



Tourism Advisory Committee Meeting Tuesday 18 February 2014 4.30pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Lithgow Visitors Guide and App
5	Parking at the Visitors Centre
6	Update on Committee Actions
7	Tourism Managers Report
8	General Business
9	Next meeting

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Cllr Maree Statham, Cllr Ross Higlett, Mrs Margaret Edwards, Mrs Helen Riley, Mrs Barbara Bretherton, Mrs Juli-Ann Brozek

APOLOGIES: Mrs Renee DiFranco, Mrs Domino Holbrook-Cove, Mr Matt Brewster

OFFICERS: Ms Kellie Barrow

DECLARATION OF INTERESTS: Nil

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

The minutes were endorsed by two members of the Committee being:

Mrs Helen Riley
Mrs Domino Holbrook-Cove

The minutes were presented to the Council on 25 November 2013

ACTION

THAT the Minutes of the meeting of 12 November 2013 be taken as read and confirmed.

MOVED: Cllr Maree Statham **SECONDED:** Mrs Barbara Bretherton

ITEM: 3 BUSINESS ARISING FROM THE PREVIOUS MINUTES

Nil

ITEM: 4 LITHGOW VISITORS GUIDE AND APP UPDATE

The second edition of the Lithgow Visitors Guide is near completion. Tourism Manager presented the committee with a draft copy of the guide.

The Lithgow App is also complete. The Tourism manager showed the committee how the app looks and will work.

A launch date for the Visitors Guide and App will be set upon confirmation of printing of the Visitors Guide.

ACTION

THAT the committee notes the information provided.

MOVED: Clr Maree Statham **SECONDED:** Clr Ross Higlett

ITEM: 5 UPDATE ON PARKING AT THE VISITORS CENTRE

SUMMARY

Members of the public have raised concerns to councilors in regards to the cars parked for sale on the highway side of the Visitor Information Centre. The committee discussed the issue and agreed the Tourism Manager send a letter to TALC requesting an investigation into limiting parking on the highway side of the Visitor Information Centre. The letter should detail the concerns of the TAC regarding individuals parking vehicles for private sale and recommending a time limit of a 1 hour time limit be introduced and an alternative parking location be identified for the parking of these vehicles for private sale.

ACTION

THAT Committee notes the Tourism Manager send a letter to TALC requesting an investigation into limiting parking on the highway side of the Visitor Information Centre. The letter should detail the concerns of the TAC regarding individuals parking vehicles for private sale and recommending a time limit of 1 hour be introduced and an alternative parking location be identified for the parking of these vehicles for private sale.

MOVED: Clr Maree Statham **SECONDED:** Mrs Helen Riley

ITEM: 6 UPDATE ON COMMITTEE ACTIONS

SUMMARY

This report is to provide an update on committee actions

- RV Friendly - is currently being investigated by the operations department.
- Roaring 20's Glamour and Gowns ball - has been held and was a great success.
- Lithgow Visitors Guide and App – update was provided in an earlier item.
- Town entry signage – a memo will be drafted to the General Manger to determine next action.
- LED sign – has been purchased and is installed.

ACTION

THAT Committee notes the update report on Committee actions

MOVED: Mrs Barbara Bretherton **SECONDED:** Clr Ross Higlett

ITEM 7: TOURISM MANAGERS REPORT

SUMMARY

Update on operations at the Lithgow Visitor Information Centre

COMMENTARY**Visitation Statistics**

Month	2011/12	2012/13	2013/14
Jul	3991	3331	2998
Aug	3283	2821	2504
Sept	4020	3821	3467
Oct	4545	4384	3373
Nov	3647	3347	
Dec	4017	3780	
Jan	4361	3786	
Feb	3217	2068	
Mar	3679	4133	
Apr	5597	4912	
May	3228	2702	
June	2712	2818	
Total Visitation	46297	41,903	12,342

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
Mar – 13	\$130.00	\$13.00	1	1
Apr – 13	\$1910.00	\$191.00	12	9
May – 13	\$1565.00	\$156.50	9	8
Jun - 13	\$540.00	\$54.00	3	2
Jul - 13	\$100.00	\$10.00	1	1
Aug - 13	\$290.00	\$29.00	2	2
Sep – 13	\$395.00	\$39.50	2	2
Oct - 13	\$600.00	\$60.00	4	2
Nov -12	\$120.00	\$12.00	1	1
Dec –12	\$594.00	\$59.40	4	4
Jan - 14	\$140.00	\$14.00	1	1

Phone and Email Enquiries

Month	Phone	Email
Jul	3005	1050
Aug	2608	862
Sept	2845	752
Oct	3680	860
Nov	2950	902
Dec	3214	789
Jan	4103	762
Feb		
Mar		
Apr		
May		
June		
Total	22,405	5977

Retail Sales

Month	2011/2012	2012 / 2013	2013/2014
Jul	\$3613.95	\$4378.65	\$3,641.15
Aug	\$4273.40	\$4452.10	\$3,754.55
Sept	\$5863.15	\$5283.55	\$4,034.95
Oct	\$5500.10	\$5754.60	\$3,639.50
Nov	\$4242.55	\$4119.90	\$3,851.70
Dec	\$4720.70	\$4703.55	\$6,081.30
Jan	\$4538.90	\$4511.30	\$10,663.15
Feb	\$5880.85	\$3331.00	
Mar	\$2943.00	\$3883.40	
Apr	\$6969.35	\$4942.80	
May	\$3319.75	\$3919.30	
June	\$3465.15	\$5,073.55	
Total	\$55,330.85	\$54,353.70	\$35,666.30

Website Stats

	Visits	Pg Views	New Visitors
Feb	2871	8124	75.24%
Mar	4046	10828	75.04%
Apr	3883	10473	77.77%
May	2941	7872	72.63%
June	3570	8893	74.5%
July	3655	8990	73.7%
August	3475	8631	75.9%
September	3545	9269	74.25%
October	3153	7812	77.39%
November	2387	5776	75.45%
December	2999	6953	77.99%
January	3480	8800	77.21%

ACTION that the Committee notes the Tourism Managers Report

MOVED: Clr Maree Statham

SECONDED: Mrs Helen Riley

ITEM 8: GENERAL BUSINESS

Nil

ITEM 9: NEXT MEETING:

Next Meeting: 4.30pm Tuesday 15th April 2014
Lithgow Visitor Information Centre.

There being no further business the meeting closed at 6.15pm