

Developing a Festival

Every town has something to celebrate!



Presented by:

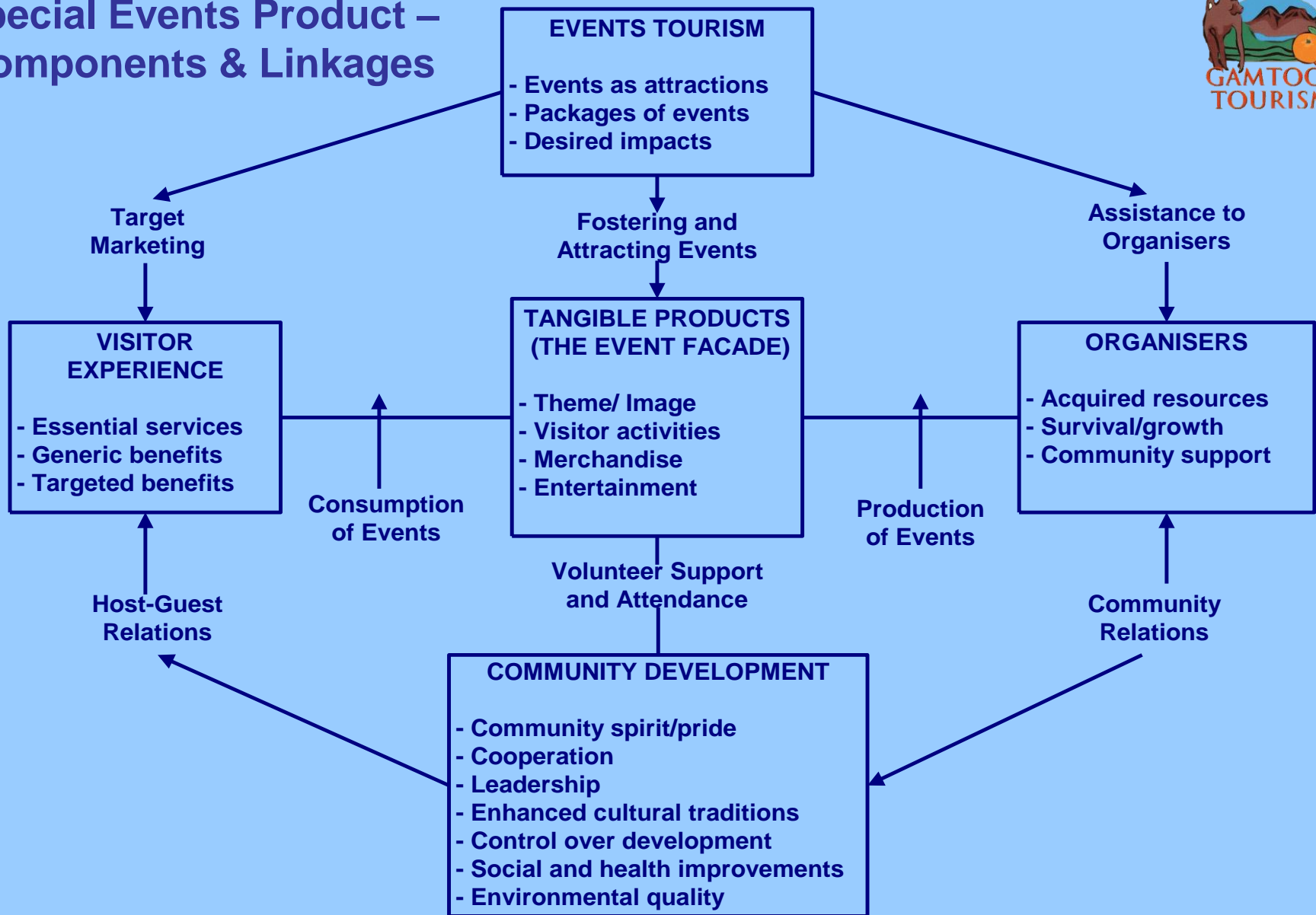
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Five Perspectives on the Special Events Product – Components & Linkages



Festivals are Special Events



Special events draw attention to a destination, have an economic impact on that destination, depending on the length of the event, the use of hotel rooms and restaurants and the number of outside visitors attending.

The definition of a festival is a celebration or display of some theme to which the public is invited for a limited time only, annually or less frequently.

Criteria for a Festival



- Special events are open to the public
- Their main purpose is celebration or display of some theme
- They occur once a year or less frequently
- There are predetermined opening and closing dates
- Permanent structures are not owned by the event
- The program consists of one or more separate activities
- All activities take place in the same community or tourist region

Festivals and Tourism



Special events are becoming established as an integral and major part of tourism development and marketing strategies. Typical goals will be:

- To expand the traditional tourist season
- To spread tourist demand more widely throughout the area
- To attract foreign visitors
- To create a favourable image for a destination

Festivals and Community Development



Special events can contribute to community development in several ways, to the extent that the following objectives are satisfied:

- The community has control over the event
- The event is first and foremost directed at meeting community needs
- Local leadership and inter-organisational networks are fostered
- Event planning is comprehensive, taking into account the social, cultural, economic and environmental dimensions

Festival Packaging



The real challenge is to develop integrated packaging so as to attain the maximum benefits from events.

Several basic types of event packages can be suggested:

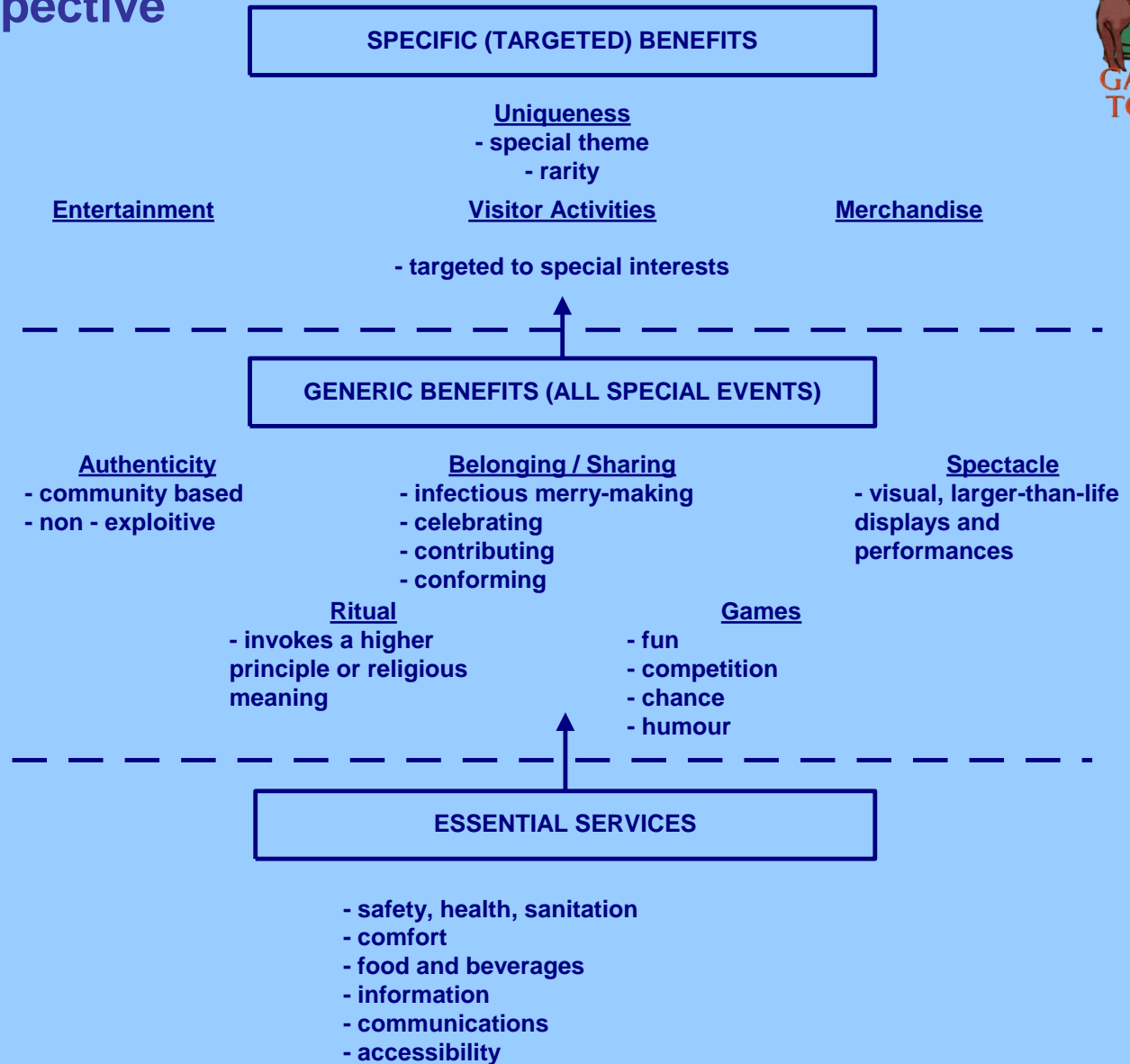
- By theme (e.g. tour of several music or food festivals)
- By area and theme (e.g. frontier heritage)
- By season (e.g. spring festivals, orange blossom)
- Circuits (events corresponding with tour routes)
- Gateways (events at major entrance points and resorts)
- Piggy-backing (combining smaller events with major ones)

Motivations to attend a Festival



- **PHYSICAL** – physical exercise in sports competitions, and relaxing entertainment at music festivals
- **CULTURAL** – discovering folklore at ethnic celebrations, and music, dance, and art festivals
- **INTERPERSONAL** – social interaction in large audiences, and events as family get-togethers
- **PRESTIGE/STATUS** – being part of something prestigious

Special Event Products from the Visitor Perspective



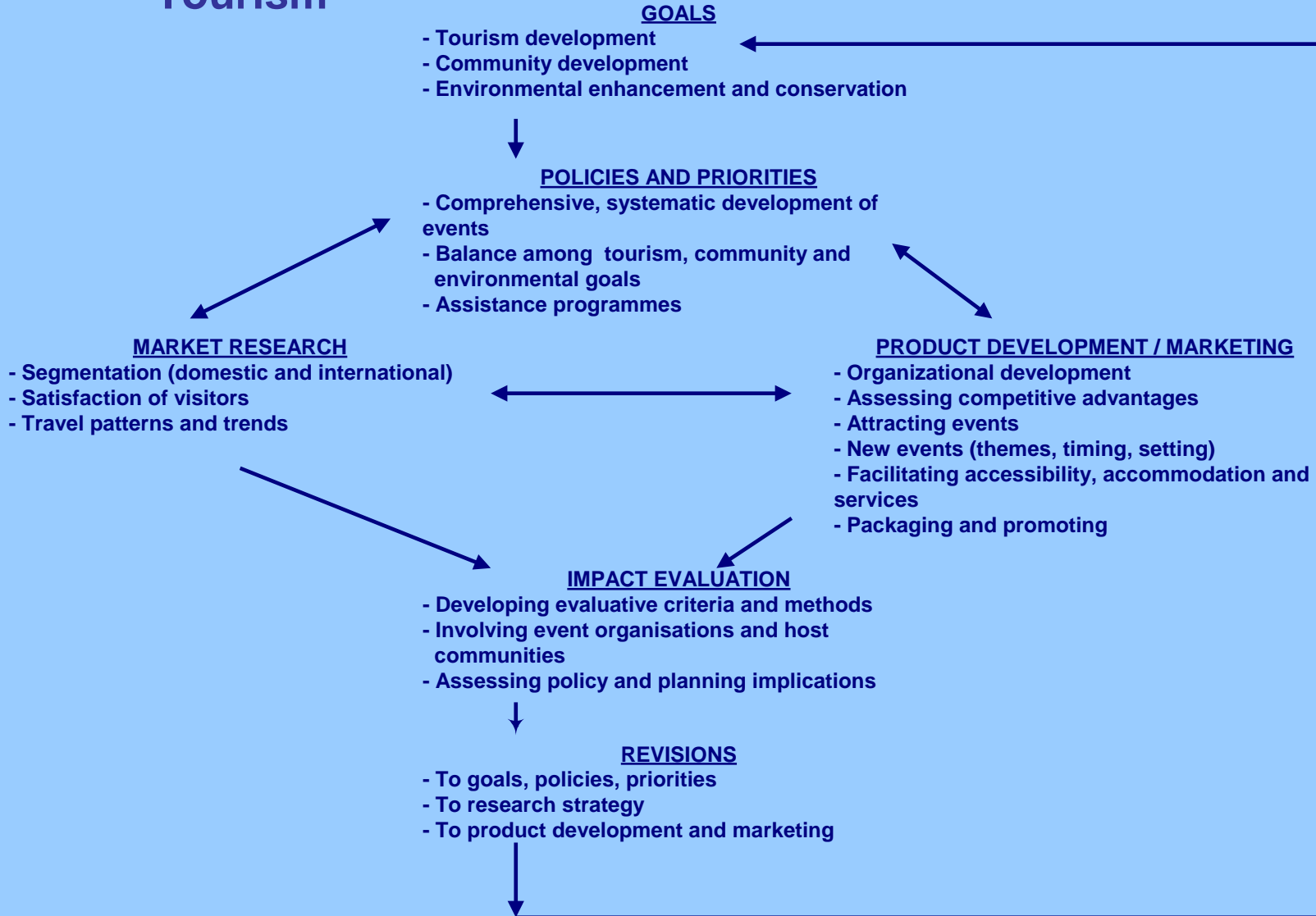
Festivals and Visitor Satisfaction



Visitor satisfaction will depend not only on the nature of the scene, but also on the visitor's perceptions and experiences i.e.

- Festivals should be community-based and reflect indigenous themes
- Festivals should offer culturally genuine goods and entertainment
- Festivals should realistically re-create historical or cultural traditions
- Festivals should not exploit tourists (i.e. do not seek to maximize profits at the expense of quality for visitors)

Components of Strategic Planning for Special Events Tourism



Festival Framework



- Name and Theme
- Timing
- Duration
- Beds – availability and affordability
- Unique selling feature (USF)
- Program – local residents and visitors
- Tours
- Promotions
- Sponsors

Festival Framework, cont

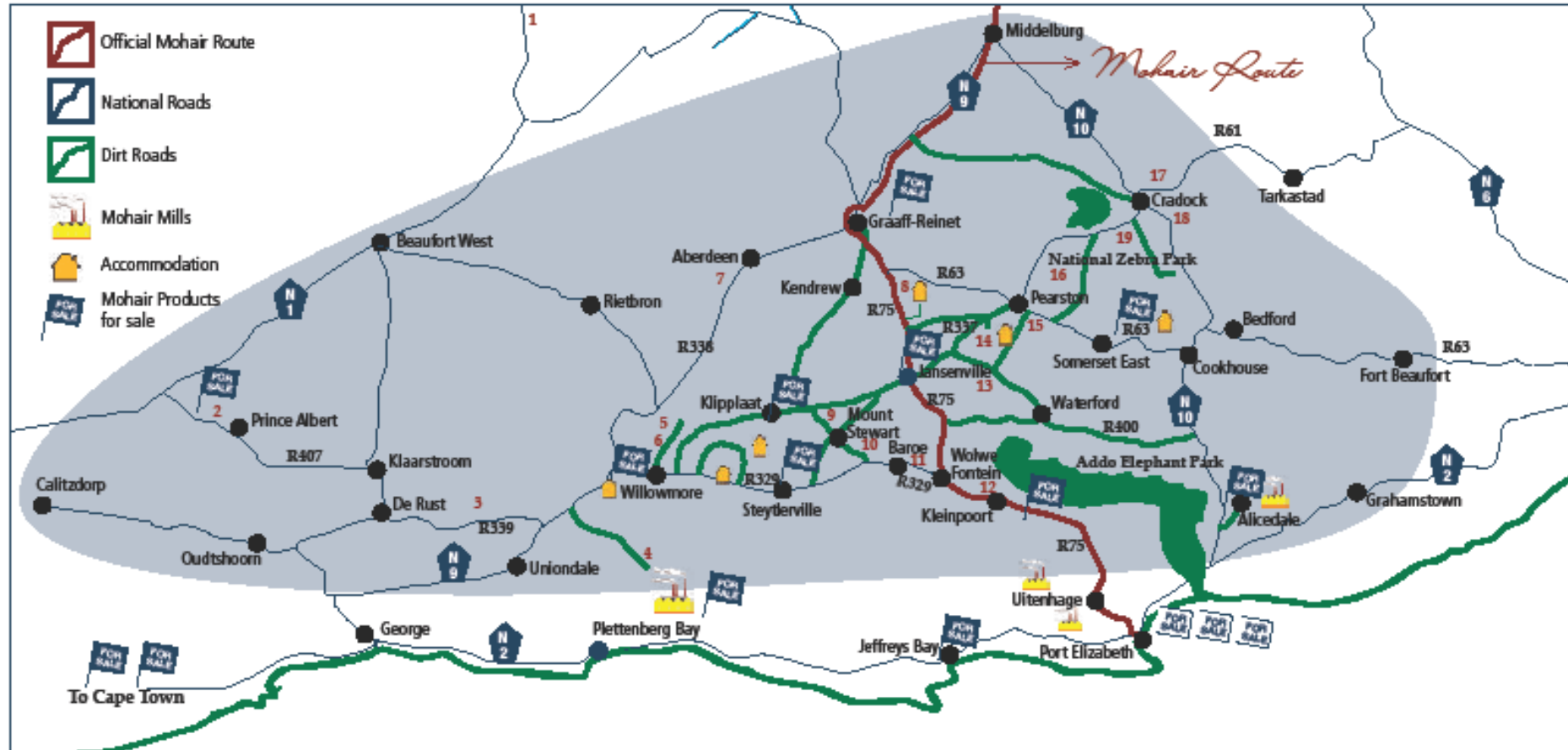


- Compactness
- Signage
- Attractions
- Atmosphere
- Conferences
- Sporting events
- Competitions
- Official opening (celebrity or official?)

Mohair Festival



Mohair Meander Route



Alice Springs LED



- The population is around 30,000 and is a diverse community
- Alice Springs is a broad based economy
- There are more than 1800 businesses in the town, with the majority being micro and small businesses
- Tourism is a key economic driver for the town of Alice Springs

Alice Springs impact of tourism



- It is vitally important that Alice Springs positions itself as a vibrant and exciting town, with a strong sense of identity and local pride
- In 2005 visitors to the Northern Territory spent over \$1.5 billion and accounted for around 8000 jobs in the employment sector
- Interstate visitors accounted for nearly half of all visitors
- International visitors represented more than a third of all visitors

Alice Springs visitation statistics



	2002	2003	2004	2005
Visitors ('000)				
Intra-territory	85,000	74,000	88,000	72,000
Interstate	201,000	193,000	195,000	213,000
International	190,000	174,000	177,000	181,000
Total	477,000	442,000	460,000	465,000

Alice Springs Mission



Through an integrated and cohesive approach, we will foster the development of tourism infrastructure in order to enhance the visitor experience and contribute to a sustainable tourism industry

Alice Springs Values



- **Effective** – we will deliver the best outcomes for our visitors
- **Professional** – we are committed to continuous improvement
- **Strategic** – we are looking at both long and short term
- **Focused** – our visitors can expect their needs to be a key driver
- **Communication** – we have listened in order to understand what is important
- **Pro-active** – we are a forward-thinking, resourceful and innovative team
- **Partnerships** – together we are more effective



Alice Desert Festival 2009



Alice
Desert
Festival
11-20 Sept 2009



www.alicedesertfestival.com.au

Credits: Chris Marais for use of Karoo festival pictures

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Thank You!

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