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LGSA TOURISM CONFERENCE
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BUSINESS TOURISM IN REGIONAL NSW
Newcastle: a case study

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The logo for the Newcastle Visitor & Convention Bureau features a stylized wave graphic above the word "newcastle" in a lowercase, sans-serif font. Below "newcastle" is the text "VISITOR & CONVENTION BUREAU" in a smaller, uppercase font.

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What is MICE?

- **Meetings**
- **Incentives**
- **Conventions**
- **Exhibitions**

• *also known as Business Tourism / Business Events*




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What is MICE? (cont.)

- **Highest yield tourism market**
- **Meetings -**
 - association = 29% (Ntl = 35%)
 - corporate = 52% (Ntl = 47%)
 - government = 18% (Ntl = 17%)
- **Incentives - reward & motivate**
- **Exhibitions - stand alone or with conference**



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What is MICE? (cont.)

- **MICE = \$17.3billion pa***
 - NSW = 40%
 - VIC = 19% attendance
- **Single/ part day meetings = 68%***
- **Expenditure per delegate per day**
 - Domestic: \$333 - \$557* p/d/p/d (regional NSW=\$315#)
 - Intl: \$554* - \$749+ p/d/p/d
 - Locals: \$58^ - \$174* p/d/p/d
 - Newcastle: \$413 p/d/p/d #

*National Business Events Study – CRC for Sustainable Tourism 2005
Regional NSW Convention Delegate Study 2003 - NSWCB
+ Sydney Delegate Study 2004 – SCVB
^ BTR Meetings Make their Mark

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What is a Convention Bureau?

- **Not - for - profit organisation**
- **Role - to brand & market destination for MICE**
- **Funding:**
 - Local/State Govt
 - Membership fees
 - Fees & Commissions (accommodation & PCO)
 - Co- operative marketing

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Objectives of a CVB

- **Encourage groups/organisations to hold meetings/events in its area**
- **Assist, support & advise**
- **Position its destination as a premier MICE destination nationally & Internationally**
- **Create greater yields for local business from MICE**

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Why MICE for Newcastle?

- Relatively easily targeted market
- Exposure
- “Word of Mouth” publicity
- Accessibility - 2 hrs from Sydney - largest market
- \$\$\$\$\$



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Newcastle ..then...

- NVCB - division of Tourism function of NCC
- Newcastle only Hunter LGA focussing on MICE
- Funding:
 - NCC
 - Membership fees
 - Fees & Commissions
 - Co-op marketing
- Major employer BHP / heavy industry



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Newcastle ..then...

- No RTO
- NVCB one of only 2 regional NSW CVB
- Limited supply of quality accommodation
- No local PCO's
- No major A/V production company
- No theming companies
- NVBC = 1FTE



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Newcastle ..now.....

- No BHP
- Major industries - health & education
- Airport - increased accessibility
- Increase in number/type/standard of accommodation
- Upgraded facilities
- 4 Hunter based accredited PCO's
- A major A/V production company set up local office
- 2 theming companies


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Newcastle ..now.....

- HRTO
- HVWC & PS focus on MICE
- Several other NSW regional CVB's
- NSWCB
- Improved image
- NVCB = 2FTE's

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What has been achieved?

- **ENQUIRIES:**
93/94 = 62; 2004/2005 = 279 (+350%)
- **CONFIRMATIONS:**
93/94 = 42; 2004/2005 = 143 (+240%)
(Estimated value = \$14,621,000)
- **OCCUPANCY RATES**
remain high, reaching new markets

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What has been achieved?

- Leisure tourism growth on 'back" of MICE
- Regularly host major State, National & Intl conferences pa
- New quality suppliers to the industry
- Improvement in service & standards to MICE sector
- Ntle is "Conference ready"
- 2003 hosted MIAA
- Ntle a leading Regional conference destination

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Tips for Regional destinations

- Do 'honest' product audit
- Be realistic about your destination's capabilities & target your marketing accordingly
- Think laterally re "non traditional" venues/locations
- Educate operators e.g.
 - How to host site inspections
 - Special requirements of conferences
- Check dates don't conflict with other major events
- May need to wear many hats eg CVB/ PCO/ Educator
- Don't be afraid to 'educate' your customer if necessary
- Commitment & Consistency
- Don't expect miracles overnight - it is a 'long haul'

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**PROMISE WHAT YOU CAN DELIVER
BUT
DELIVER MORE THAN YOU PROMISE**



newcastle
VISITOR & CONVENTION BUREAU