



If you are in a tourism business, or interested in contributing to tourism in Wellington, then please take a look at the following survey!

In 2007, Wellington Council conducted 12 Tourism Networking Meetings at various venues. These meetings were conducted in order for tourism operators in Wellington to meet each other and also be kept up to date with Wellington Council's activity in tourism.

From May 2009, we will be reinventing and re-starting these meetings. But first, I need some feedback and focus from you.

In order for these meetings to be of some help to you, I need you to give us some feedback on their content and structure.

The objectives of the meetings will be to:

- Increase potential for Wellington operators to work collaboratively
- Give tourism operators a chance to meet and talk about problems, issues and opportunities
- Assist with training and give tourism operators the tools to grow and develop their business in Wellington.

Keeping these objectives in mind, please complete the following short survey and return to:

Wellington Council PO Box 62, Wellington NSW 2820, email back to jennifer.birchall@wellington.nsw.gov.au or fax back to (02) 6845 1988

Were you aware of the Tourism Operator Meetings that happened throughout 2007?
Yes No

Did you participate in these meetings?

Yes No

These meetings presented the following information. Please rate (from 1-9) which topics you find most valuable to your business in order of most valuable (1) to least valuable (9).

- | | |
|---|--|
| <input type="checkbox"/> Wellington Visitor Stats | <input type="checkbox"/> Tourism NSW Stats |
| <input type="checkbox"/> Wellington Council update | <input type="checkbox"/> Local event info |
| <input type="checkbox"/> Tourism NSW promotions | <input type="checkbox"/> Grants |
| <input type="checkbox"/> Current ads/promo undertaken by Wellington Tourism | <input type="checkbox"/> Market Segmenting/Marketing information |
| <input type="checkbox"/> Joint advertising opportunities | |

Are there any topics not covered in these meetings that you would like to see included that would help you achieve the objectives stated above? Please explain.

Are there any topics stated above that you would like expanded? Please explain.

The meetings were previously attended by the Tourism Officer and VIC staff. Please outline who else you would like to see attend the meetings on a regular basis?

The meetings were previously held at different times, days and venues in order to include as many operators as possible. Please state your preference for the day, time and venue of the meeting?

Please list any speakers/attendees you would like to see at these meetings

Would you be willing to pay for attendance of these meetings?

Yes No

Why/Why Not?

Is there any other information you can give us to deliver the best possible product to your business?

Thank you for your time in completing this survey. Tourism in Wellington will be successful if all operators help by taking on the responsibility of being engaged and interested. The ultimate objective is increased visitation, spend and positive

exposure for our region as a tourist destination. We're aiming for 2009 to be our best year yet!