



Minutes

Tourism Advisory Committee
Meeting
Thursday 12 November 2015
4.30pm

| Tourism Advisory Committee | |
|----------------------------|--|
| Item Number | Agenda |
| 1 | Welcome/present/ apologies |
| 2 | Confirmation of minutes |
| 3 | Business Arising from the previous minutes |
| 4 | #LithgowHalloween15 |
| 5 | Consumer Shows |
| 6 | Tourism Managers Report |
| 7 | General Business |
| 8 | Next Meeting |

ITEM 1: PRESENT AND APOLOGIES

PRESENT: Cllr Ross Higlett, Cllr Maree Statham, Mr Steve Ring, Mrs Stacie Phillips, Mrs Margaret Edwards, Mrs Barbara Bretherton, Mrs Renee DiFranco, Mr Greg Johnson, Mrs Juli-Ann Brozek

APOLOGIES: Mrs Helen Riley

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:

Cllr Ross Higlett
Mrs Renee DiFranco

The minutes were presented to the Council on 7th September 2015

ACTION

THAT the Committee notes the minutes of the meeting of 18th August 2015 be taken as read and confirmed.

MOVED: Mrs Renee DiFranco **SECONDED:** Mr Steve Ring

ITEM 3: BUSINESS ARISING FROM THE PREVIOUS MINUTES

NIL

SUMMARY

This report details the background to all that made Lithgow Halloween 15 a success.

COMMENTARY

Lithgow Halloween has been declared by all as a huge success and a lot of planning and preparation went into making the event so successful. Below is a breakdown of the work that went on behind the scenes.

Lithgow Halloween Information Pack – 200 Information packs were printed and distributed to interested local businesses, the information pack included information about workshops, ideas and suggestions for their businesses to become involved with Lithgow Halloween. The final item was a participant form.

Business Information Workshops – Three workshops were run for the benefit of local shopkeepers.

The first workshop was a business information session attended by 30 business operators from the local area. This workshop gave the businesses an opportunity to hear about the plans for #Lithgow Halloween 15.

The second workshop 'How to make the most out of Halloween'. The workshops were well received and well attended.

The final workshop was 'Visual Merchandising' this workshop encouraged businesses to dress their windows in Halloween theme, but incorporating their shop products.

Sponsorships/Partnerships

Council staff were successful in obtaining 4 major sponsors for Lithgow Halloween 15 they include:

- Centennial Coal – Family Fun Precinct
- Treeview Estates – Flavours Precinct
- McDonalds Lithgow – Funky Precinct
- Energy Australia – Energy Australia stage and entertainment.

Halloween partnerships were also engaged with Coates Hire, Henry's Plant and Equipment Hire, Lithgow Workies, Creative Lighting and Audio and Howard and Sons pyrotechnics.

Media Coverage

Headline Publicity – Lithgow Tourism engaged the services of specialist media liaison and publicity company Headline Publicity who broadened the scope the exposure of Halloween considerably.

Among the media engaged by Headline Publicity was the Daily Telegraph who featured Halloween on the front page of their Best Weekend magazine as well as a generous write-up that proved exceptional value for money (valued at \$78,000).

Exposure on the event was also covered by travel blogger 'Vacation Goddess' whose chief writer Alison Carmichael who attended the event.

TV Advertising

The 30 and 15 second commercial were featured on PRIME and WIN. A report from Prime TV was our commercial was played during prime air time including through Seven news, Sunrise and 800 words.

Other advertising – Advertisements for Halloween were placed in the following media:

Lithgow Mercury, Lithgow Village Voice, Blue Mountains Life Magazine and MOVE FM. Halloween Banners were created and displayed around the area. McDonalds in Lithgow, Mudgee, Blaxland and Emu Plains promoted the event with the TV Commercial on their restaurant.

Lithgow Living History Group were engaged to hand out Halloween literature at Penrith and Katoomba Railway Stations in full costume, distributing all the leaflets taken and getting positive reactions.

Social Media – Facebook was heavily utilized during and included the Lithgow Tourism Events Page and the Lithgow Halloween Page.

Final numbers for the event were estimated over 27,000 people attending the event.

RECOMMENDATION

THAT:

1. The Chair of the Committee write to all sponsors and supporters thanking them for their commitment to the event.
2. Council consider committing \$120,000 in the 2016/2017 budget.
3. The Chair of the Committee write to Zig Zag Brewery and congratulate the Brewery on hosting a successful ball.

MOVED: Mrs Margaret Edwards **SECONDED:** Mr Steve Ring

ITEM 5: CONSUMER SHOWS

SUMMARY

Staff have recently a number of consumer shows the report outlines the shows attended

COMMENTARY

Lithgow Tourism has attended the following trade shows:

- Penrith Caravan and Camping Show – 11-13 September
- Canberra Times Holiday and Camping Show – 23-25 October
- South Coast Caravan and Camping Show- 6-8 November

During the shows many information packs were handed out and questions asked of the Lithgow area. Of particular interest was the promotion of Lake Wallace and Kremer Park as free RV friendly camping destinations. Testament to this interest is the rapid increase in the number of RV's camping at Lake Wallace in particular.

ACTION

THAT the committee note the attendance at the Consumer show.

MOVED: Mrs Renee DiFranco **SECONDED:** Mr Steve Ring

ITEM 6: TOURISM MANAGERS REPORT

SUMMARY

Update on operations at the Lithgow Visitor Information Centre

COMMENTARY

Visitation Statistics

| Month | 2011/12 | 2012/13 | 2013/14 | 2014/15 | 2015/16 |
|-------------------------|---------------|---------------|---------------|---------------|---------|
| Jul | 3,991 | 3,331 | 2,998 | 2,800 | 3,077 |
| Aug | 3,283 | 2,821 | 2,504 | 2,622 | 2,647 |
| Sept | 4,020 | 3,821 | 3,467 | 2,905 | 3,338 |
| Oct | 4,545 | 4,384 | 3,373 | 3,859 | 3,964 |
| Nov | 3,647 | 3,347 | 2,751 | 2,951 | |
| Dec | 4,017 | 3,780 | 3,293 | 3,466 | |
| Jan | 4,361 | 3,786 | 3,877 | 3,971 | |
| Feb | 3,217 | 2,068 | 3,594 | 2,798 | |
| Mar | 3,679 | 4,133 | 3,235 | 3,456 | |
| Apr | 5,597 | 4,912 | 3,504 | 4,458 | |
| May | 3,228 | 2,702 | 2,859 | 2,806 | |
| June | 2,712 | 2,818 | 2,824 | 2,830 | |
| Total Visitation | 46,297 | 41,903 | 38,279 | 38,922 | |

Accommodation Commission Statistics

| Month | Total Price for Accommodation | Total Commission | No. of Visitor Nights | Total no. of bookings for the month |
|-----------|-------------------------------|------------------|-----------------------|-------------------------------------|
| July -14 | \$160.00 | \$16.00 | 1 | 1 |
| August 14 | \$570.00 | \$57.00 | 3 | 3 |
| Sep - 14 | \$745.00 | \$74.50 | 6 | 3 |
| Oct - 14 | \$0.00 | 0 | 0 | 0 |
| Nov - 14 | \$0.00 | 0 | 0 | 0 |
| Dec -14 | \$130.00 | \$13.00 | 1 | 1 |
| Jan - 15 | \$270.00 | \$27.00 | 1 | 1 |
| Feb - 15 | \$0.00 | 0 | 0 | 0 |
| Mar -15 | \$510.00 | \$51.00 | 4 | 4 |
| Apr - 15 | \$810.00 | \$81.00 | 6 | 4 |
| May - 15 | \$0.00 | \$0 | 0 | 0 |
| June - 15 | \$0.00 | \$0 | 0 | 0 |
| July -15 | \$260.00 | \$26.00 | 2 | 2 |
| August 15 | \$0.00 | \$0 | 0 | 0 |
| Sept -15 | \$0.00 | \$0 | 0 | 0 |
| Oct - 15 | \$590.00 | \$59.00 | 4 | 3 |

Phone and Email Enquiries

| Month | Phone | Email |
|--------------|---------------|---------------|
| Apr | 4,593 | 982 |
| May | 3,912 | 642 |
| June | 3,891 | 783 |
| July | 4,207 | 861 |
| August | 4,106 | 981 |
| September | 4,051 | 894 |
| October | 3,927 | 915 |
| November | 3,978 | 869 |
| December | 4,138 | 912 |
| Jan | 4,103 | 762 |
| Feb | 3,987 | 802 |
| March | 3,916 | 915 |
| April | 4,491 | 947 |
| May | 3,897 | 899 |
| June | 4,009 | 971 |
| July | 4,158 | 991 |
| August | 3,912 | 982 |
| September | 4,085 | 919 |
| October | 4,245 | 1,032 |
| Total | 77,606 | 17,059 |

Lithgow App downloads

| Month | I phone | Android |
|----------|---------|---------|
| November | 12 | 5 |
| December | 12 | 7 |
| January | 14 | 15 |
| February | 20 | 14 |

| | | |
|--------------|------------|-----------|
| March | 18 | 5 |
| April | 15 | 9 |
| May | 11 | 8 |
| June | 0* | 5* |
| July | 23 | 12 |
| August | 20 | 6 |
| September | 29 | 5 |
| October | 31 | 9 |
| Total | 205 | 95 |

Retail Sales

| Month | 2011/2012 | 2012 / 2013 | 2013/2014 | 2014/2015 | 2015/2016 |
|--------------|--------------------|--------------------|--------------------|--------------------|------------|
| Jul | \$3613.95 | \$4378.65 | \$3,641.15 | \$3,330.45 | \$4,571.00 |
| Aug | \$4273.40 | \$4452.10 | \$3,754.55 | \$1,125.00 | \$3,270.80 |
| Sept | \$5863.15 | \$5283.55 | \$4,034.95 | \$3,123.00 | \$5,482.00 |
| Oct | \$5500.10 | \$5754.60 | \$3,639.50 | \$6,944.10 | \$4,605.30 |
| Nov | \$4242.55 | \$4119.90 | \$3,851.70 | \$1,530.00 | |
| Dec | \$4720.70 | \$4703.55 | \$6,081.30 | \$7,123.27 | |
| Jan | \$4538.90 | \$4511.30 | \$10,663.15 | \$6,886.04 | |
| Feb | \$5880.85 | \$3331.00 | \$9,422.20 | \$13,126.20 | |
| Mar | \$2943.00 | \$3883.40 | \$2,972.50 | \$4,911.50 | |
| Apr | \$6969.35 | \$4942.80 | \$2,741.00 | \$4,685.00 | |
| May | \$3319.75 | \$3919.30 | \$3,571.30 | \$5,264.20 | |
| June | \$3465.15 | \$5,073.55 | \$2512.10 | \$4,364.50 | |
| Total | \$55,330.85 | \$54,353.70 | \$54,373.30 | \$62,413.26 | |

Website Stats

| | Visits | Pg Views | New Visitors |
|-----------|--------|----------|--------------|
| April | 4,282 | 10,677 | 75.5 % |
| May | 3,047 | 7,909 | 78.8% |
| June | 3,185 | 7,814 | 80.53% |
| July | 3,417 | 8,122 | 75.07% |
| August | 3,006 | 7,370 | 77.68% |
| September | 3,908 | 9,469 | 77.99% |
| October | 3,216 | 7,709 | 76% |
| November | 3,030 | 7,064 | 77.79% |
| December | 3,178 | 7,675 | 76.90% |
| January | 3,789 | 8,963 | 78.99% |
| February | 2,890 | 6,634 | 79.86% |
| March | 4,128 | 9,752 | 80.01% |
| April | 3,823 | 9,265 | 79.94% |
| May | 3,637 | 8,000 | 75.61% |
| June | 4,289 | 9,717 | 75.92% |
| July | 4,043 | 9,622 | 75.91% |
| August | | | |
| September | | | |
| October | | | |

