



Tasting Australia, Adelaide

What is an Event Package?

EVENTS SOUTH AUSTRALIA





A package is a combination of travel, accommodation and/or tickets bundled together to offer an 'all-in-one' experience for a visitor.

WHY PACKAGE?

The package can be purchased in one transaction and is a "one stop shop" for the visitor, making it convenient and more enticing to a destination they may not already know.

A competitively priced package can be featured throughout the event marketing and promotional campaign to encourage attendance. Similar to an event, a package is nothing unless it is promoted.

An event package is a suggestion for how a potential customer might like to experience the event, whilst incorporating and promoting event partners. An event package should be flexible to cater for individual needs wherever possible in order to see increased uptake. It is worth noting that many event packages will act as inspiration only, with customers choosing to bundle up their preferred travel style through their own means.

Those who purchase an existing package are seeking the convenience of booking a complete experience in one transaction, as well as cost savings and/or a money-can't-buy experience.

WHAT TO INCLUDE?

Know who the event's target market is and what they like and dislike. Knowing the weaknesses and opportunities of the event can also help determine what products should be included within the package.

For example, if the distance of a regional location is considered a barrier to participating in the event, offering a package of event tickets plus transportation would be a solution to encourage participation. Get creative and offer incentives to encourage the purchase of additional services offered by the event and its partners.

HOW TO PACKAGE?

It is recommended that you team up with local tourism operators.

Visitor Information Centres, accommodation partners, event sponsors, car hire companies and local tour operators can provide an allocation of services/products that can be reserved while packages are on sale. In this case, their services/ products are guaranteed future sale allowing the provider to offer a discounted rate that can then be passed on to the visitor or included within the package price.

Keep in mind who is selling this package and how they will be sold. The more detailed the package, the more complex the booking.

The nominated booking agent for the event package may be an event sponsor, venue, wholesaler, the local Visitor Information Centre, regional tourism operator or another ticketing distributor.

There is potential to allocate a certain percentage of the available event packages to multiple booking agents (for example, Adelaide Oval, Crowne Plaza Adelaide and Virgin Australia Holidays may each have 10 packages available to sell through their teams).

Be aware that the booking agent who coordinates and confirms the booking will likely take a commission fee. This allows the booking agent to make an income from the sale.

WHERE TO FROM HERE?

Ensure your package is communicated as much as possible through all greater marketing activities.

Customers won't be able to book your event package if they don't know about it!

Consider including information about what is included in your package and how customers can purchase through the following mediums:

- Event website
- Online advertising
- Press
- Flyers/brochures
- Newsletters/direct mail

Work with visitor information centres, allowing them to be the call to action on all ticket and accommodation packages. Event sponsors can also assist to promote the packages through their databases.

Ensure your package is in market for at least three months prior to the event commencement date in order to allow for maximum exposure and enough lead-in time for customers to purchase.

See an example below:

Package item	Cost (net)	10% commission for booking agent	TOTAL COST TO CUSTOMER (gross)
Event ticket	\$100	\$10	
Package bonus/value-add Something with little cost to the organiser but perceived value for the customer (i.e. event program, behind the scenes tour, drink voucher)	\$0	NA	
Accommodation	\$100 per night	\$10	
Return transfers from Adelaide	\$100	\$10	
Total	\$300	\$30	\$330 RRP

