

Make a difference - by home hosting

How can you as a resident make a difference to the Australian Celtic Festival?

By opening your home to visitors.

So why participate in this way?

It helps to sustain - and, more importantly, strengthen - our signature event which attracts up to 5000 visitors to our town and injects more than \$1 million into our community, promoting employment and aiding business.

Add to that the marketing value gained through the national publicity which the festival has constantly attracted, making us more widely known and bringing more visitors throughout the year to enjoy attractions from our distinctive seasons, fossicking to World Heritage national parks and Country hospitality.

The event has an operating budget of some \$200,000 - including sponsorship (with Glen Innes Severn Council a key participant), grants and ticket sales - which goes back into the festival and our town and district.

It's important to note, too, that the Australian Celtic Festival reaches a valuable target market, as a survey during the 2010 event demonstrated. Eighty-five per cent of respondents were in the 40 years bracket with 97 per cent saying they would come again and 99 per cent that they would recommend it to others.

The principal market is southeast Queensland with visitors staying an average of three to four days.

The festival has become so successful that each year accommodation is in high demand. *So why should you act now?*

Visitors need to know well in advance that accommodation is available and it's to your advantage to have it posted on the website.

Ample options are available for recreational vehicles at the Showgrounds, with other sites also being explored. But within that 40s market there are, for example, those travelling more than four hours from Brisbane by car who seek the comfort of home accommodation.

We've found most of those who have opened their homes for hosting enjoy the experience, make new friends and also find the small income worthwhile.

So consider providing that room for the Australian Celtic Festival (and it's up to you whether to add breakfast). To register contact Ray White Glen Innes, 6732 4324.

One thing is certain: by being such a part of the Australian Celtic Festival, you *will* make a difference.