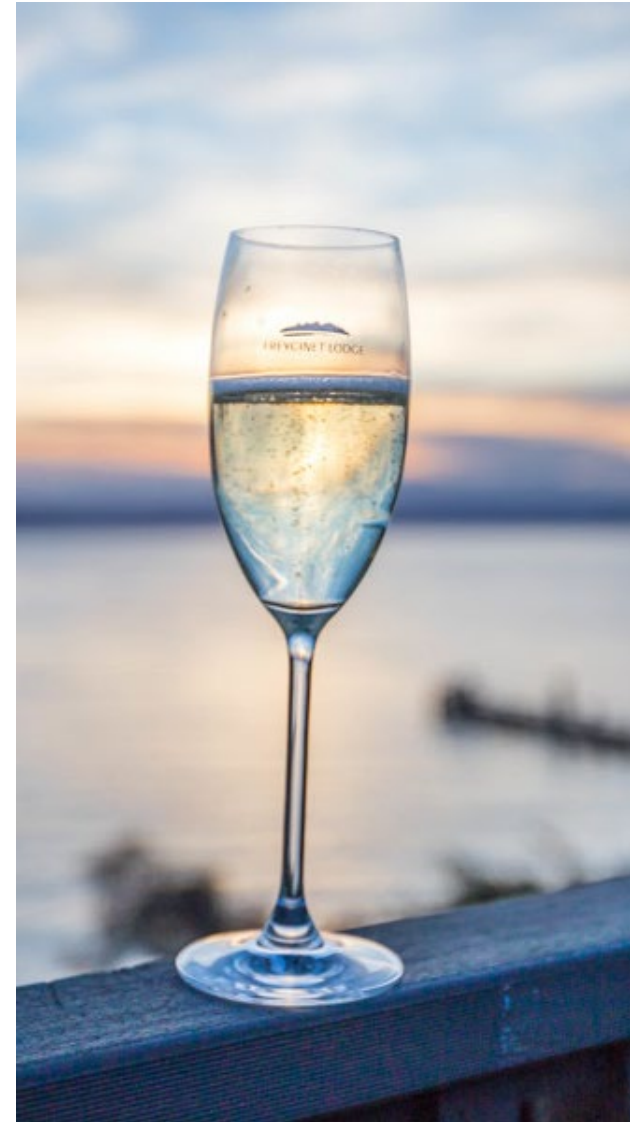


2020 Great Eastern Wine Weekend

2020 Event Summary



Key Event Statistics



“Best result since the first one”

Key Statistics

- Total of **33 events**
 - Started with **20 events**
 - Added **3 fringe events** [events outside festival dates]
- **78%** of events sold out
- Remainder of events had **90% or more** tickets sold
- **\$63k revenue** from ticket sales
- **\$72k incremental** income from events
- **15 operators** participated in the festival

“Marketing of event
this year was excellent!
We had no problems
achieving sales targets.
The advertising reach
and conversion to sales
was the best year yet”

Marketing Channels

- Newspaper, Magazine, Press Ads and Local publications
- Radio
- TVC
- Media famil
- Partner / network websites and online event listings
- Posters and media kit
- Social media

“Our overall experience regarding the weekend was one of positivity and excitement”

Digital Performance

- Website Pageviews - **10,713**
- Social Media Total Post Reach - **52,630**
- Social Media Total Post Impressions - **68,465**
- Instagram Stories Total Impressions - **37,126**
- Paid Facebook Post Reach - **33,525**
- **TTAS** supported with their own paid social campaign

“Was great to see the East coast buzzing.”

Feedback

- “Great success overall and good see so many activities up and down the coast.”
- “Feedback from our guests was outstanding for our event and the weekend as a whole”
- “Overall a fabulous weekend for us, and we will be back again next year”

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