

Visitor Information Service Review



South Gippsland
Shire Council



Visitor
Information



South Gippsland Shire Council is undertaking a review of its visitor information service. The review will include a consultation process where input from residents, businesses, visitors and members of the tourism industry will be considered.

Based on the feedback received and additional research, Council will consider options and identify the most appropriate future visitor information service model.

Why the review?

Each year, Council reviews a number of services it provides to the community to ensure they are being delivered as efficiently and effectively as possible.

Industry Trends

- Research indicates that visitor information services can increase visitors length of stay, spend and activities
- More people are using the internet—particularly on mobile devices—for holiday planning and bookings
- Many visitors use Council's Visitor Information Centres (VICs) to access local information from knowledgeable staff
- Increased uptake of online travel review sites such as Trip Advisor influences the way visitors access information
- Accommodation bookings through South Gippsland's visitor information service have declined over the past three years

Did you know?

- South Gippsland's Visitor Information Centres (VICs) have been in operation for around 20 years
- Council operates two accredited VICs - one at Coal Creek Community Park and Museum in Korumburra and the other at Stockyard Gallery complex in Foster
- South Gippsland's visitor information services are delivered by a small team of experienced staff and enthusiastic volunteers
- Staff and volunteers help support the local tourism and business community by providing information about the region in person, by phone and via the internet
- Council's VICs provide an accommodation booking service for some local tourism businesses
- There are 73 accredited VICs across Victoria, with 85% owned and operated by local government agencies
- Council is committed to providing integrated services and infrastructure, and affordable modern community services and facilities through the 2013-2017 Council Plan

Visitor Information Service Review

Visitation

- Approximately one million visitors come to South Gippsland each year, bringing about \$123 million into the local economy
- Visitors spend an average of:
Day visitor= \$56
Domestic overnight= \$100
International overnight= \$112
- Visitors spend an average of three nights in South Gippsland
- Peak visitation in South Gippsland is from November through until April
- In the off-peak months, visitation can drop by up to 75%

The combined operating cost to Council of South Gippsland’s visitor information services is around \$300K per annum. This is consistent with other VICs Australia.

Next Steps

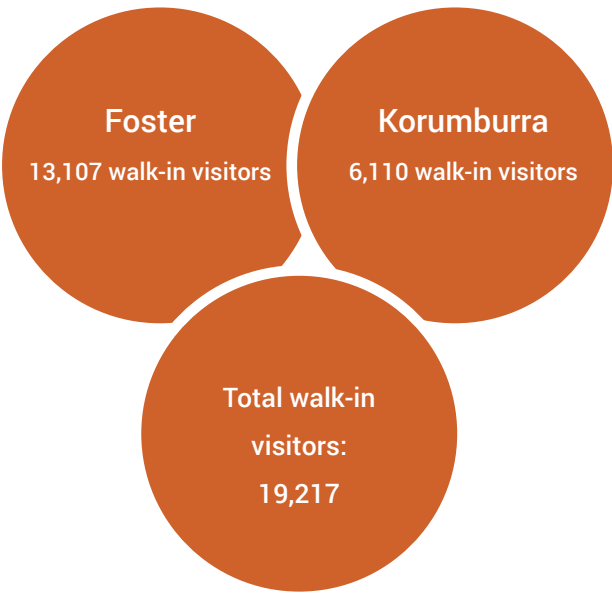
Over the coming months, Council will be consulting with visitors, the community and users of South Gippsland visitor information services to seek their feedback and input which will help in determining the most appropriate service model moving forward.

It is expected that Council will make a decision about what changes may need to be made, if any, towards the middle of the 2016 calendar year.

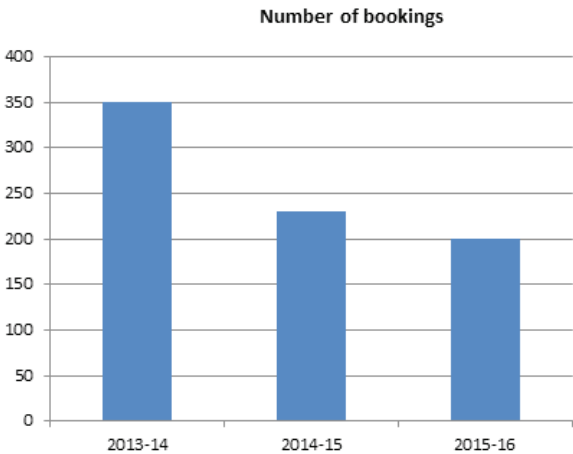
Have your say

We’d love to hear your views. Let us know your thoughts by completing the 2016 South Gippsland visitor information service survey either online or at Council service centres.

2014/15 VIC attendance statistics



South Gippsland Visitor Information Service accommodation bookings



Sources:

Australia’s Accredited VICs: A Strategic Directions Paper, Tourism Victoria, South Australian Tourism Commission and Tourism and Events Queensland, 2014
Victorian Visitor Information Centres Futures Project, 2013
Survey: Australian Smartphone and Tablet Usage, <http://blog.snakkmedia.com>, Posted by Emily Rogers on February 6, 2015 at 2:44 pm.
Prom Country Economic Impact and Visitor Profile, 2012-2013