



Wyong Shire Council Report 2011/12

1st Quarter: July - September 2011

*Councillors please note that this report, being the first of the new financial year, will contain less content than previous reports that provided accumulated content from previous quarters

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Value of Tourism to Wyong Shire and the Central Coast

Tourism delivers \$762 million in expenditure to the Central Coast annually
(National Visitor Survey Data, Tourism Research Australia, Dec 2009)

Tourism employs almost 3000 people in the Federal Electorate of Dobell.

Electorate of Dobell

COMPOSITION OF RESIDENTS' EMPLOYMENT

| Industry Sector | Employment (full-time equivalent) | % of total Employment | National Average |
|--|---|--------------------------|---------------------|
| Tourism | 2,924 | 5.2% | 5.7% |
| Accommodation/Casinos/Gambling | 430 | | |
| Cafes/Restaurants/Pubs/Clubs/Taverns | 501 | | |
| Tourism retail | 923 | | |
| Tourism-related transport | 275 | | |
| Other tourism | 795 | | |
| Transport (non tourism-related) | 1,548 | 2.8% | 2.5% |
| Air/Water | 75 | | |
| Road/Vehicle hiring | 1,080 | | |
| Rail | 393 | | |
| Other | 51,392 | 92.0% | 91.8% |
| Manufacturing (non tourism-related) | 5,527 | 9.9% | 11.0% |
| Agriculture/Forestry/Fishing | 604 | 1.1% | 3.9% |
| Mining | 188 | 0.3% | 0.9% |
| Other | 45,073 | 80.7% | 76.0% |
| TOTAL | 55,864 | 100% | 100% |

Central Coast Tourism Key Achievements

Under the Memorandum of Understanding with Wyong Shire Council From July 2011

- New major event secured for the Central Coast (NSW Regional Rugby Union Championships)
- The Entrance Tourism and Economic Development Strategy Drafted – will be presented to WSC GM in coming weeks
- Central Coast Tourism membership continues to grow, now standing at 250 members- the largest membership contingent in Central Coast Tourism's history
- \$280,000 of cooperative marketing funds delivered to Central Coast Tourism members through the NSW Regional Tourism Partnership Program
- \$250,000 available to Central Coast Tourism operators under the state government Tourism Product Development Grant Funds
- Continued work with the Northern Lakes Disability Tourism Project
- Central Coast Tourism has appointed Australian Attractions Group to represent the destination in the international markets. Australian Attractions Group have already developed a marketing plan and visited key tour operators including Noonaweena, Cedar Park Lavender, Treetops Adventure Park and Camp Breakaway which has been identified as a key product for large inbound Asia groups.

Key Deliverables to Wyong Shire Council through the new Memorandum of Understanding 2011 - 2013

| Deliverable | Status | Comment |
|--|----------------------|--|
| 1. Recognition of Wyong Shire Council funding by recognition through branding | Pending | In the process of updating presence to include WSC branding where appropriate |
| 2. Signage at events to recognise Wyong Shire Council's sponsorship | Pending | In the process of updating presence to include WSC branding where appropriate |
| 3. Promote tourism and events in Wyong Shire in conjunction with GTV, WCC, TETCM | Achieved & ongoing | Events assistance and promotion provided to numerous Wyong Shire events – see page 12 |
| 4. Deliver and Support VIC Services across the Central Coast | Achieved & ongoing | TETCM MOU remains in place |
| 5. Deliver the DMP | Achieved and Ongoing | DMP priorities largely achieved within 18 months of plan being released |
| 6. Include an Ecotourism strategy and Disability tourism strategy within business plan | Completed | Business plan completed and provided to Central Coast Tourism board – WSC representatives |
| 7. Commitment to engage in airport project | Completed | Central Coast Tourism has publicly advocated for the establishment of Sydney's second airport on the coast |
| 8. Commitment to support improved mobile service coverage in WS | Pending | Need council to elaborate on what is required |
| 9. Provide a commitment to the Tourism Strategy for the Northern part of the Shire | Pending | Need council to elaborate on what is required |
| 10. Provide a commitment to sporting tourism events | Completed | Central Coast Tourism actively bidding for new sporting events |

Central Coast Destination Management Plan Report

Priority 1: Activate the Waterfront

- In conjunction with Regional Development Australia, NSW Industry & Investment, Gosford City Council and Wyong Shire Council, CCT is leading the development of a Regional Tourism Investment & Infrastructure Plan for the Central Coast. Consultant commissioned, literature review completed. Prioritization of infrastructure projects planned for January-March. Assessment criteria confirmed. Final Report due August 2011.
- Facilitating The Entrance revitalisation and enhancement steering groups. Central Coast Tourism has now commissioned Andrew Neil/ Lantz Marshall to produce an economic and tourism development plan for The Entrance to feed directly into The Entrance Masterplan being implemented by council. Data collection has already begun, and Central Coast Tourism continues to work with the revitalise the Entrance group. Central Coast Tourism briefed the secondary students of Tuggerah Lakes Secondary College on the work of the Revitalise the Entrance committee. Draft due for July 2011. Draft report now complete and will be provided to council GM shortly.
- Central Coast Tourism stands to receive \$250,000 in product development funds through the new coalition government in September 2011. The guidelines and objectives of this funding are now available.

Priority 2: Enhance and promote the lifestyle and culture of the Central Coast

- Central Coast Tourism developed a major new “Tourism Splash Discount Card” introduced to the market and received overwhelming interest – the card provides 2 for 1 deals across Central Coast Tourism members with approx 1/3 of the business participating located in the Wyong Shire. To the end of September, 2741 cards were downloaded from www.visitcentralcoast.com.au. Over 2000 cards have been distributed throughout the information centres and other distribution points.
- New regional guide for 2012 became available in September – 2 months earlier than the 2011 guide and was distributed to members prior to the long weekend in October. The guide carries a page of discount vouchers with approx ½ the vouchers featuring businesses located in the Wyong Shire. Approx 45% of advertisers in the guide are based in the Wyong Shire region.
- New developments on the Central Coast Tourism website are being implemented; stage 2 upgrades underway, as well as digital marketing activity targeting Sydney through Google and other providers.
- Central Coast Tourism provided the opportunity for all members to apply for marketing funding from Destination NSW through the Regional Partnership Program. Three Wyong Shire based businesses Quay West Magenta Shores, Skydive The Central Coast and Norah Head Lighthouse took up the opportunity and are participating in the Get Out of Sydney marketing campaign active from August to December 2011.
- New campaign websites www.ourcentralcoast.tv and www.getoutofsydney.com.au being constructed.

Priority 3: Attract and grow hero, business and tourism events

- A list of target leads for new events to attract to the Central Coast has been developed and sent to representatives of council.
- Central Coast Tourism through the Tourism and Business Events Manager role is now securing new events for the region
- Central Coast Events Alliance meeting continues to be held
- Grant opportunities have been made available

Priority 4: Improve partnerships, packaging and accessibility

- Central Coast Tourism held joint Tourism Awards with Tourism Hunter in August 2011 with the Central Coast taking home 8 awards out of the 23 categories. Three Wyong based businesses were recognised with gold awards in the following categories: Outstanding Contribution to Regional Tourism, Sandrine Gaymard, TreeTop Adventure Park; Tourist and Caravan Park, Norah Head Holiday Park; Meetings & Business Tourism, Mercure Kooindah Waters.
- Improved partnerships with membership and industry through regular marketing meetings, networking functions, e-news, training and membership services.
- Attended Destination NSW Regional Showcase and presented product information for the following Wyong Shire based companies:
 - Pro Dive Central Coast
 - Sky Dive Central Coast
 - Yarramalong Valley: Amazement, Little Creek Cheese, Macadamia Nut Farm, TreeTops Adventure Park, Cedar Creek Lavender Farm
 - Kims Beach Hideaway
 - Mercure Kooindah Waters
 - Coastal Liner Touring
 - Splash About Card
- Facilitating an accessible tourism precinct working group for the Northern Lakes area in conjunction with local stakeholders, Wyong Shire Council and the community. Central Coast Tourism continues to be an active member of the accessible tourism precinct group.
- Provided opportunities for Central Coast Tourism members to attend product and packaging workshops.
- Currently working on group packages with Coastal Liner and re – investigating possible fast ferry service to Ettalong.

General Support Provided to The Entrance Town Centre Management and Wyong Shire

- Grant application support for Chromeifest 2012
- Provided onsite BookEasy training to TETCM
- Collated bookings activity and report for TEVIC team
- Working with TETCM on the Central Coast Music Festival expansion for 2012
- Provided advice and assistance to TETCM on the Federal Government TQUAL grants program 2011
- Conducted an assessment of Treetops Adventure Park to assist in attaining RTA directional signage
- Advised Optus on their grant application to develop Wyong smartphone application technology- grant successful
- International marketing meetings with Noonaweena, Cedar Lavender, Treetops and Camp Breakaway

Media Interaction & Exposure for Wyong Shire Tourism Operators

- Pitched and coordinated Sydney Weekend film shoot of the Norah Head Lighthouse Tour and Lighthouse Quarters including overnight stay in September. Story scheduled to air in October 2011.
- Coordinated Itinerary for Holiday Goddess media visit incorporating the following Wyong Shire experiences:
 - Breakfast at Kims Beach Hideaway
 - Dinner at Mingara
 - Adventure at TreeTop Adventure Park
 - Lunch at Old Wyong Dairy
 - Tasting at Little Creek Cheese Factory
- Australian Traveller
 - Submitted information for food feature including Little Creek Cheese
- Flip Brynes, Freelance
 - Provided images to accompany Flip's article in Tiger Tales and on Yahoo.com.au including Pelican Feeding at The Entrance.
- Mike Williams Show 2GB
 - 2GB arranged interview with Bob Diaz on Radio 2GB on 4 August on the dive experience and reef development on Ex-HMAS
- Kate Andrews, Freelance: Winter Sun
 - Submitted information for Australia/New Zealand New & Luxury Products media alert including Skydive The Central Coast
- Radio Interview
 - Conducted radio interview on 2G0 for Winners of Hunter/Central Coast Tourism Awards including the wins of the Wyong Shire based businesses
- TV Interview
 - Coordinated interviews with winners of Hunter/Central Coast Tourism Awards with NBN TV which ran on Friday following the awards night including Sandrine Gaymard, TreeTops Adventure Park

Media Releases Issued for Wyong Shire Tourism Operators

- Splash About on the NSW Central Coast with 2 for 1 Offers
Splash About Card includes the following Wyong Shire based businesses:

- Chipmunks Tuggerah Playland & Cafe
- Mingara One Aquatics
- Mingara Playhouse
- Pro Dive Central Coast
- Shelly Beach Golf Club
- TreeTop Adventure Park
- The Coachman Motor Inn
- Events with Pizazz
- Kims Beach Hideaway
- Mercure Kooindah Waters
- Ocean Front Motel

- Central Coast Tourism Operators Take Home Eight Gold Awards
Press Releases including the following Wyong Shire based businesses:

- TreeTops Adventure Park
- Norah Head Holiday Park
- Mercure Kooindah Waters

Quotations/New leads for Conference/Event Business in Wyong Shire

- Secured Senior Country Rugby Union Championships March 2012: Morrie Breen Oval.
- Oztag 2012 Junior Senior State Cup Championships: Various playing fields Wyong Shire and funding being assessed.
- 2013 ARC (Australian Rally Championships): Early stage of consultation and assessment regarding track suitability and funding resources.
- Assisting to conduct the "Gerry Thomas Pro-Am Sprinters and Distance Runner event" October 1st 2011 Mingara.
- Assisting organiser to secure and conduct State Road Relay Event, Ourimbah Campus 2012
- Central Coast Poultry Club: assistance and support for the relocation of their significant event space from Wyong Race Club to Warnervale airport site.
- Attended ABEE (Australian Business Events Expo) promoting and selling Central Coast conference venues and suppliers, including: Mingara, Kooindah Waters, Magenta Shores to PCO and Event Organisers.
- Attended various networking functions including BE Sydney, Cvent and Pixel Mache training.
- Attended Conference and Business Events Research launch Sydney.

Northern Lakes Disability Tourism Precinct Initiative

- The Northern Lakes Precinct has been identified as a primary growth area on the Central Coast for enhancement and further product development and infrastructure catering for a more senior demographic. The Northern Lakes Disability Tourism Precinct Committee consists of concerned Central Coast, NSW residents, regional peak disability organisations and respite providers.
- New website created www.accessibletourism.com.au to showcase accessible accommodation, attractions, activities, transport and facilities. Successful referral for accessible accommodation 'NORAH' and provided information for things to do in the Northern Lakes area.
- Participated in audit of accessibility for Central Coast Tourism office located at Kariong.
- Attended Disability Expo hosted at Mingara Recreation Club
- Attended monthly meetings and supported MLAK installations across WSC LGA.
- Promoted Community Restaurant – The Entrance, Chittaway Motel and Mercure Koindah Waters

Wyong Shire industry meetings attended

- The Entrance Revitalisation sessions
- The Entrance Masterplanning sessions
- Chromefest Planning
- Northern Lakes Disability Tourism Precinct Committee meetings
- Regional Development Australia Infrastructure meetings
- Ourimbah TAFE Tourism Student Research Program
- Social Enterprise Connect
- Wyong TAFE – Student Workplace Training meeting
- Enterprise Connect – Group Business Review
- Jobs on the Coast
- Senior Rugby Union Championships meeting
- SEGRA Bid meeting
- Australian Rally Competition meeting

Wyong Shire Tourism Operator Site Inspections

- Cedar Lavender
- Breakaway
- Treetops Adventure Park
- Norah Head Lighthouse Quarters & Tower
- Oaks Waterfront Resort
- The Entrance Visitor Information Centre
- Norah Head Holiday Park
- Waldorf Apartment Hotel The Entrance
- Blue Lagoon Beach Resort
- Toowoong Bay Holiday Park
- Allamanda Retreat
- Little Creek Cheese
- Mercure Kooindah Waters Resort
- Mingara

Central Coast Tourism Promotion of Events in Wyong Shire

Through www.visitcentralcoast.com.au , as well as Social Media (Twitter and Facebook), visitnsw.com and iMag editorial:

- Whale Dreamers Festival, Norah Head
- Food, Fun & Music Festival, Toukley
- Monthly Mingles, Wyong
- Mingles Christmas in July, Mingara
- Bridal Showcase, The Beachcomber Hotel
- International Lighthouse Weekend, Norah Head
- 15th Annual Gathering of the Clans, Toukley & Norah Head
- Paws & Claws for a Cause Walk, The Entrance
- Ye Olde Colonial Fair, Wyong
- In Season At Lake Haven
- Charity Doll, Bear & Craft Show, Wyong
- Steiner School Spring Fair, Fountaindale
- Australian Springtime Flora Festival, Kariong*
- Weekend Entertainment at Mingara
- Weekend Entertainment at The Entrance
- Kids School Holiday Ideas (July and September)
- The Entrance Farmers Markets
- "Central Coast Gig Guide" featuring headline major entertainers at Mingara Recreation Club, Doyalson-Wyee RSL and diggers @ the entrance

* N.B. Wyong Shire Council participated in this event as an exhibitor.

Wyong Shire Businesses - Membership of Central Coast Tourism

Existing Central Coast Tourism members at 1st January 2011

(new members since 1st April 2010 highlighted in orange)

| | | |
|-------------------------------------|-----------------------------------|------------------------------------|
| 6S Health | Dunleith Caravan Park | Orana Holiday Units |
| A Dozen Roses | El Lago Waters Resort | Pro Dive |
| A Paradise Park Cabins | Elephant Shop | Quay West Magenta Shores |
| Adrift Surf | The Entrance AMCAL Chemist | Red Baron Tours |
| Adventure Golf Mingara | The Entrance Arts & Craft Markets | Red Bus Coach Service |
| Al Mare Beachfront Retreat | The Entrance Boathouse | Richard's Old Bookshop |
| Allamanda Retreat | The Entrance Ice Creamery | Rijdale B&B |
| Amazement | The Entrance Kebab King | Rotary Club of the Entrance |
| Annexe's Galore | The Entrance Reef Resort | Shelly Beach Cabins |
| Artistique Photography by Nicolette | The Entrance Town Centre Mgmt | Shelly Beach Golf Club |
| Bang Rak Thai | Fashion Array | Springfield Trails |
| Bateau Bay Tenpin Bowling | First National Real Estate | Stockland Bay Village |
| Beachcomber Motel | Forresters Beach B&B | Sun Valley Tourist Park |
| Beachfront at Blue Bay | Gorgeous, Please! Hair Design | Surf Life Saving Central Coast |
| Big 4 Lake Macquarie | Greater Toukley Vision | The Entrance Real Estate |
| Blue Bay Caravan Park | The Greens The Entrance | Terry McDermott Surf Coaching |
| Blue Lagoon Beach House | Healing Haven | Toowoan Bay Cottage |
| Blue Lagoon Beach Resort | Hibiscus Lakeside Motel | Toowoan Bay Holiday Park |
| Boutique B&B Group | Hunter Institute TAFE | Toukley Chamber of Commerce |
| Breakaway | Keen 2 Tour | Tour de Long Jetty |
| Breeze B&B | Kims Beach Hideaway | Treetop Adventure Park |
| Buccaneer Motel | Lake Front Motel | Two Birds Gallery |
| Budgewoi Holiday Park | Lake Haven Castle Cottage | Two Shores Holiday Village |
| Burbank Nurseries | Lake Haven Shopping Centre | Waldorf Apartments |
| Business 2 Business | Lakeside Dry Cleaners | Warnervale Air |
| Canton Beach Holiday Park | Lakeview Tourist Park | Waterfront Tourist Park |
| Cedar Park Lavender Farm | Lavender House B&B | Westfield Tuggerah |
| Chang Thai @ The Entrance | Leela Traditional Thai Massage | Wyong District Museum |
| Chipmunks Tuggerah | Little Creek Cheese | Wyong Regional Chamber |
| Chittaway Motel | Long Jetty Catamaran Hire | Yarramalong Macadamia Farm |
| Club Toukley | Maddies Boutique | Zenith Tuggerah |
| Coachman Motor Inn | Mercure Kooindah Waters | |
| Coastal Limousines | Michel's Patisserie | Total WSC LGA members : 108 |
| Coastal Liner | Ming Dragon | Since April 2010: 55 |
| Coco for Beauty Therapy | Mingara Recreation Club | |
| The Coffee Club Mingara | Norah Head Holiday Park | |
| Dezire Hair & Fashion | NSW National Parks & Wildlife | |
| Diggers @ The Entrance | Oaks Waterfront Resort | |
| Doyalson Wyee RSL Club | Ocean Front Motel at The Entrance | |

Member Comparison: Sep 09 - Sep 11 (all Central Coast)

| ACCOMMODATION MEMBERS | Total operating on the Coast | Member of CCT Sept 2009 (34.9% of market) | Member of CCT September 2011 (49% of market) |
|-----------------------|------------------------------|---|--|
| Property Type: | | | |
| Cabin Parks | 24 | 19 | 18 |
| B&B & Self Contained | 70 | 15 | 32 |
| Hotel / Resorts | 28 | 11 | 11 |
| Motels | 35 | 10 | 18 |
| Pub Stays/Backpackers | 6 | 2 | 1 |
| TOTAL | 163 | 57 | 80 |
| Clubs | Total operating on the Coast | Member of CCT Sept 2009 (19% of market) | Member of CCT July 2011 (30.95% of market) |
| Registered Clubs | 42 | 8 | 13 |
| Restaurants & Cafes | Total operating on the Coast | Member of CCT Sept 2009 (11% of market) | Member of CCT July 2011 (14.92% of market) |
| Restaurants | 201 | 23 | 30 |

Central Coast Tourism facilitated accommodation bookings for Wyong Shire tourism operators

Membership Year to Date – 1 April 2011 – 30 September 2011

| Property Name | Membership Level | Membership Cost | Total Apr 11-Mar 12 | ROI % |
|--|------------------|-----------------|---------------------|--------|
| A Paradise Park Cabins | Regional | \$396.00 | \$0.00 | -100% |
| Allamanda Retreat | Regional | \$396.00 | \$691.00 | 74% |
| Al Mare Beachfront Retreat | Regional | \$396.00 | \$0.00 | -100% |
| Beachfront at Blue Bay | Regional | \$396.00 | \$380.00 | -4% |
| Big 4 Monterey Tourist Park | Regional | \$396.00 | \$0.00 | -100% |
| Blue Lagoon Beach Resort | Regional | \$396.00 | \$2,036.00 | 414% |
| Breezes Bed & Breakfast | Regional | \$369.00 | \$0.00 | -100% |
| Central Coast Holiday Parks | International | \$0.00 | \$1,235.00 | 1235% |
| Chittaway Motel | Regional | \$396.00 | \$610.00 | 54% |
| The Coachman Motor Inn | Regional | \$396.00 | \$430.00 | 9% |
| El Lago Waters Resort | National | \$1584.00 | \$0.00 | -100% |
| Hibiscus Lakeside Motel | Regional | \$396.00 | \$420.00 | 6% |
| Kims Beach Hideaway & Central Coast Toowoan Bay Cottages | National | \$1584.00 | \$750.00 | -53% |
| Lake Front Motel | Regional | \$396.00 | \$120.00 | -70% |
| Lake Haven Castle Cottage | Regional | \$396.00 | \$576.00 | 45% |
| Lavender House by the Sea | Regional | \$396.00 | \$230.00 | -42% |
| Mercure Kooindah Waters Golf & Spa Resort | National | \$1584.00 | \$0.00 | -100% |
| Norah Head Lighthouse Reserve Trust | National | \$0.00 | \$52,185.00 | 52185% |
| Norah Head Lighthouse Tours | National | \$0.00 | \$2,498.60 | 2499% |
| Oaks Waterfront Resort | Regional | \$396.00 | \$1,923.00 | 386% |
| Ocean Front at The Entrance | Regional | \$396.00 | \$2,357.00 | 495% |
| Quay West Resort, Magenta Shores | National | \$1584.00 | \$0.00 | -100% |
| Shelly Beach Cabins | National | \$1584.00 | \$0.00 | -100% |
| Sun Valley Tourist Park | Regional | \$396.00 | \$0.00 | -100% |
| The Beachcomber | Regional | \$396.00 | \$110.00 | -72% |
| The Reef Resort - The Entrance | Regional | \$396.00 | \$0.00 | -100% |
| Two Shores Holiday Village | Regional | \$396.00 | \$495.00 | 25% |
| Waldorf Apartment Hotel - The Entrance | Regional | \$396.00 | \$1,392.00 | 252% |
| Camp Breakaway REFERRAL ONLY | Regional | \$396.00 | | |
| Dunleith Tourist Park REFERRAL ONLY | Regional | \$396.00 | | |
| Lakeview Tourist Park REFERRAL ONLY | Regional | \$396.00 | | |
| Sandy Cove Apartments REFERRAL ONLY | Regional | \$396.00 | | |
| Sea n Sun Motel REFERRAL ONLY | Regional | \$396.00 | | |

Visitor Information Centre

Mail outs & Distribution Packs Jul-Sep 2011

| | Jul 2011 | Aug 2011 | Sep 2011 | Year to date |
|--|----------|----------|----------|--------------|
| Mail outs & distribution packs | 101 | 87 | 96 | 284 |
| Email & online enquiries & information pack requests | 87 | 70 | 99 | 256 |

Visitor Information Centre

Booking & Visitor Statistics Jul-Sep 11

| Bookings | Jul-11 | #Jul-11 | Aug-11 | #Aug-11 | Sep-11 | #Sep-11 | YTD Jul-Sep 11 |
|---------------------|------------------|------------|------------------|------------|------------------|------------|--------------------|
| 2011 | \$23,386.00 | 413 | \$13,636.50 | 306 | \$19,905.00 | 292 | \$56,928.00 |
| Bookings | Jul-10 | #Jul-10 | Aug-10 | #Aug-10 | Sep-10 | #Sep-10 | YTD Jul-Sep 10 |
| 2010 | \$13,859.00 | 32 | \$21,711.00 | 78 | \$11,349.00 | 33 | \$46,919.00 |
| Comparison % | 69% | | -37% | | 75% | | 0.2% |
| Bookings by centre | Jul-10 | #Jul-10 | Aug-11 | #Aug-11 | Sep-11 | #Sep-11 | YTD Jul-Sep 11 |
| The Entrance VIC | \$1197.0 | 11 | \$618.00 | 6 | \$1135.00 | 8 | \$2950.00 |
| Gosford VIC | \$254.00 | 2 | \$0.00 | 0 | \$0.00 | 0 | \$254.00 |
| Kariong VIC | \$14350.0 | 110 | \$7119.5 | 82 | \$8160.00 | 31 | \$21,496.50 |
| Internet/Online | \$7585.00 | 293 | \$5899.00 | 241 | \$10,610.00 | 253 | \$24,094.00 |
| Total | \$23386.0 | 413 | \$13636.5 | 306 | \$19905.0 | 292 | \$56,928.00 |

**Visitor Information Centre
Door Counter Statistics Jul-Sep 11**

| Kariong VIC | Jul 11 | Aug 11 | Sep 11 | YTD Jul-Sep 11 |
|--------------------|---------------|---------------|---------------|-----------------------|
| 2011 | 2095 | 2118 | 2592 | 6805 |
| | Jul 10 | Aug10 | Sep 10 | YTD Jul-Sep 10 |
| 2010 | 1853 | 1821 | 2132 | 5806 |
| Comparison | 13% | 16% | 22% | 0.1% |
| Gosford | Jul 11 | Aug11 | Sep11 | YTD Jul-Sep 11 |
| 2011 | 663 | 543 | 560 | 1766 |
| | Jul 11 | Aug 10 | Sep10 | YTD Jul-Sep 10 |
| 2010 | 1050 | 982 | 1115 | 3147 |
| Comparison | -37% | -45% | -50% | 0.4% |

* Gosford VIC door counter – manual head count by staff as of March 2011