

RATEPAYERS' ASSOCIATION OF TENTERFIELD SHIRE INC'S RESPONSE TO ITEM ECO11/23

Are Councillors aware that the Visitors Information Centre (VIC) in 2019 (just before COVID) directly/indirectly brought in over \$30 million to the Shire.

These are not rubbery figures and can be substantiated (refer to link):

<https://www.tra.gov.au/Regional/local-government-area-profiles>

Using the link above does provide many options to research and identify information about tourism. Tenterfield Shire Council (TSC) does have input towards is data so I am unsure why you have not been provided with this information.

PLEASE REFER TO PAGE 2 FOR THE FULL GRAPH

What makes the Visitors' Information Centre different?

One on One personal service to the customer - quite often tourists will come into the centre (sometimes with brochures tucked under their arms) and ask what is there to see?

- We may advise Bald Rock and show them how to get there, explain the routes and difficulty of the climb and time for the climb.
- Because they have toddlers, they may need to carry them at some stage.
- They can come back into the centre and get a Certificate 'I have climbed Bald Rock! - children love this.
- Suggest that they may like, while in the area, to explore the northern part of the shire as well and provide the information to do so.
- We do this again and again - Tourists will say I have 2 hours what is there to see? We often make up an itinerary for them and as a result they stay for 2/3 days and come back with others to tell us how much they valued our help. Sporting clubs, wildlife and bird clubs ring us up and tell us when they are coming - we will book their rooms, provide brochures to match what they wish to see - prepare a detailed itinerary for some. Many of these clubs come year after year.

What the VIC does not do!

- One instance - a shop owner in Tenterfield advised two 85 olds who had a Mazda 131 that they could drive down to the Rocky River and through Drake back to Tenterfield in two hours - it took 5 hours and the couple were livid about getting the incorrect information.

REPORT SELECTIONS:

State/territory selection

New South Wales

Local Government Area selection

Tenterfield (A)

LOCAL GOVERNMENT AREA PROFILES, 2019
TENTERFIELD (A), NSW

AREA POPULATION: 6,594



TOURISM BUSINESSES

	TOTAL
Non-employing	35
1-4	43
5-19	13
20+	3
Total	94

DOMESTIC OVERNIGHT

	VISITORS	NIGHTS
Interstate	68K	162K
Intrastate	47K	92K

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS	NIGHTS
United States of America	np	np
United Kingdom	np	np
France	np	np



KEY TOURISM STATISTICS FOR TENTERFIELD (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	3	115	np	192
Nights ('000)	39	254		293
Average nights	13	2		2
Expenditure (M)	\$2	\$31	np	np
Spend per trip	\$557	\$268	np	np
Spend per night	\$42	\$121		\$111
Spend per night comm accom	np	\$154		np

TOURISM STATISTICS INSIGHTS

Click themes to display data



	Reason	Travel party	Age group	Accommodation
	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors				
Holiday	2K	59K	np	96K
Visiting friends and relatives	np	32K	np	53K
Business	np	np	np	np
Other	np	np	np	np



Holiday



Visiting friends and relatives

Business

Other

Data based on a four year average from 2016 to 2019.

np = Data is not publishable as the survey error is too high for most practical purposes.

- Quotes - Just have a look in the guestbook. Contrary to what Mayor Petrie says - many tourists do call in because there is a Visitors' Information Centre.

We note that TSC advise that the Chamber of Tourism, Industry and Business + Shire business operators have already formed a committee to examine options for providing on-line and brochure stands in local venues and local businesses.

We reference Mr Mills' statement re Eurobodalla Shire Council closing their Information Centres. We contacted them and they advised they have 3 staff dedicated to looking after tourism and this amounts to a considerable sum. They also have 30 information stands placed in various centres - opening times of such venues range from 8am to 8pm - 7 days a week in some.

Tourism is very important to our shire and growing once again after the impact of COVID.

Surely \$30 Million coming into the shire in one year and more dollars to come in the future warrants the BEST TOURIST OUTLET we possible can have in our Tenterfield shire.

BROCHURE STANDS DO NOT COMPLETE AT ALL WITH A FACE TO FACE CONVERSATION.

Jan Evans
Secretary
On behalf of - Ratepayers' Association of Tenterfield Shire Inc
0428577741

29/06/2023

