

Economic Analysis of an Event



Application for Cessnock City Council to perform a Tourism Impact Scenario on your event data.

In order to capture the value of tourism surveying may be conducted to gather direct expenditure data from people attending specific festivals or events. Once this survey data is collated and coded by industry sector it can be applied to a model where the direct and flow-on economic implications for the region from hosting such activities can be calculated. Where representative samples of data are captured in relation to specific events the combination of market research and economic analysis is a powerful basis upon which business owners, event organisers and government can make more informed decisions about growing tourism activities in the region.

Application Date			
1. Name of Event			
2. Date of Event			
3. Your Contact Details			
4. Duration of event in days			
5. Total Number of Visitors to the Event			
6. Visitors	Domestic Day	Domestic Overnight	International
Number of Visitors			
Number of Nights			
Estimated Expenditure per Visitor (\$)	N.B. The numbers of visitors should add up to total in Question 5.		

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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Please tick Yes if you consent for your event data to be used by Cessnock City Council for funding applications, media and to support tourism research.

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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Please tick Yes if you consent for your event data to be shared with the Hunter Valley Wine & Tourism Association Inc, and Singleton Council under the newly established Hunter Valley Wine & Tourism Alliance.*

*Please note that Cessnock City Council cannot be held liable for any misuse of the data and information when shared with third parties.

Please return to:

Economic Development Unit
Cessnock City Council
PO Box 152
Cessnock NSW 2325

Fax: 02 4991 4535

(Hunter Valley Visitor Centre)

Email to:

economic.development@cessnock.nsw.gov.au

