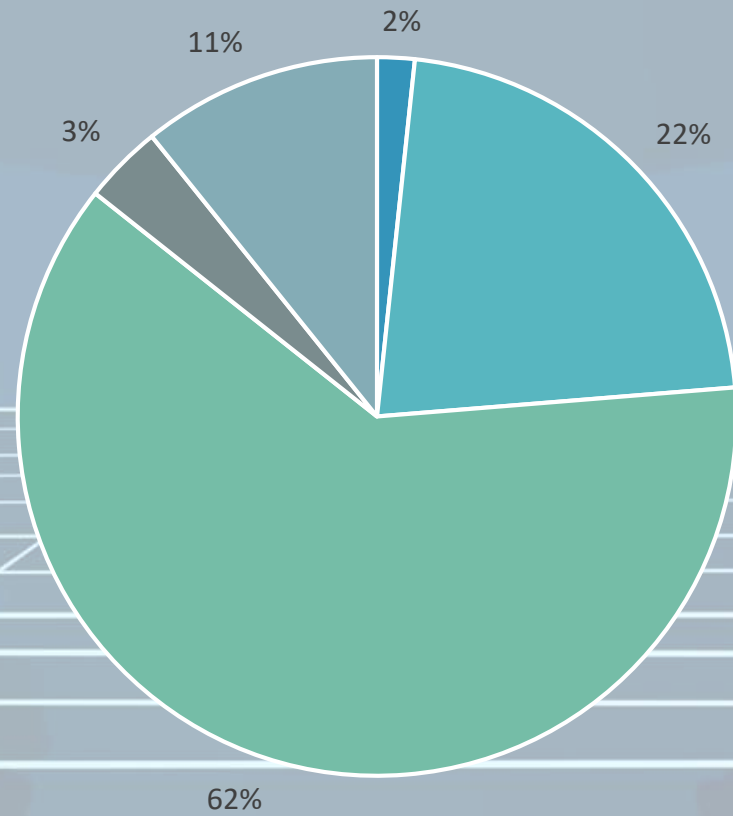


# Purchase Behavior





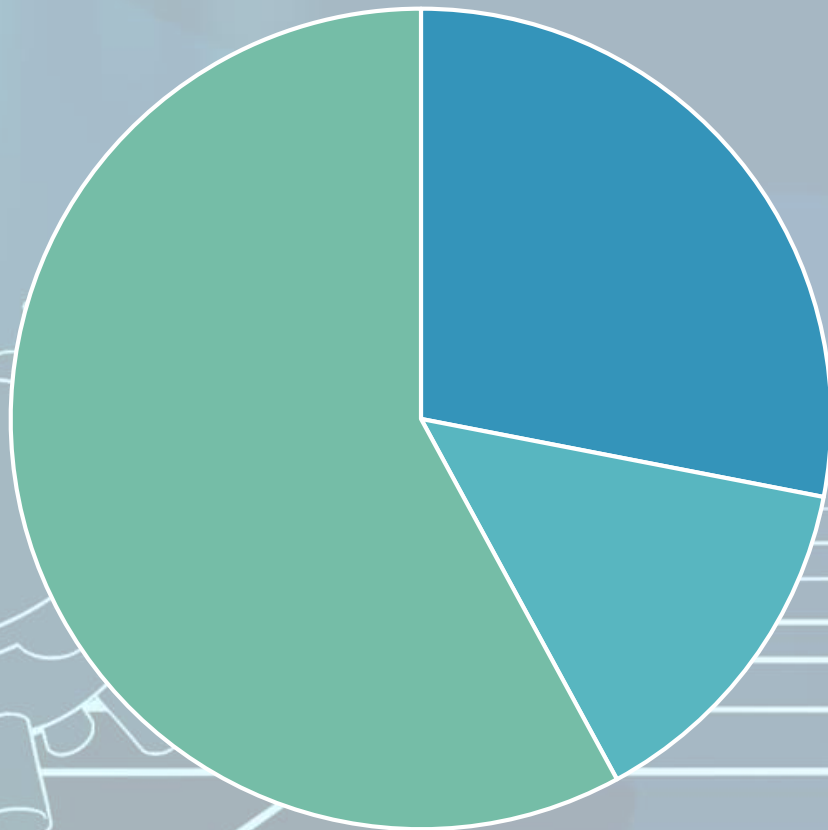
# Payment Options (Actual)



■ Cash ■ Credit Card ■ PayPal ■ SOFORT ■ Bank Transfer

# Demand for Deferred Payment

- No high request
- May increase sales
- Possibilities should be explored



■ would buy higher tier ■ wished ■ not necessary

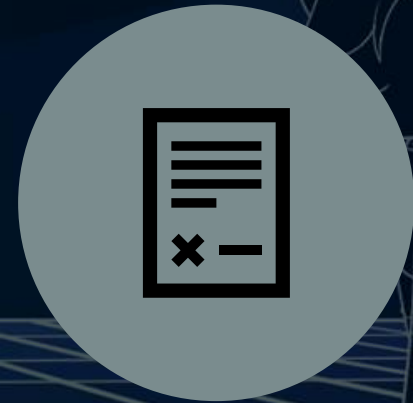
# Analysis



PAYPAL MOST USED PAYMENT  
METHOD

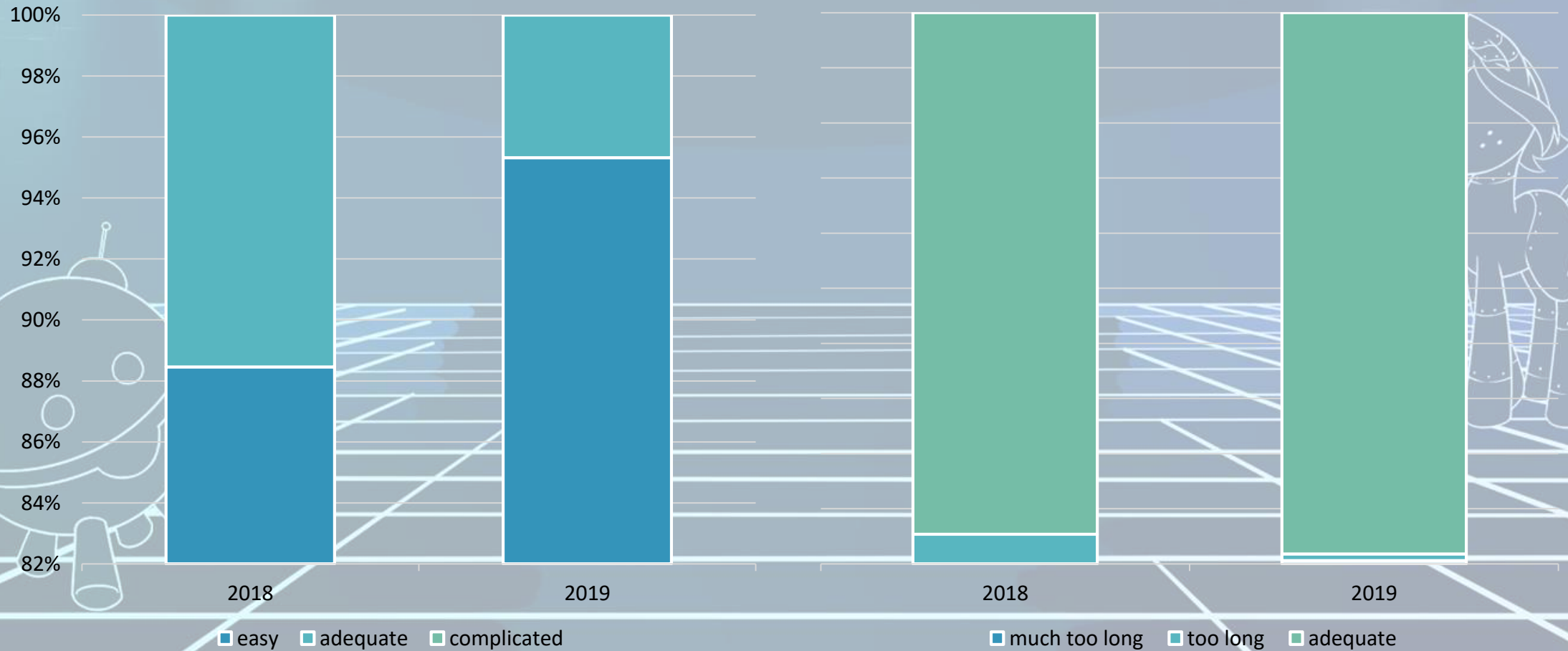


PURCHASES MOSTLY IN Q1/Q2  
(SLIGHTLY POSITIVE SHIFT)

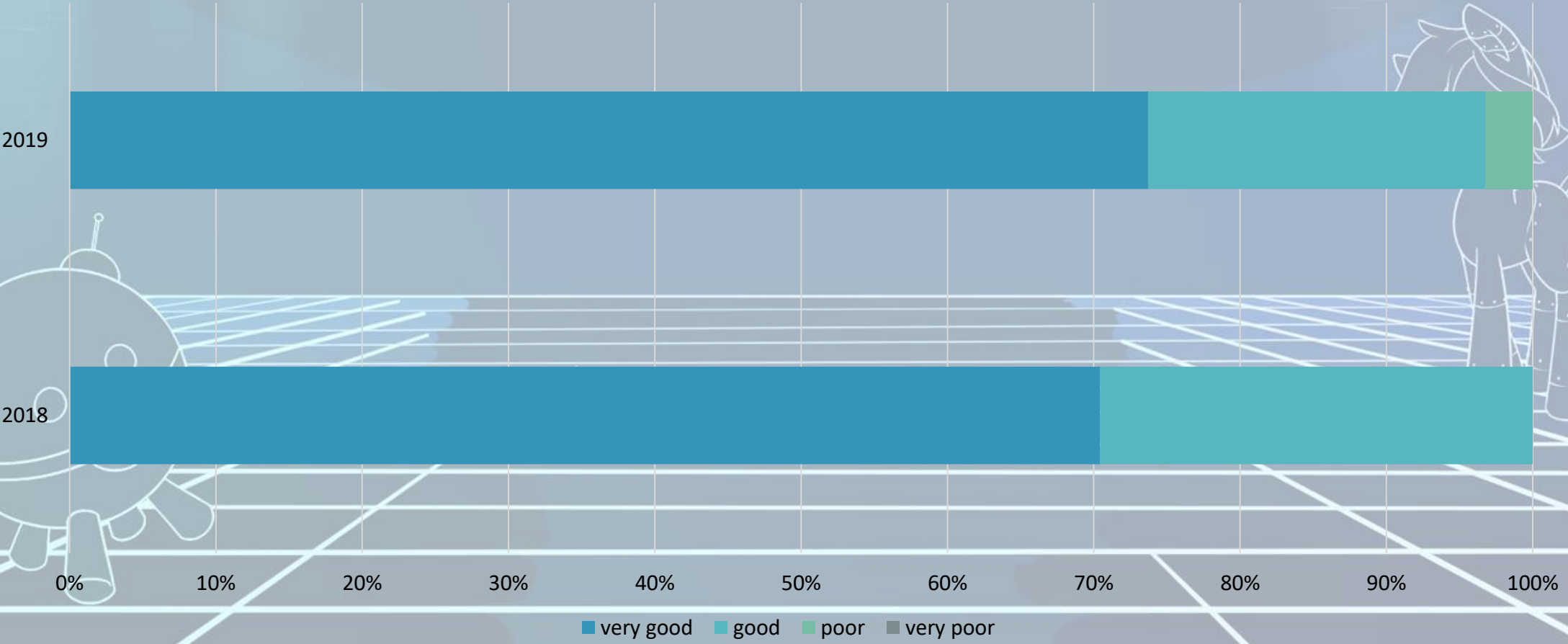


DEFERRED PAYMENT MIGHT BE  
CONSIDERED, BUT NOT  
ABSOLUTELY NECESSARY

# Booking Process



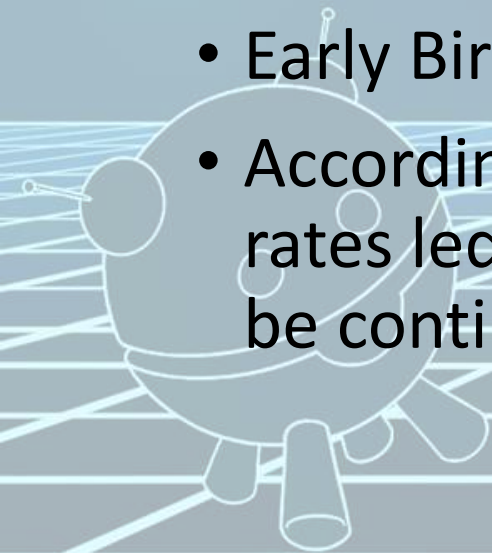
# Ticket Support





# Given Suggestions and Critic

- Continue raffles
- Earlier decisions on vendor and contributor status
- More souvenir goodies
- Early Bird System or special goodie system for higher ticket tiers
- According to annotations, transparency on pricing and reasons for rates led to understanding reactions, so transparency program should be continued

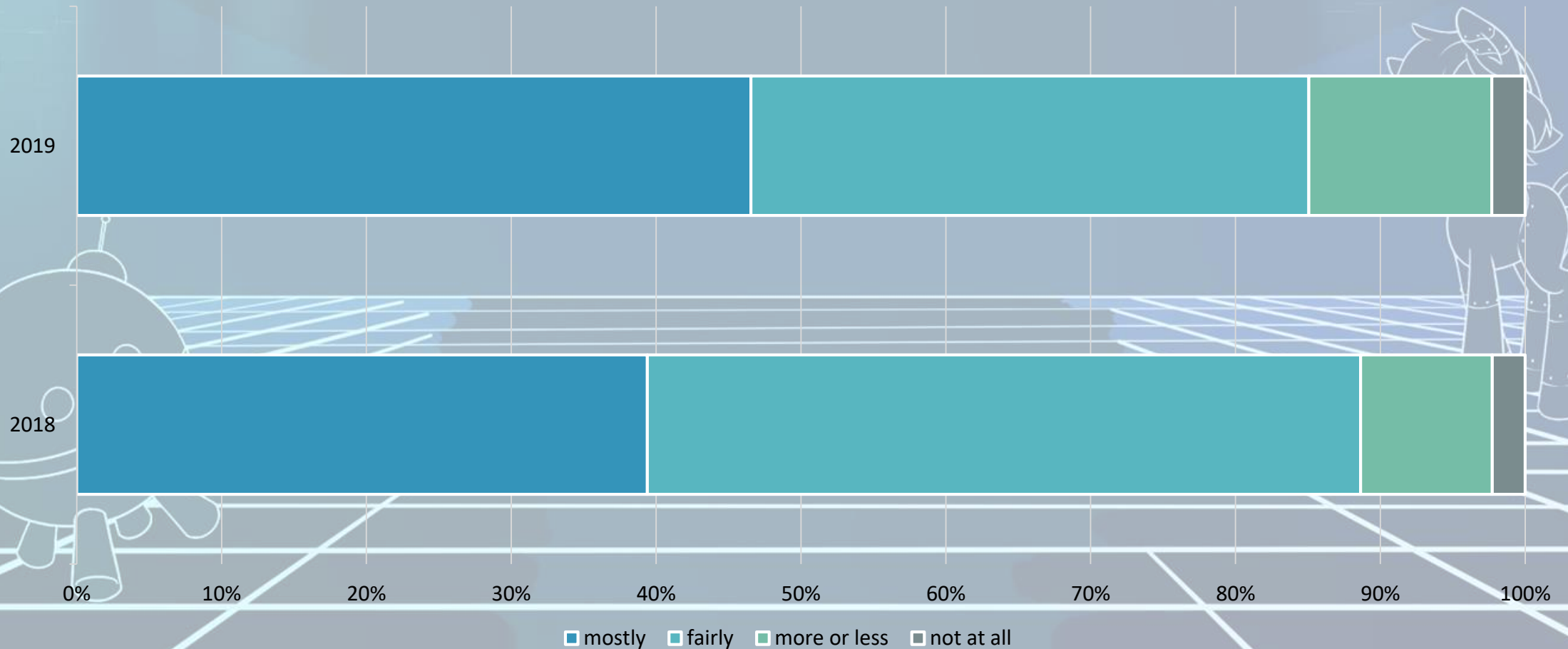


# Program Rating

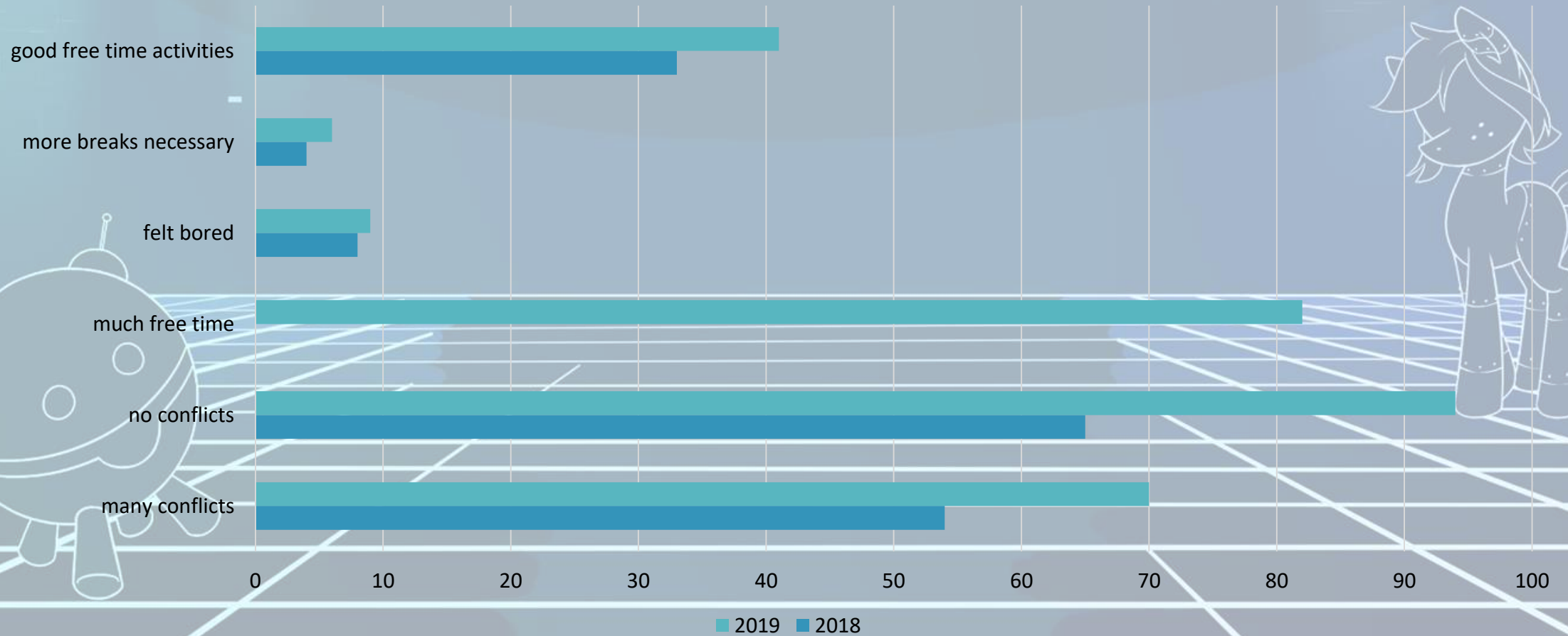
Program, Schedule, Interests



# Interests Met by Program



# Schedule



# Analysis



SLIGHT POSITIVE CHANGE  
REGARDING INTERESTS



SCHEDULE RATED MORE DENSE  
(WHAT IS ACTUALLY TRUE)



CHECK POSSIBILITIES FOR  
SCHEDULE IMPROVEMENTS

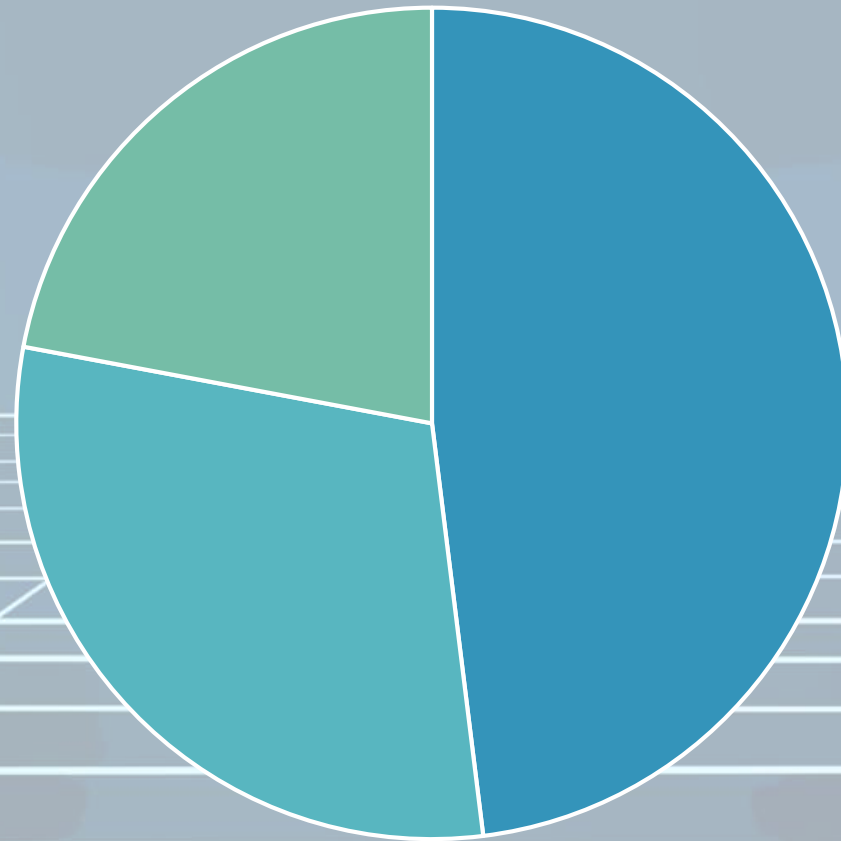


# Evening Events

Dress Code, Rating



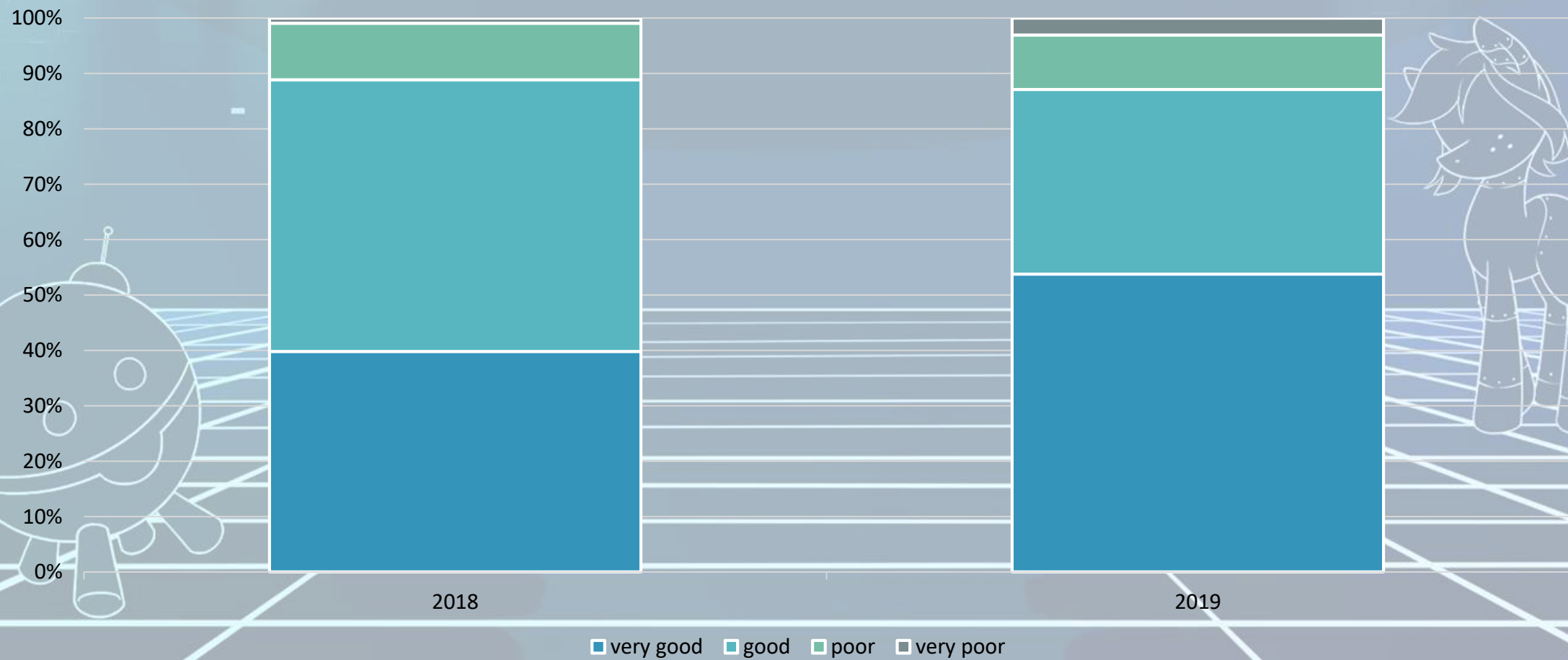
# Attendance



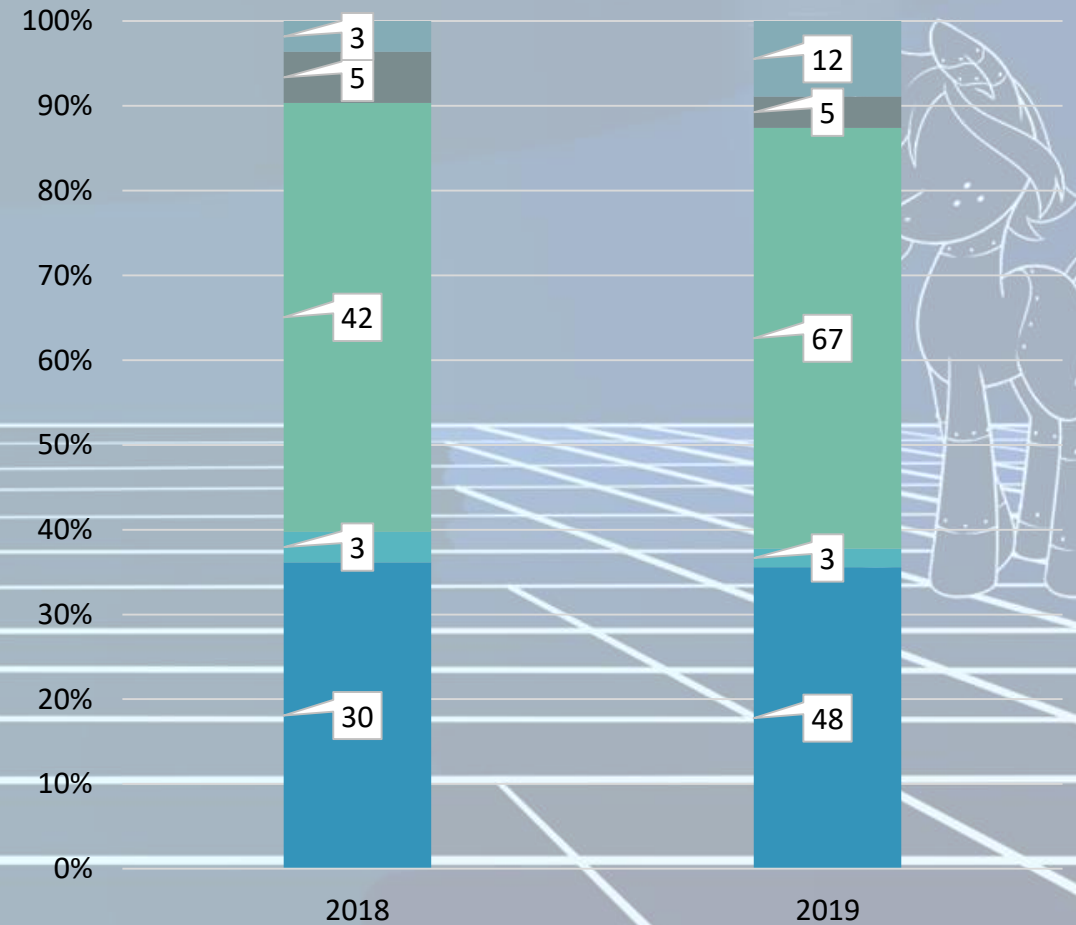
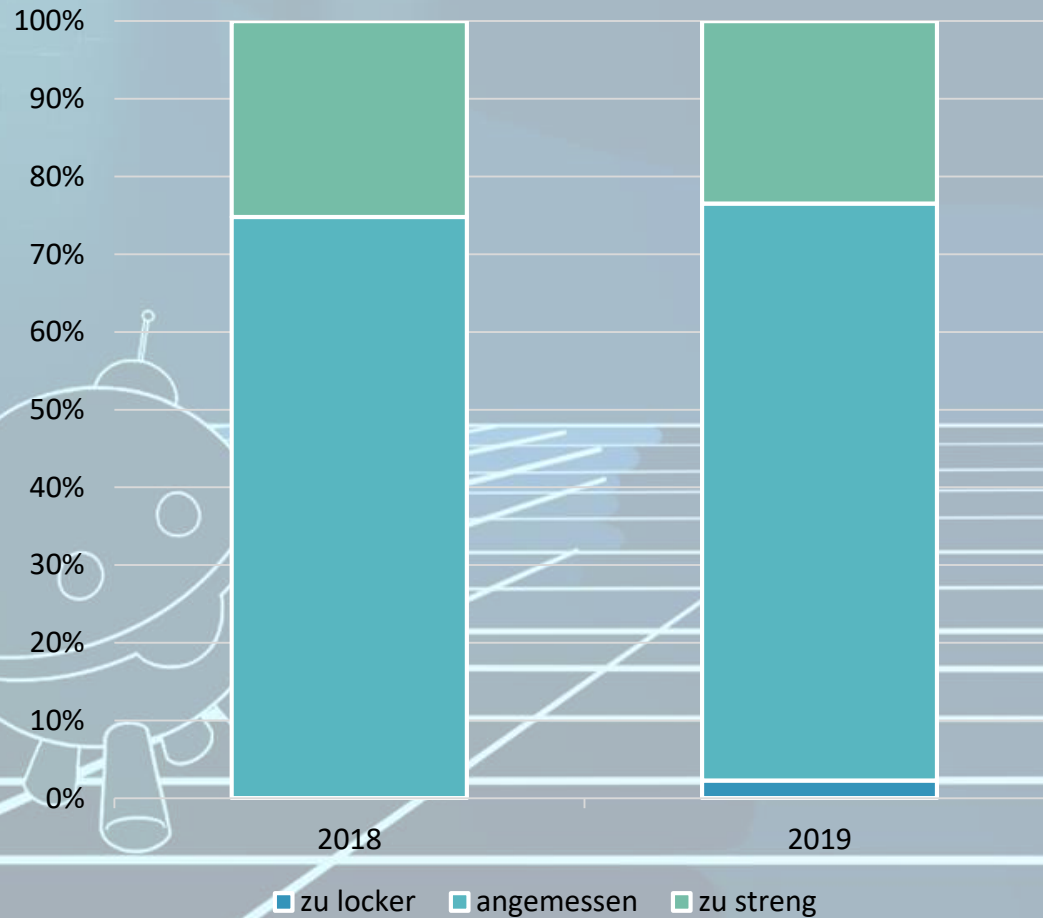
■ Gala Party ■ Gala Ball ■ both



# Choice of Music



# Dress Code



# Analysis

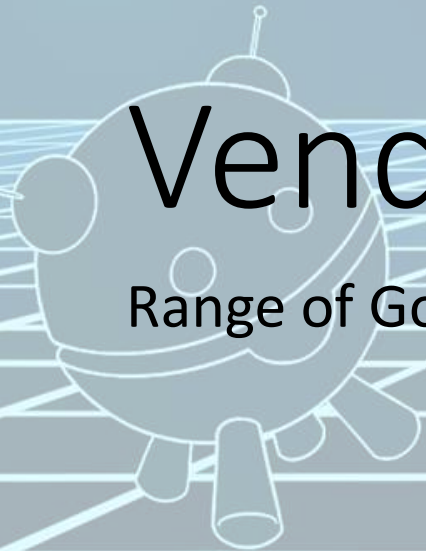
- Known issues regarding Dress Code and Choice of Music
- No urgent need for action, check on further improvements



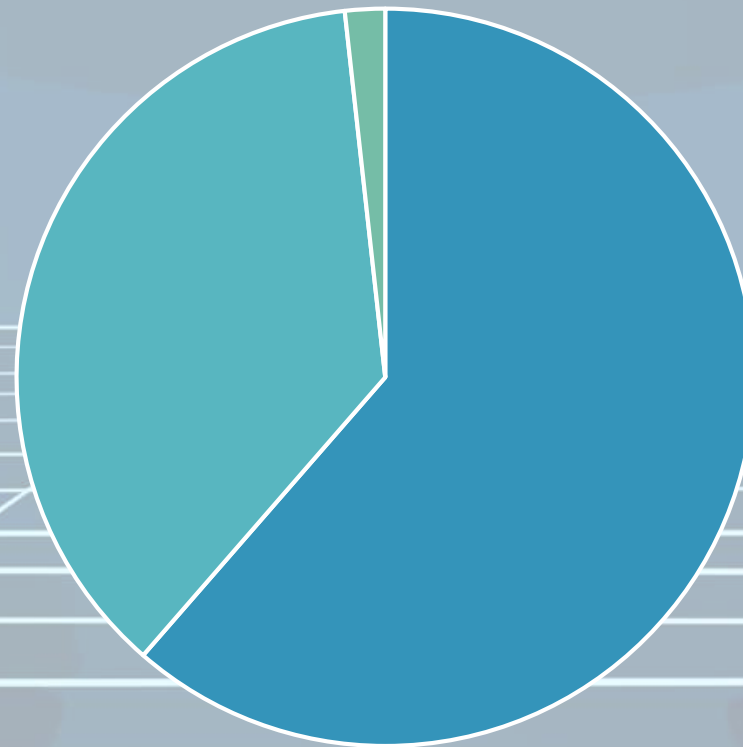


# Vendor Area

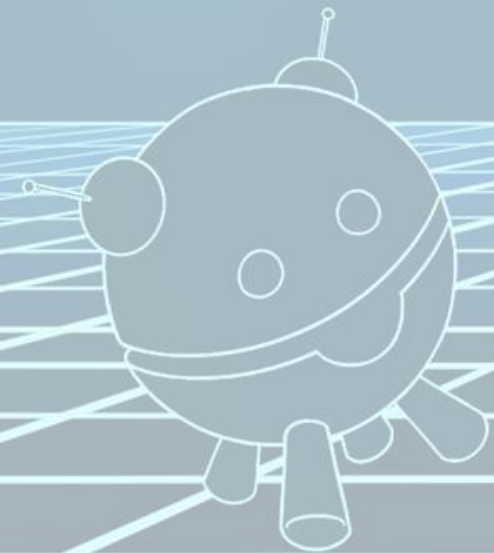
Range of Goods, Purchase Behavior



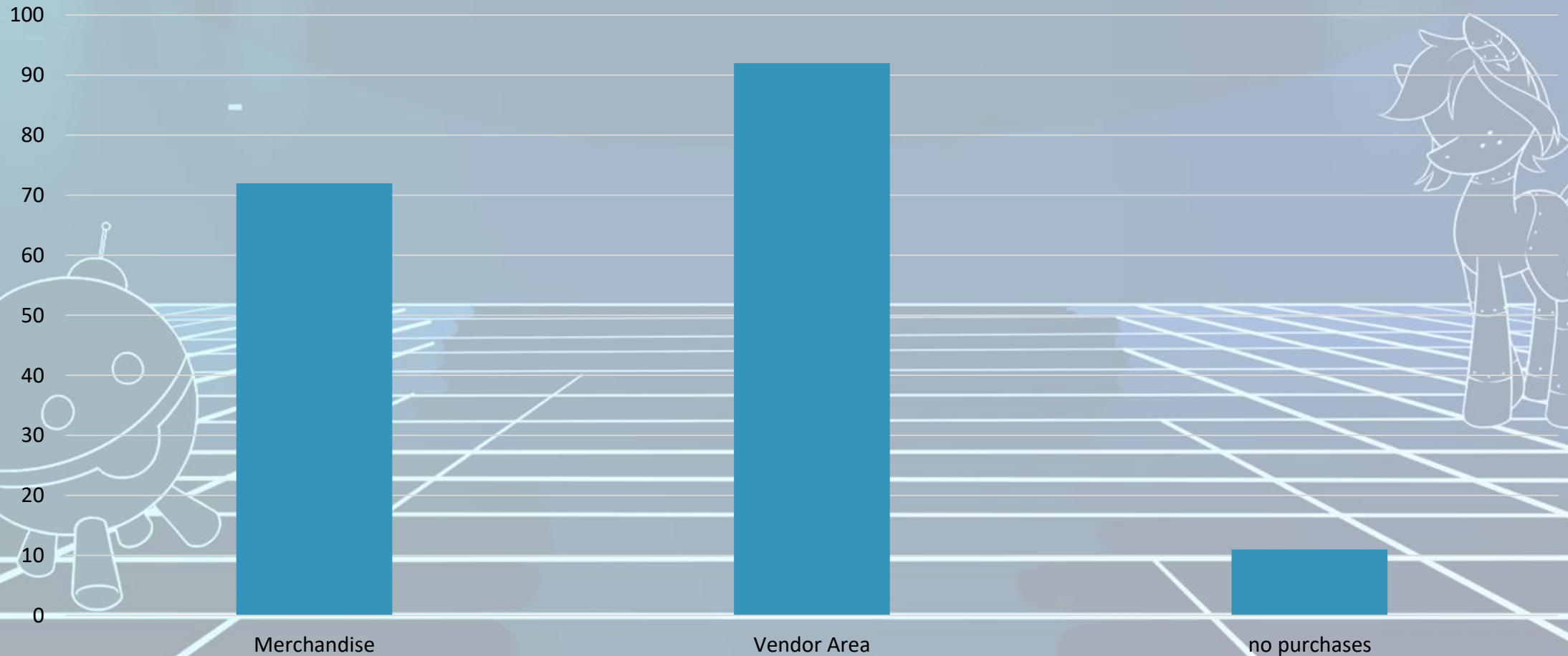
# Range of Goods



■ diverse ■ adequate ■ not diverse

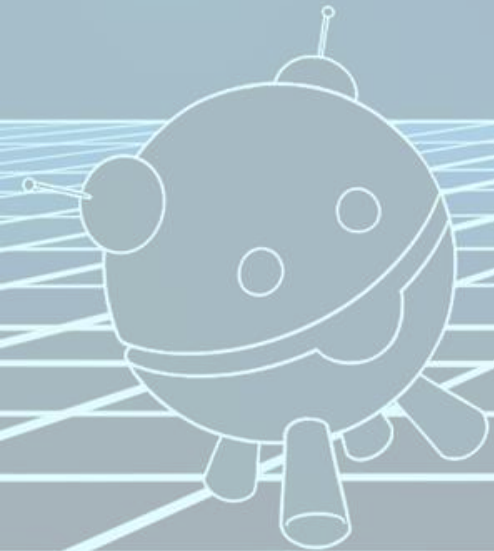


# Purchases Made



# Analysis

- Good choice of vendors
- See results of vendor survey for possible necessary actions



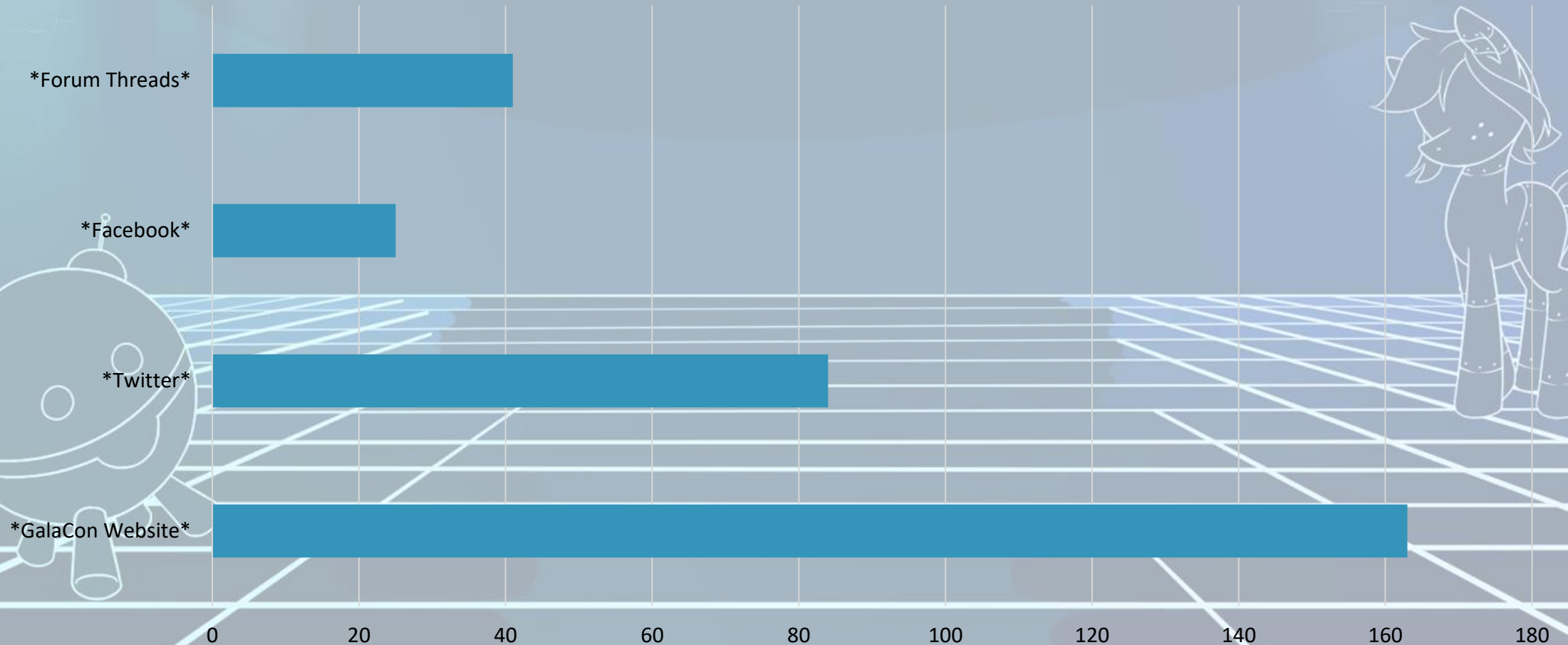
# Public Relations

Social Media, Information, Online Activity

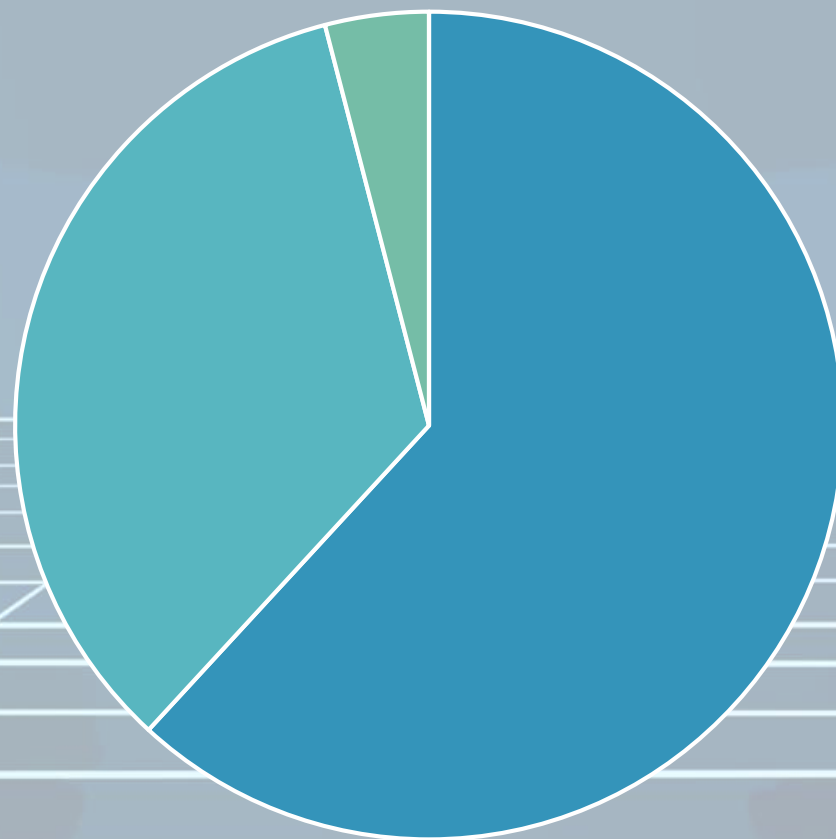




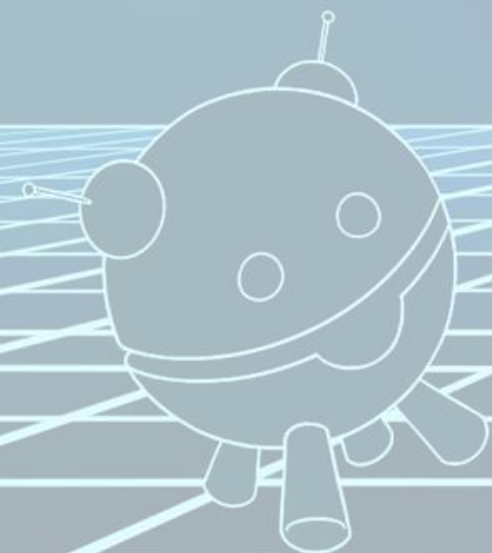
# Followed Information Channels



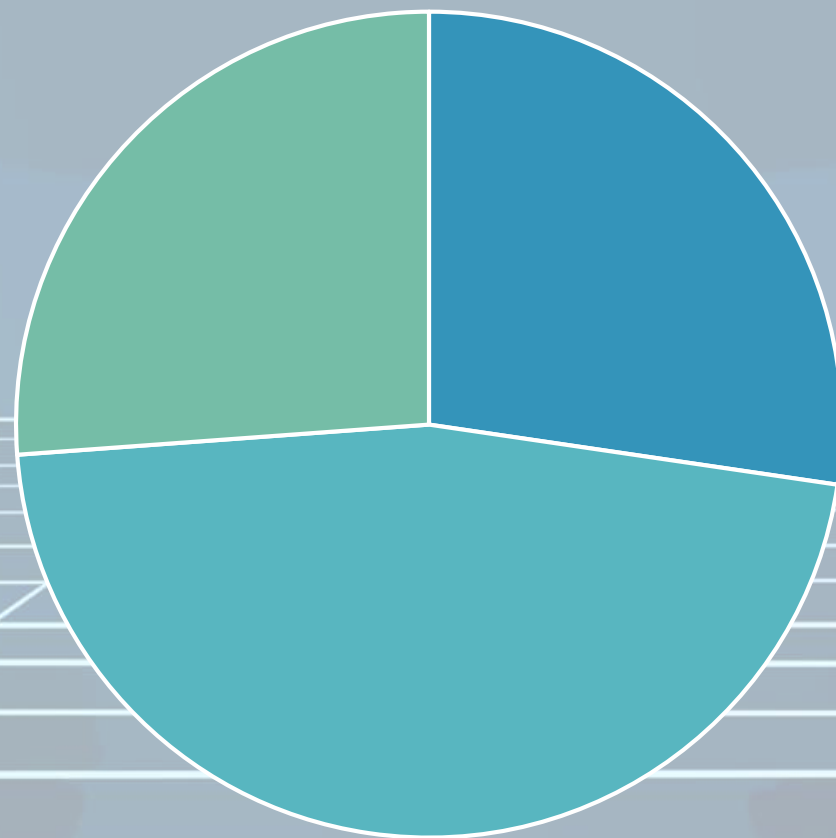
# Overall Rating



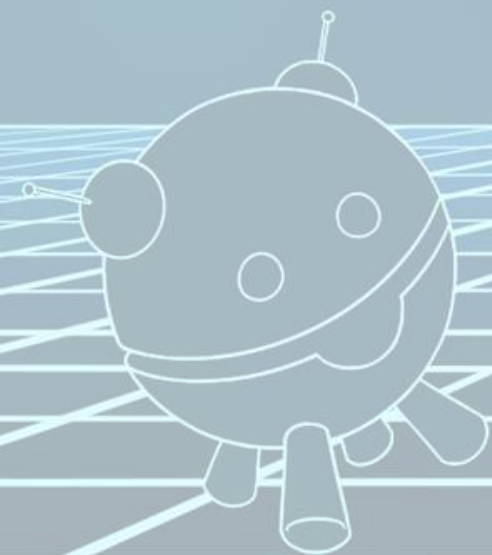
■ very good ■ good ■ poor ■ very poor



# Digital Convention Guide



■ used ■ known, but not used ■ unknown



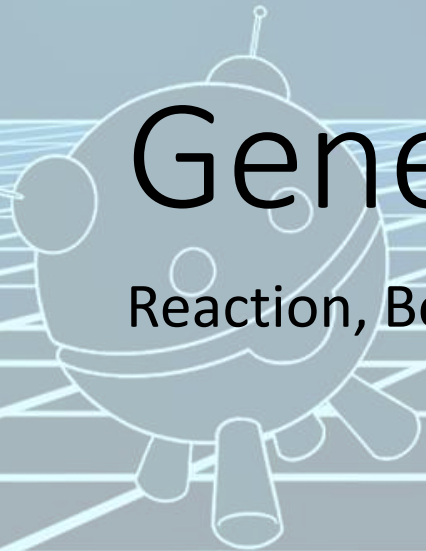
# Suggestions and Critic

- List of hotels
- Missing panel descriptions
- Schedule with links to event descriptions
- Convention Guide in PDF format
- Autograph prices
- Number of available tickets
- More actual information
- Pickup for goodies



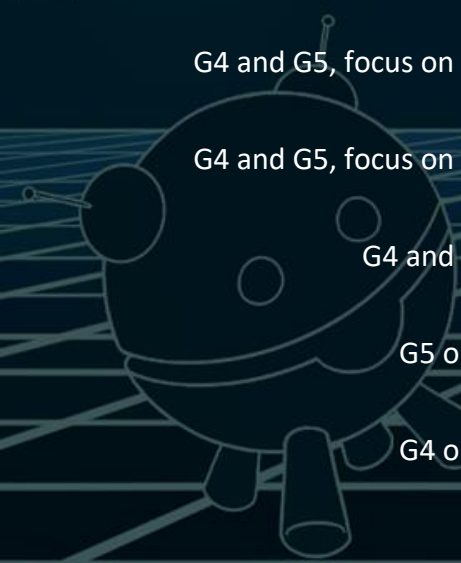
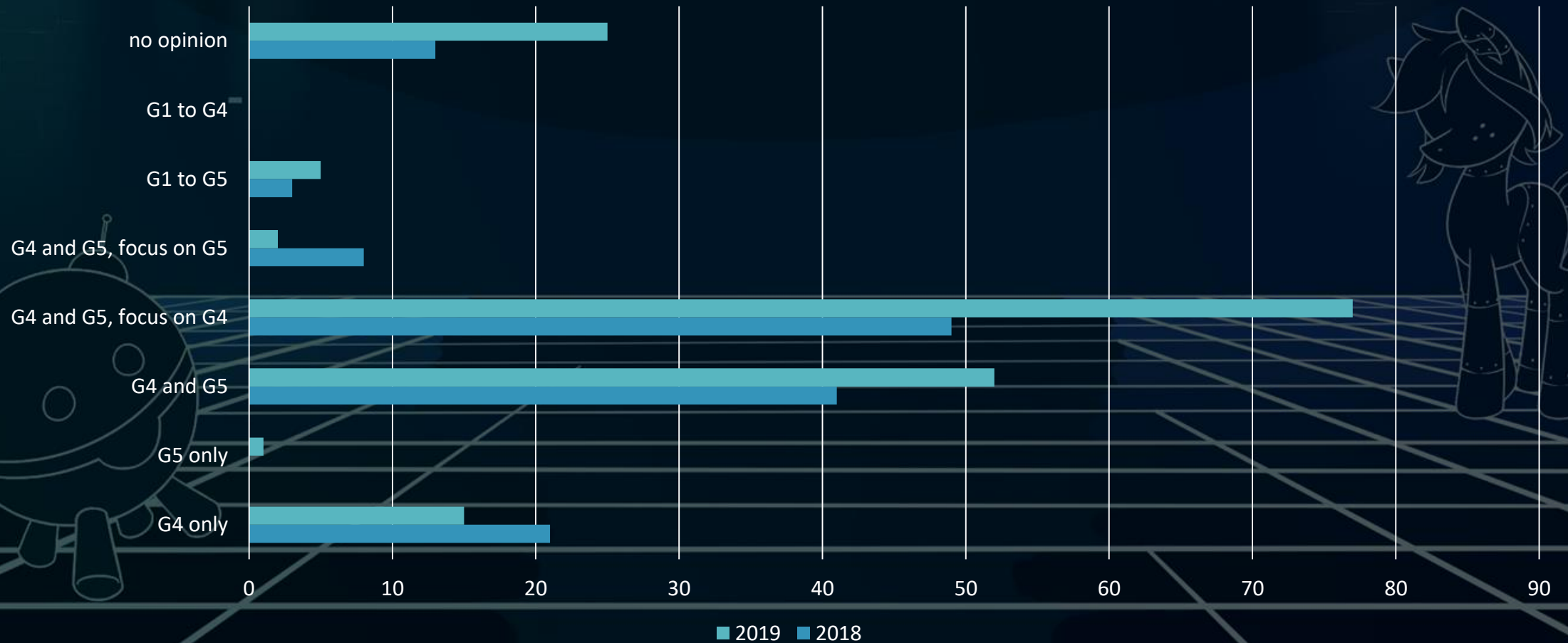
# Generation Shift

Reaction, Behavior, Preferences

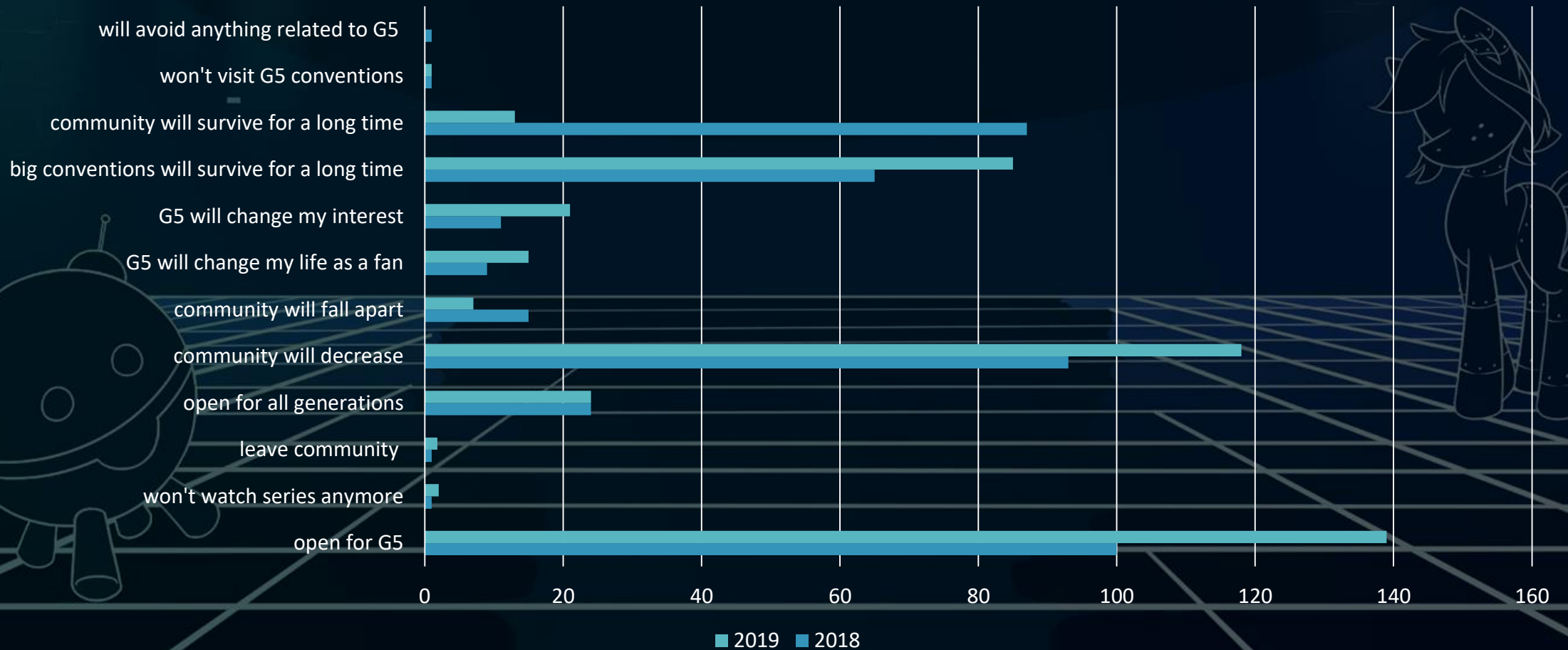




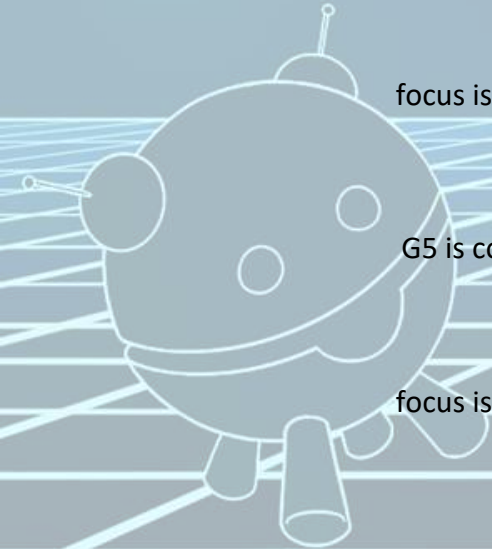
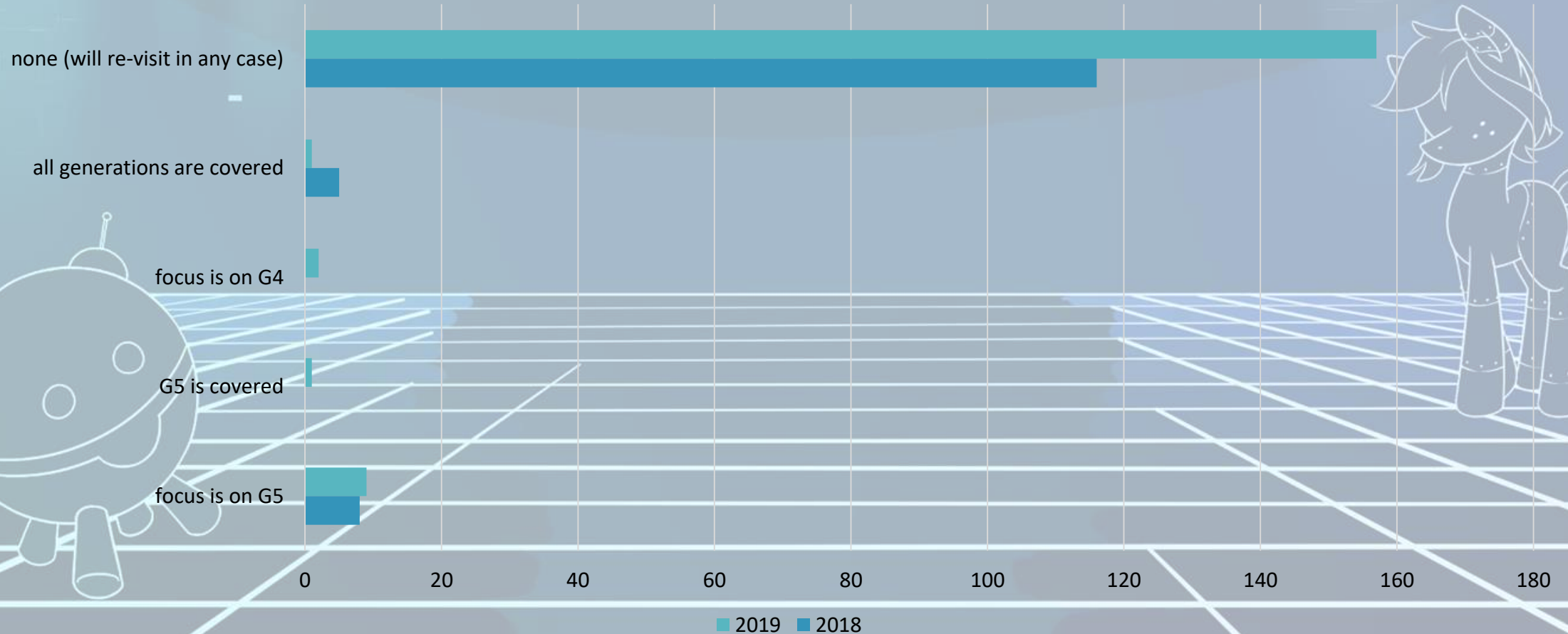
# Should GalaCon Adjust?



# Personal Opinions and Reactions



# Won't Revisit GalaCon If...



# Analysis

- Generation Shift should not affect GalaCon remarkably
- G5 should also be covered second to G4
- Mostly open and positive reactions

