



## **Bathurst Winter Festival Accommodation Packages**

Bathurst Regional Council would like to encourage local accommodation providers to take advantage of the Bathurst Winter Festival, and offer accommodation packages to visitors travelling to attend the Bathurst Winter Festival, between 6 – 21 July 2019.

These packages will encourage visitors to extend their stay during what was previously a quiet time of year for tourism providers.

### **AIM**

- Increase overnight stays in Bathurst, and increase the number of nights of each stay by Bathurst Winter Festival attendees
- Promote widespread awareness of the Bathurst Winter Festival
- Encourage participation in the Festival by the broader community
- Support local accommodation providers through integrated marketing plans

To be included in the Bathurst Winter Festival accommodation package listings, you will need to supply the following:

- Details about the accommodation package (including perks of the package, eligibility requirements and how to redeem the offer)
- Up to 100 words describing the facilities
- Two good quality high resolution photos (JPEG format)

The attached form will need to be completed and returned by Friday 31 May 2019 for your package to be included in this year's accommodation package listing.

### **BENEFITS OF PARTICIPATING**

- A listing on the Bathurst Winter Festival website
- An opportunity to capitalise on Council's extensive Winter Festival promotion
- Be included in the Bathurst Winter Festival's accommodation package listings
- Opportunity to be seen by over 50,000 people on Bathurst Winter Festival website (2018 website figures)
- Opportunity to be seen by over 10,000 people on Council Event's Facebook page
- Cross promote – share social media handles to extend our reach
- Leverage event attendance – increase stays at your facility during the festival period.
- Increase visitation to Bathurst in a generally quiet time of year.

## **PACKAGE IDEAS**

Make the most of your facilities and all that Bathurst and the Bathurst Winter Festival have to offer when designing your accommodation packages.

Perhaps you can offer a discount, or include breakfast for guests who stay for a minimum number of nights. Why not reach out to local providers of kid's activities and include a voucher for families who stay? All local accommodation providers will be able to purchase tickets for the Ice Rink, Ferris Wheel and Carousel directly from Council prior to the event, which are the perfect inclusion in a Bathurst Winter Festival accommodation package!

## **FURTHER OPPORTUNITITES**

Further opportunities to be involved with the Bathurst Winter Festival are available, such as through the Program of Events (where you can run your own activity or event); decorating your business and entering the competition; being involved in the town wide Treasure Hunt; or through sponsorship of the festival. If you would like more information about how your business can make the most of the Bathurst Winter Festival, please contact Council's Events Assistant, Brianna Kirkness on 6333 6110 or at [brianna.kirkness@bathurst.nsw.gov.au](mailto:brianna.kirkness@bathurst.nsw.gov.au).

## **TO APPLY**

To apply to be included in the Bathurst Winter Festival's accommodation packages listings, please fill out the attached form, and return to Brianna by Friday 31 May 2019 at [brianna.kirkness@bathurst.nsw.gov.au](mailto:brianna.kirkness@bathurst.nsw.gov.au).

For further information about the Bathurst Winter Festival, accommodation listings, or other ways your business can be involved, please contact Events Assistant Brianna Kirkness on 6333 6110.



BATHURST  
**WINTER**  
FESTIVAL

<b>Accommodation Package Details</b>	
<b>Business Name:</b>	
<b>Website:</b>	
<b>Package Name:</b>	
<b>Description of Package:</b>	
<b>Who is eligible?</b>	
<b>Cost of Package:</b>	
<b>How to redeem package:</b>	
<b>Description of the Facilities:</b> Describe your facilities & what is on offer to guests.	

## Images

**\*Please attach two (2) good quality high resolution images of your facilities, which will be used to promote your package**

## Organisation Contact Details

<b>Name:</b>	
<b>Organisation:</b>	
<b>Address:</b>	
<b>Phone:</b>	
<b>Email:</b>	
<b>Facebook:</b>	

*This form is not confirmation that your package has been accepted into the accommodation listing. Bathurst Regional Council will contact you within 30 days of your submission to advise of the outcome.*