

EVENTS: Global Best Practices

Insights on event best practices from Australia
& around the world

November 12, 2020



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Chris Adams

*Head of Research & Insights
Miles Partnership*

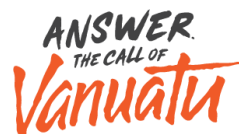


A few of Miles' Clients

68 Years
100% Travel
150+ Destinations



BERMUDA



WITH YOU



Stu Speirs

Director – Silver Lining Strategy



Gill Minervini

Events Creative Director

AGENDA

1. Global Benchmarking Study
2. 5 Global Best Practices
3. Poll on Your Event Strategy
4. 6 Fundamentals of Successful Events
5. One Off & Recurring Events
6. Examples of Australian Events
7. Q&A



DOMESTIC TOURISM INTERNATIONAL BENCHMARKING STUDY

INTERNATIONAL BENCHMARKING REPORT ON BEST PRACTICES IN DOMESTIC TOURISM
SEASONALITY, DISPERSAL & INDUSTRY SUPPORT/STRUCTURES ACROSS 8 COUNTRIES
AND SELECTED STATES/PROVINCES

AUGUST 2019

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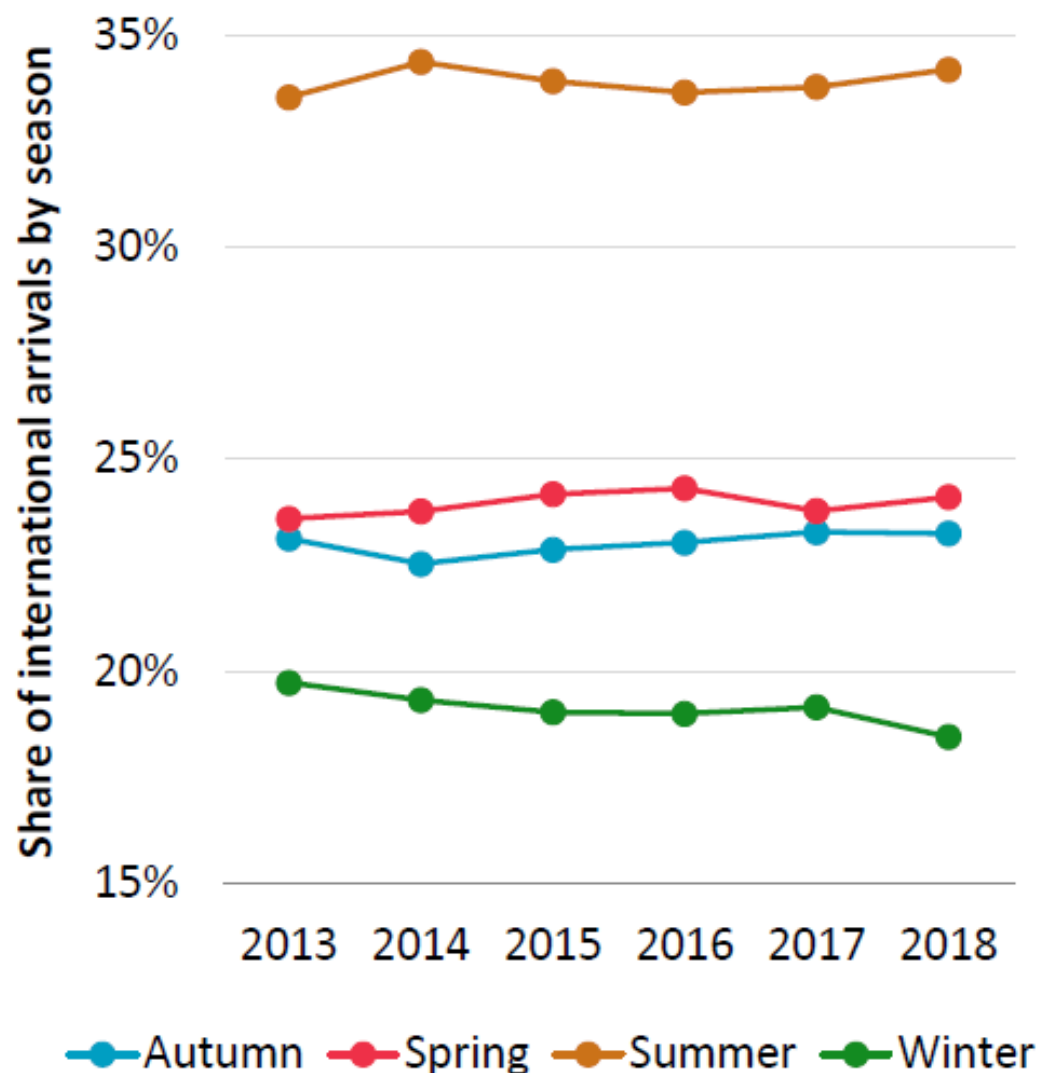
DMO INTERNATIONAL BENCHMARKING



DOMESTIC TOURISM BEST PRACTICES

SUMMARY OF REPORT

Tourism pressure points - seasonality



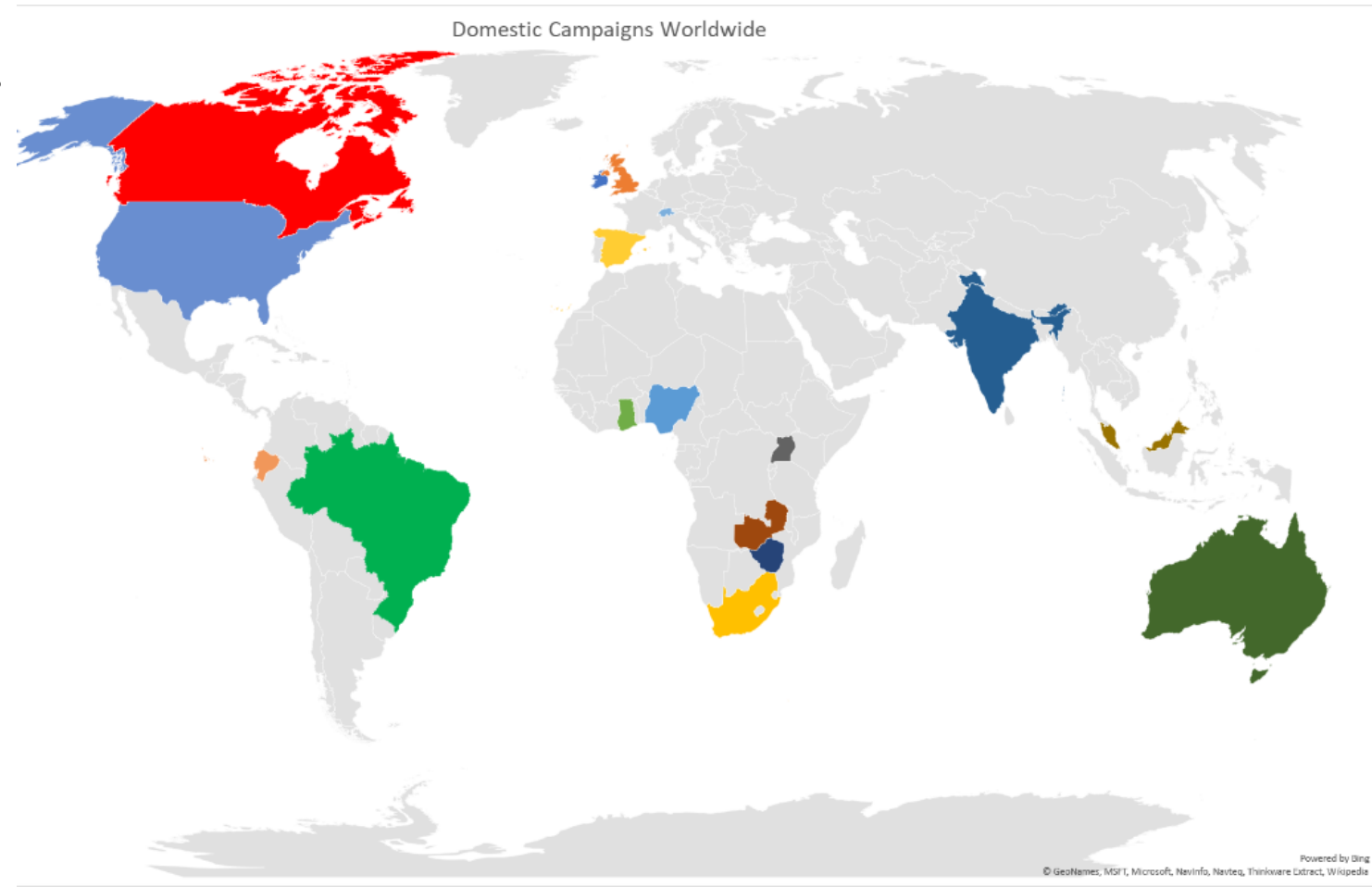
- **Shoulder season arrivals have not grown significantly**
- Most (over 30%) of visitor arrivals to New Zealand are in summer. The proportion of visitors who arrive the shoulder seasons has not changed over time.

Global Tourism Assessment: Domestic Tourism

Almost all Western Countries & many developing countries have a coordinated national approach to Domestic Tourism.

New Zealand is an outlier.

We reviewed the Domestic Tourism Programs & Campaigns for over 30 countries:



5 INTERNATIONAL BEST PRACTICES

THIS INTERNATIONAL BENCHMARKING STUDY
REVEALED **5 INTER-RELATED BEST PRACTICES** –
ALL CRITICAL TO BUILDING STRONG REGIONAL
TOURISM OUTCOMES



CAPACITY & CAPABILITY

A proactive, long term commitment to capability building with regional DMOs and tourism businesses is critical. This includes education, training and support in digital marketing, product development and the customer experience.



EVENT OPPORTUNITIES

Events are an important part of stimulating regional and/or off-season travel. They also offer broader community & image benefits. Targeted education, funding and marketing support can create &/or grow regional events.



MARKETING TO MANAGEMENT

Official tourism organisations & tourism industries are undergoing a fundamental



DOMESTIC TOURISM FOUNDATION

Marketing to build dispersal and shoulder



BALANCED INDUSTRY STRUCTURE

Getting the structure & funding to match the outcomes being targeted from

DMO INTERNATIONAL BENCHMARKING



DOMESTIC TOURISM BEST PRACTICES

DOMESTIC TOURISM GLOBAL BENCHMARKING STUDY

Executive Summary:

<https://milespartnership.co.nz/domestic-benchmarking>

Copy of Full Report: Chris.Adams@MilesPartnership.com

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GLOBAL BEST PRACTICES



GLOBAL BEST PRACTICES

1. Critical Driver of Off Season & Regional Travel
2. Foundation = Strong Community Engagement
3. Picking Winners – Long Term Commitment
4. Halo Effect – Leverage Other Sectors
5. Measure, Report & Refine

1. Off Season & Dispersal



EVENT OPPORTUNITIES

Events are an important part of stimulating regional and/or off-season travel. They also offer broader community & image benefits. Targeted education, funding and marketing support can create &/or grow regional events.



Official site for Melbourne, Victoria, Australia



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English

INSPIRATION

DISCOVER VICTORIA

MELBOURNE

PLAN



Stay Close, Go Further

It's time to rediscover your Victoria. From its creative, exciting city centre to its award-winning wineries, regional restaurants, spectacular coastline and foody road trip destinations.





Tarra-Bulga National Park, Gippsland



REGIONAL EVENT OPPORTUNITIES

Victoria's diverse regions offer prime locations to host events,
whether it be by the beach or in the bush, there are exciting

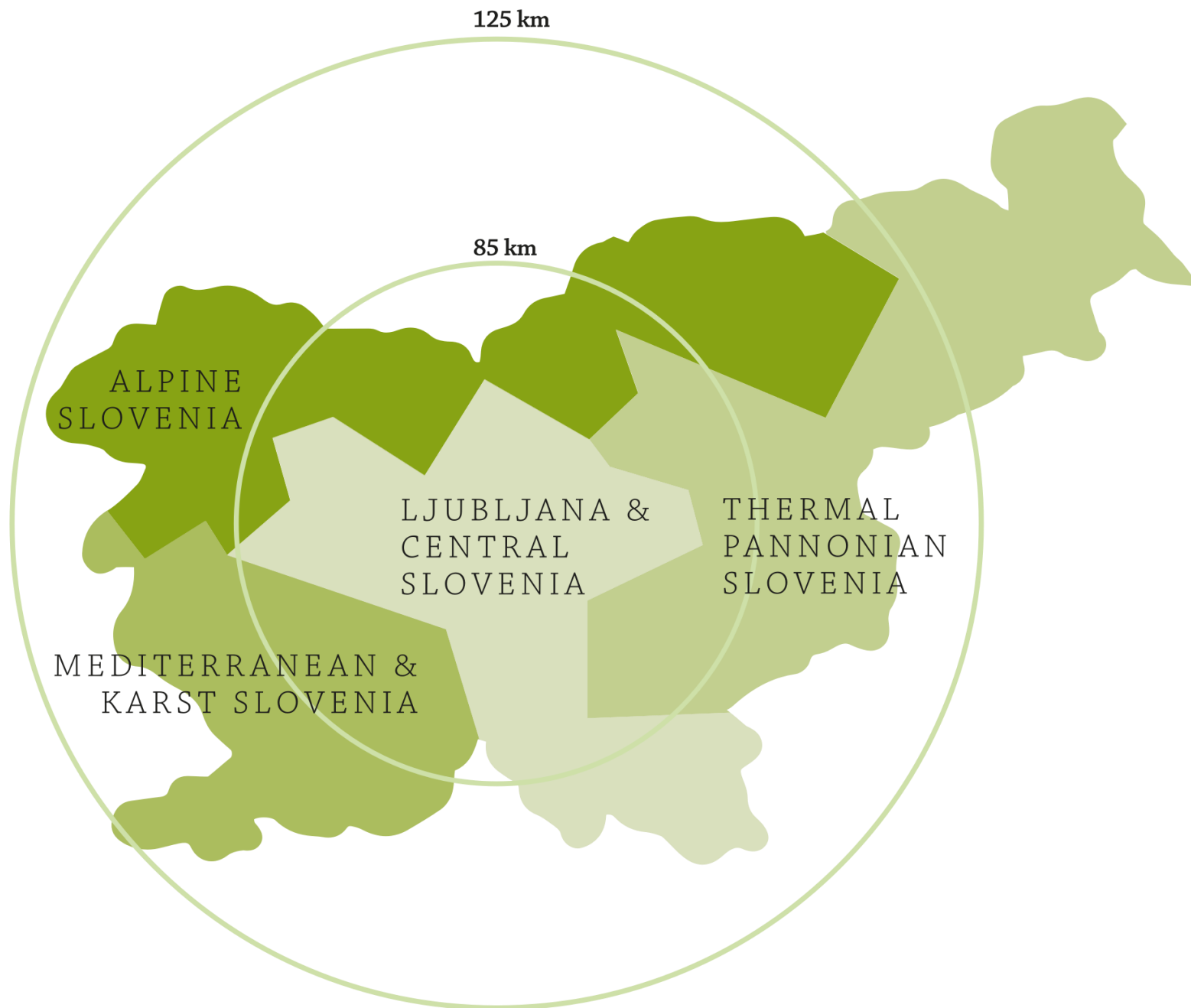
2. Community Engagement



I FEEL
SLOVENIA

The FOUR
REGIONS
of SLOVENIA

give ground to
extreme diversity
of experiences.



3. Picking Winners & Long Term Commitment

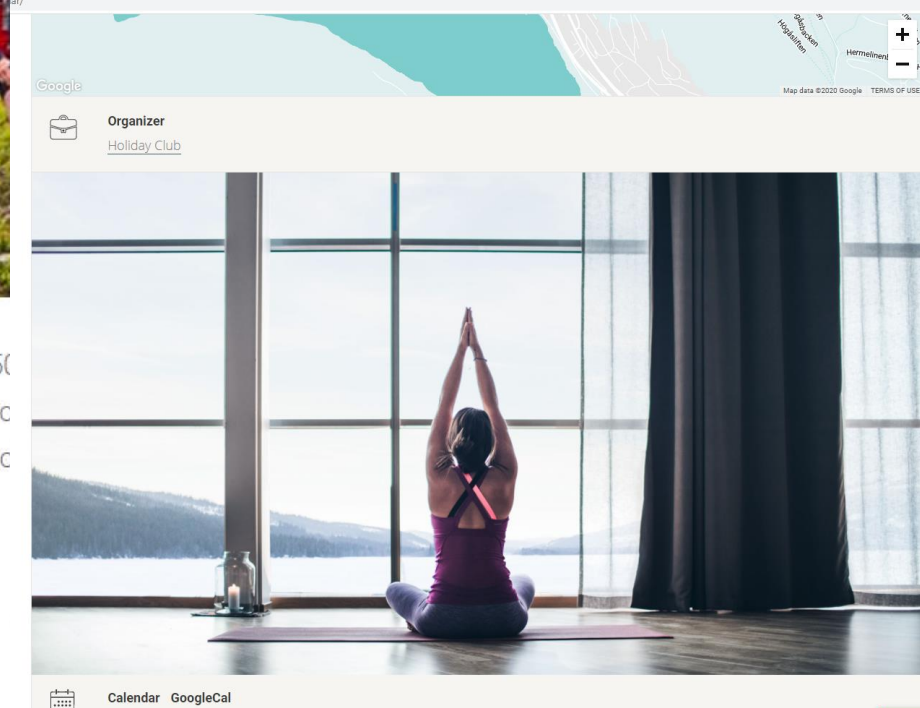


Event Calendar



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Application Process

If your community has identified tourism as an economic development strategy, we invite you to apply to bring a tourism studio to your area. [LEARN MORE & APPLY](#)

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Rural Tourism Studio

Questions?

Reach out to our staff

4. Halo Effect





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5. Measure, Report & Refine



TASMANIAN
GOVERNMENT
EVENTS STRATEGY
2015 – 2020

Regional Events Fund Guidelines



dinner or seeker of street art? You'll find the perfect
all across Victoria.

EVALUATION GUIDELINES FOR MAJOR EVENTS FUND APPLICANTS AUGUST 2019

CONTENTS

Introduction	1
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Crowd counting	9
Post-event surveys	13
Notes for evaluators	14

CROWD COUNTING

Knowing how many people attend your event is an important input into event planning and management processes, but it also plays a key role in the evaluation process. From an evaluation perspective the most important measure is the event population which is often referred to as the number of 'unique attendees'. Knowing the event population is particularly important when conducting a post-event evaluation because sample-based surveys are scaled up to the event population. If the event population is incorrect then the results of the evaluation will be incorrect.

Ticketed events

It is generally easy to establish the size of a crowd at a ticketed event, particularly if there's a one-to-one relationship between tickets and people e.g. a concert. However, some ticketed events have a many-to-one relationship between tickets and people, which means that one person can buy more than one ticket for their own use e.g. a film festival. When this happens the number of tickets sold will overstate the number of unique attendees, because people who buy multiple tickets for their own use will be counted more than once. This issue can be resolved by estimating the average number of tickets used per person (the measure must be tickets used, not purchased, because it is common for people to purchase tickets on behalf of others). In a pre-event world this will be based on an educated guess, and in a post-event world it should be based on survey results (the respondent should be asked how many tickets they purchased for their own use).

Free events

It is more difficult to establish the size of a crowd at a non-ticketed event because there's generally no administrative measure like a ticketing database to take guidance from. In such cases a well-designed crowd counting strategy is required. The strategy you adopt will generally depend on the nature of the event, the area in which it is being held, and the duration of the event. For the purposes of this guide it is convenient to define three broad types of events:

- Static linear events – single-session events where attendees stand in the same place along a linear route e.g. Christmas Parade, Pride Parade.
- Static non-linear events – single-session events where the entire crowd is present at the same time e.g. Christmas in the Park, Live site.
- Dynamic linear events – events where attendees move along a linear route e.g. fan trail, protest march.
- Dynamic non-linear events – multi-session and/or multi day events e.g. Writers Festival, Lantern Festival, Diwali Festival. These types of events sometimes include a mix of ticketed and free events.

The crowd counting strategies of each type of event are discussed below.

Crowd counting strategies

Static linear events

The most accurate and cost-effective method of counting a crowd at a static linear event is video analysis. In the case of a parade, a high definition camera should be mounted to each side of an appropriate float to capture video footage of the crowds on each side of the parade route. It is then simply a matter of viewing the video footage in slow motion and counting the number of people along the route.

FIGURE 1 VIDEO FOOTAGE SNAPSHOT OF PRIDE PARADE 2018



Static non-linear events

The most accurate and cost-effective method of counting a large static crowd is density analysis. If the crowd has a consistent density then just estimate the size of the event area (usually measured in square metres) and multiply it by the estimated number of people per square metre. For example, if your event area is 50m x 50m then your event area is 2,500 sqm. If the average crowd density is 2 people per sqm then the total crowd size is 2,500 x 2 = 5,000. If the crowd has an inconsistent density then you'll need to divide the event area into sub-areas or "cells" that broadly align with density. You'll need to estimate the crowd size within each cell using the same logic as above, and then add the cell counts together to get the total crowd size.

FIGURE 2 DIVISION OF EVENT AREA INTO SUB-AREAS



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POLL QUESTION

How important are events to your domestic visitor marketing strategy for 2021?

For growing domestic visitation including off season or regional travel

- 1. A top priority**
- 2. Very important**
- 3. Important**
- 4. Somewhat Important**
- 5. Not that Important**
- 6. Unsure/Still Working this Out**
- 7. Not Applicable**



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GLOBAL BEST PRACTICES

The six fundamentals of
successful, sustainable events



Framing today's discussion

Events – Public facing, recurring, “place based” events

Successful and Sustainable

1. Operational and Financial
2. Environmental



Types of public events and the objectives they deliver – The two broad categories

1. One off events

- Tend to be transactional,
ie: pay event/asset owner to hold it with you for a price
- Classic expected return: \$10-\$20 direct spend for every \$1



THE IMPRESSIONISTS
MASTERPIECES FROM THE MUSÉE D'ORSAY



2. Recurring events

- Resonate with locals and are “of place”
- Will deliver on brand and community impact metrics
- A long-term approach to deliver economic benefit

**AUCKLAND
ARTS FESTIVAL**



SXSW



Year 1, 2009

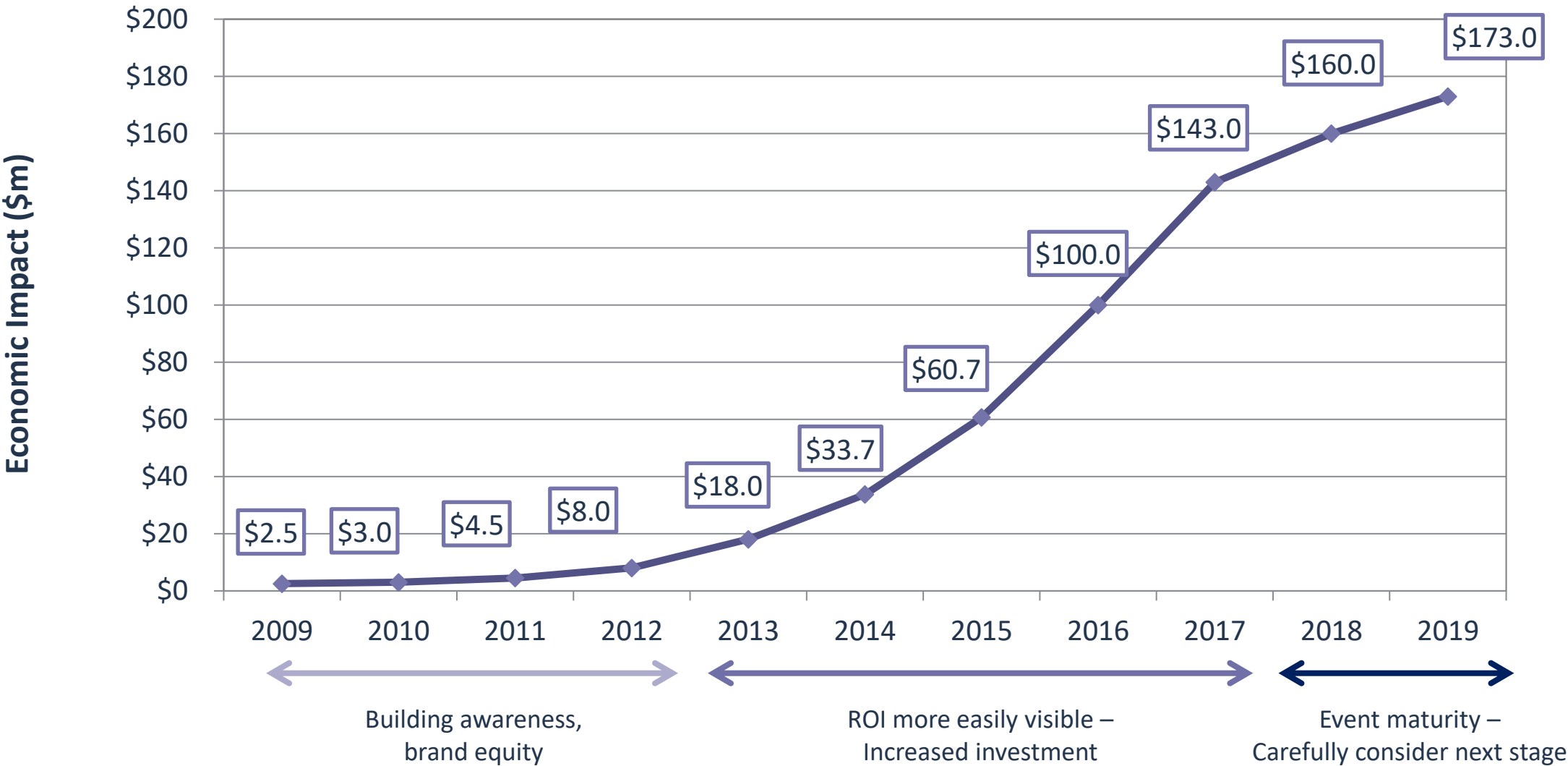
Direct Spend ≈\$4m



Year 11, 2019

Direct Spend ≈\$173m

The lifecycle of a new event – Economic Impact of Vivid Sydney *



* Mix of publicly reported data and assumptions



Filter 1 – Community connection and capacity



Alignment with community values

*The extent to which an event embodies a community's core values and desires.
These are values that locals see in themselves and are proud to own.*



Event delivery capacity

The extent to which the event will be owned and driven by skilled, passionate and committed locals with access to the facilities and assets required to successfully deliver the event as it grows



Support from key stakeholders

*The extent to which the event is supported and guided by key bodies such as Councils, Tourism and Events bodies, businesses and investors.
For events in their infancy, core to this support is an understanding that the event will likely take a number of years to start delivering on desired outcomes*



Scoring under each fundamentals



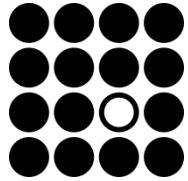
Alignment with community values

The extent to which an event embodies a community's core values and desires. These are values that locals see in themselves and are proud to own.

Score	Definition
5	Strong alignment with the community's values and history. Taps in to deep roots of the collective psyche.
4	Good alignment of values between event and community. Emphasises points the community would like to the world to know about.
3	No obvious alignment with any defining values, yet positive values espoused by event could, in time, help re-define the community.
2	Neutral. Events that have a relatively generic set of values and in turn don't add nor detract from a community's sense of self.
1	Negative. Values are either significantly misaligned, or contrary to that of the community.



Filter 2 – Target market profile and appeal



Point(s) of difference

The extent to which the event has content that represents a genuinely unique and compelling proposition for its target audience



Target audience profile

The size of the potential audience and the extent to which they:

- a. would be welcomed by the local community, and*
- b. have the time and resource to travel to the destination to attend the event*



Planning and positioning

The extent to which the event's timing:

- a. assists in overcoming target market barriers to travel and spending time in the destination, and*
- b. delivers visitors at an off-peak occupancy/traffic period*

The six fundamentals of sustainable events

Community connection and Capacity



1 - Alignment with community values



2 - Event delivery capacity



3 - Support from key stakeholders



Visitation and spend drivers



4 – Unique Selling Point(s) (USPs)



5 – Target Audience Profile



6 – Planning and Positioning





+

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PANEL DISCUSSION



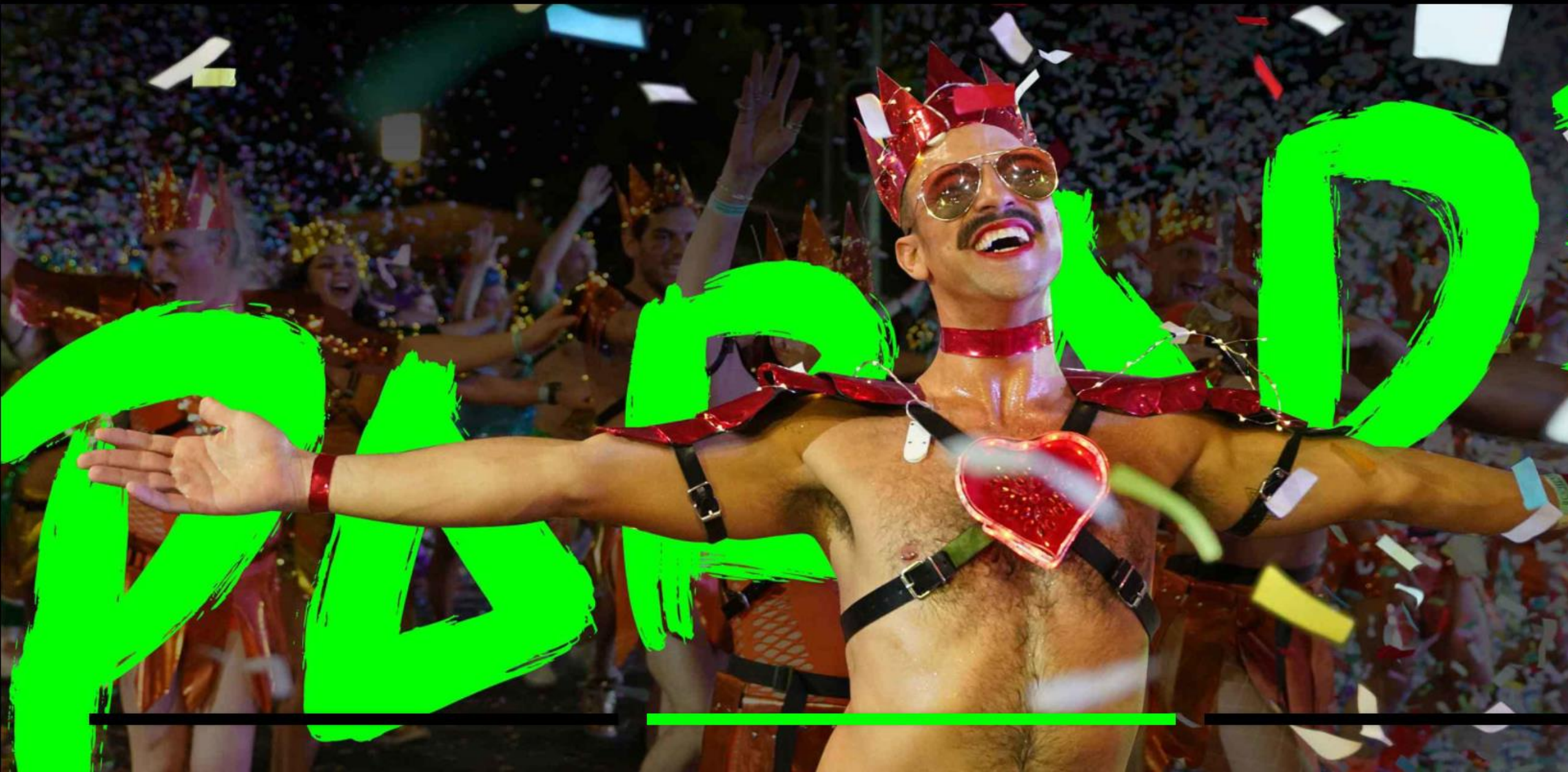
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EDEN CARAVAN mUStEr 2020

≡ SAPPHIRE COAST, NSW · 12TH – 19TH SEPTEMBER ≡



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DOMESTIC TOURISM BEST PRACTICES

DOMESTIC TOURISM GLOBAL BENCHMARKING STUDY

Executive Summary:

<https://milespartnership.co.nz/domestic-benchmarking>

Copy of Full Report: Chris.Adams@MilesPartnership.com

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EVENT SUPPORT SERVICES



REGIONAL EVENTS SUPPORT PROGRAMME

WORLD CLASS
EVENT SUPPORT SERVICES

November 2020 | Zoom Room

ADMIT ONE

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Four **types of support**



1. **Region-wide assessment of events calendar** Topline audit of your events against global best practices including community survey/interviews



2. **In-depth event health check** Deeper dive assessment for signature events incl. interviews, review of plans for the event



3. **Capacity building education & support** Education programme for event organisers and RTO/EDA/Councils on 6 critical topics for successful events



4. **Enhanced event reporting** Includes event attendee time and dispersal in the region and to other attractions from world's largest mobile location data platform

1. Scoring Example from Regional Event Assessment



The assessment report also includes detailed scoring for each event, the community survey results, summary and recommendations

	Community connection and capacity			Target market appeal			
Event concept	<u>Fundamental 1</u> Alignment with Community Values	<u>Fundamental 2</u> Event delivery capacity	<u>Fundamental 3</u> Support from key stakeholders	<u>Fundamental 4</u> Unique selling point(s)	<u>Fundamental 5</u> Target Audience profile	<u>Fundamental 6</u> Planning and positioning	Total Score
Great Kiwi Beer Festival							
<u>Synphony 2021</u>							
Hobbiton Summer Harvest Festival							
The Taniwha			(TBC)				
Gourmet in the Gardens			(TBC)				

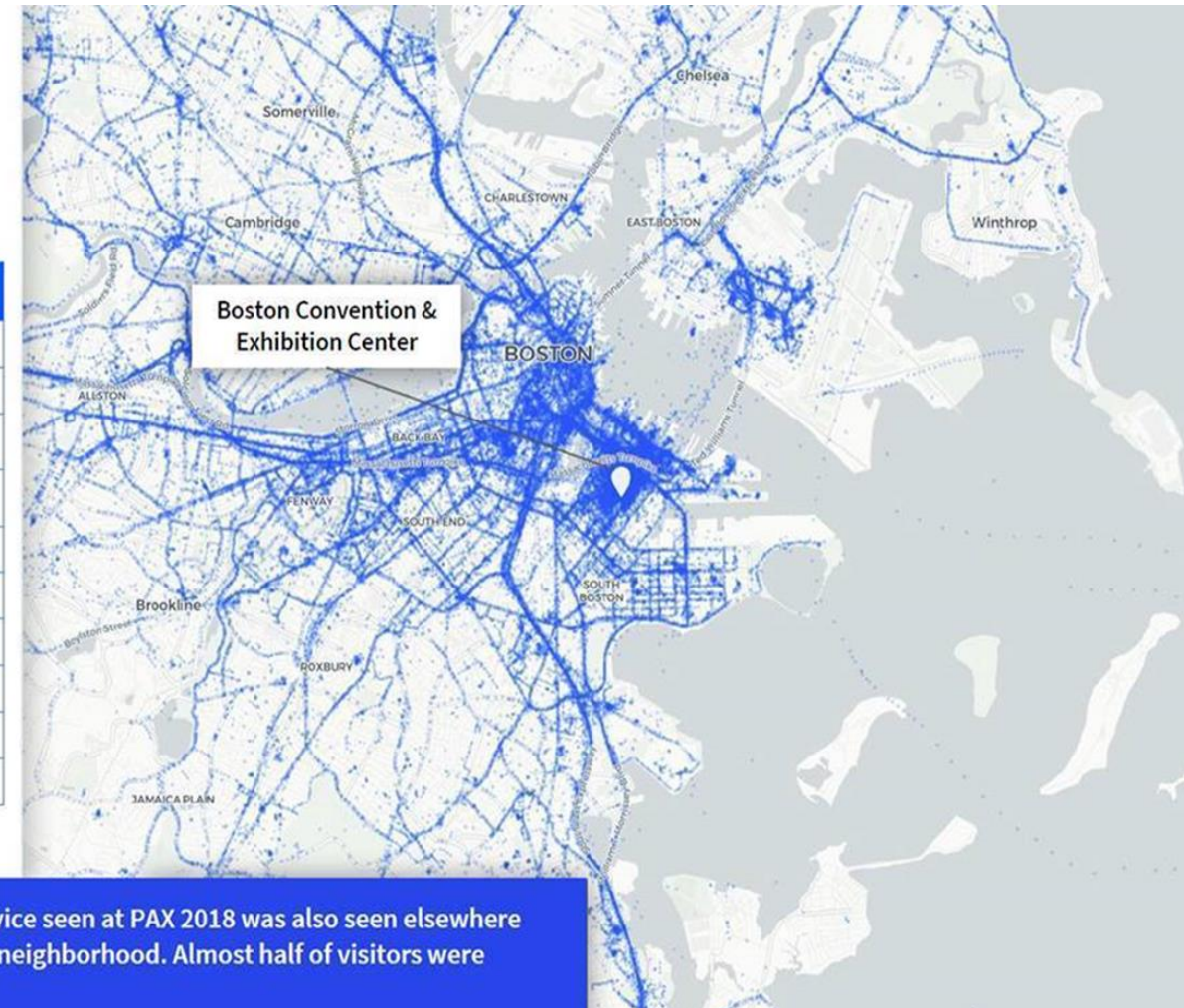
4. Event Dispersal Map from Enhanced Event Reporting

Event reporting using Mobile Location data* from the world's largest provider (UberMedia) & includes:

- Source markets of visitors
- Visitors vs. Locals
- Dispersal map of event attendees
- Length of time in city/region
- % of attendees visiting other key attractions
- Measure future or past (2018/2019/2020) events

PAX 2018 ATTENDEES
What were the top Boston neighborhoods PAX visited?

Rank	Neighborhood	Device %
1	South Boston Waterfront	99.97%
2	Downtown	43.22%
3	South Boston	23.67%
4	Back Bay	16.72%
5	South End	16.53%
6	Chinatown	15.49%
7	Dorchester	15.32%
8	Fenway	14.72%
9	West End	14.66%
10	Allston	12.63%



Unsurprisingly, nearly every device seen at PAX 2018 was also seen elsewhere in the South Boston Waterfront neighborhood. Almost half of visitors were also seen Downtown.

*UberMedia currently tracks over 1.5 million mobile devices in New Zealand

THANK YOU!



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We will share these slides & links, but for questions & more information:

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