



Weekend Post
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Festival needs to be packaged

IAM quoted (23-10-08) as saying Festival Cairns had failed to attract interstate tourists and this was due to a lack of marketing dollars.

While this may be true to some extent, the message I was trying to deliver was more of an appeal to the tourism industry to get behind the event and what I believe is needed: to have Festival Cairns packaged.

As an event, Festival Cairns can be whatever its stakeholders and the

community want it to be but unless it is made accessible to prospective visitors, it will never fully realise its potential.

There is great opportunity here, I believe, and publicity on its own merit can penetrate key markets to generate interest and influence action.

Of course, it depends how this message is delivered and the drawcards that are promot-

ed. Cairns is a wonderful place. It has a great climate and wonderful infrastructure: a nature's playground.

If Festival Cairns is another way of attracting more visitors, then what are we waiting for?

But first, it needs to be distributed properly through tourism channels and, perhaps, that is where it should focus on increasing its sophistication.

One last point regarding Trent's sms that Festival Cairns is lacking youth-oriented programs, in 2008, this market was very much catered to with the time-OUT Concert, Stomp the Nard, UnitedYouth Concert, Shakespeare in the Library, Schools Cultural, Sneaky Beats and a whole host of other events.

Perhaps, he was unaware these were all part of Festival Cairns.



Festival rocks: The youth of Cairns were well catered for in this year's Festival Cairns with events like the timeOUT concert (pictured), Stomp the Nard, UnitedYouth Concert and Sneaky Beats to name a few.