

NTIG

NEWCASTLE TOURISM INDUSTRY GROUP



2011 Co-operative Business and Leisure Marketing Opportunities

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PROMOTING THE DEVELOPMENT OF TOURISM IN NEWCASTLE

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NOW IS THE TIME TO JOIN NTIG

Newcastle Tourism Industry Group (NTIG) now provides Newcastle's tourism industry with a unified voice, and is influencing and shaping the direction of tourism in our city.

If you have not already joined NTIG, now is the time. On the next page is a table outlining co-operative marketing benefits available pending NTIG membership type.

NTIG and Newcastle City Council's Tourism and Economic Development Team (TEDS) have worked collaboratively to develop this Prospectus to reflect the needs of Industry. The Prospectus is a living document that will continue to grow as NTIG and tourism in Newcastle evolve.

ABOUT THIS PROSPECTUS

Members of NTIG will have first priority to accessing the co-operative marketing benefits presented in this Prospectus. Non Members within the Newcastle LGA can participate in cooperative campaigns on payment of an additional amount equal to the appropriate membership fee of NTIG.

Once NTIG's membership base reaches a representative sample of member products, non members within the LGA will be unable to access these marketing benefits.

Please find following a table outlining co-operative marketing benefits available pending NTIG membership type.

MORE BENEFITS TO COME

In early 2011, NTIG is working with TEDS to develop a unique Newcastle brand to educate consumers on why Newcastle was:

- Highlighted by Lonely Planet as one of the **top 10 cities of the world**
- Highlighted by Women's Health magazine as one of the **top 24 coolest places on earth in the 2011 Travel Hot List**

As this brand evolves and our journey together continues, further opportunities will become available for members to participate in addition to those offered in this Prospectus. We all need to be mindful that our support for these activities is critical to the success of our NEW BRAND.






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The below Co-operative Marketing Benefits Table shows the current marketing benefits available through NTIG - as NTIG membership expands, marketing benefits for members will expand.

Membership Type	Conference Leads	Marketing Campaigns	Brochure Display High Prominence Profiling	Brochure Display Low Prominence Profiling	Information Kiosks High Prominence Profiling	Information Kiosks Low Prominence Profiling	Website High Prominence Profiling	Website Low Prominence Profiling
	Receive conference leads from Newcastle Convention Bureau	Opportunity to participate in co-operative leisure and business marketing campaigns	Brochures for tours, events and attractions will be displayed within Visitor Information Centres	Brochures for tours, events, attractions and local accommodation providers will be displayed within Visitor Information Centres	Product profiling on proposed Information Kiosks in prominent positions is available for accommodation providers, food and beverage outlets, attractions, tours and transport services	Product profiling on proposed Information Kiosks in less prominent positions is available for attractions, tours and transport services	Tourism Products located within the LGA receive a website listing on visitnewcastle.com.au	Tours and attractions located outside LGA receive a website listing on visitnewcastle.com.au
Full member of NTIG	YES	YES	YES	YES	YES	N/A	YES	N/A
Associates	NO	NO	NO	YES	NO	YES	N/A	YES
Operate in Newcastle but not a NTIG member	YES BUT Non members will only receive leads 2 hours after members	YES BUT at an additional cost above the buy in fee*	YES BUT this opportunity will cease for non members once there is a representative sample of member products	YES BUT this opportunity will cease for non members once there is a representative sample of member products	YES BUT this opportunity will cease for non members once there is a representative sample of member products	YES BUT this opportunity will cease for non members once there is a representative sample of member products	YES BUT this opportunity will cease for non members once there is a representative sample of member products	N/A

LEISURE DESTINATION MARKETING OPPORTUNITIES AVAILABLE TO OPERATORS

Activity	Booking Deadline	Target Markets	Cooperative Opportunity Available
<p>6 MONTH PUBLIC RELATIONS CAMPAIGN From January 2011</p> <p>To create consumer and trade awareness for Newcastle as one of the world's top destinations for 2011 according to LONELY PLANET'S BEST IN TRAVEL 2011</p> <p>Distribute the message that Newcastle is "a unique blend of imagination, sophistication and laid-back surf culture."</p> <p>To create relevant itineraries and motivate media to want to visit Newcastle to participate in media familiarisations and produce positive copy on the destination.</p> <p>To educate the consumer on the benefits of travelling to Newcastle.</p> <p>To communicate carefully crafted messages about Newcastle.</p> <p>To increase awareness about special interest/niche experiences available to consumers in Newcastle.</p> <p>To ensure Newcastle is top of mind for consumers and media in terms of a Sydney and NSW regional short break and longer break from Victoria and Queensland.</p>	<p>ASAP 21 January 2011</p>	<p>Families Couples Gen Y</p> <p>For further information on market segments refer to market research section of this prospectus page 12 as identified in the Tourism Development Plan for Newcastle 2010 - 2012</p>	<p>Operators can support this marketing activity by offering their tourism product, service or experience complimentary. These will be used to highlight Newcastle's best tourism experiences for:</p> <ul style="list-style-type: none"> ▪ Journalist famils ▪ Co-operative promotional opportunities such as competitions 

Activity	Booking Deadline	Target Markets	Cooperative Opportunity Available
<p>FREE FACEBOOK CAMPAIGN</p> <p>Use key social media tools to sell your product!</p> <p>Through the use of our Newcastle, Australia Facebook page we can regularly promote any news and/or events.</p> <p>Access over 30,000 “Likers” of our page instantly.</p> 	<p>ASAP 21 January 2011</p>	<p>Families Couples Gen Y</p> <p>For further information on market segments refer to market research section of this prospectus page 12 as identified in the Tourism Development Plan for Newcastle 2010 - 2012</p>	<p>Relevant tourism event information can be promoted via this medium FOC with direct links to operator websites. For example Melbourne Cup lunch, accommodation packages etc</p> <p>You can also support this marketing activity by offering your tourism product, service or experience complimentary. These will be used to highlight Newcastle’s best tourism experiences to help drive further traffic to our Facebook page with flow on affects to your websites from direct link set ups. Your products will be specifically used for:</p> <ul style="list-style-type: none"> ▪ Monthly competitions on key social media sites such as Facebook to assist/ drive page visits
<p>FREE WEBSITE PROFILE AND HOT DEALS</p> <p>Opportunity to promote a hot deal with direct link to book via your own website from www.visitnewcastle.com.au</p> <p>Opportunity for profiling on the Visit Newcastle website with a direct link to your website.</p> <p>Current monthly statistics of www.visitnewcastle.com.au are over 23,000 visits.</p> 	<p>ASAP 21 January 2011</p>	<p>Families Couples</p> <p>For further information on market segments refer to market research section of this prospectus page 12 as identified in the Tourism Development Plan for Newcastle 2010 - 2012</p>	<p>No cost to be involved.</p> <p>All you need to do is supply information, offer, validity dates, hero image, logo and direct link to your website to promote a deal.</p>

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Activity	Booking Deadline	Target Markets	Cooperative Opportunity Available
<p>FREE INCLUSION IN QUARTERLY E NEWSLETTER</p> <p>Opportunity to submit a good news story to be included and dispatched to our leisure database created from visitnewcastle.com.au subscribers.</p> <p>Dispatch dates are:</p> <p>Mid March – targeting April school holidays</p> <p>Mid June – targeting July school holidays</p> <p>Early September – targeting October school holidays</p> <p>Late October early November – targeting xmas January school holidays</p> <p>Current subscribers to date are over 3,000 qualified email addresses.</p>	<p>Expression of interest only at this stage</p> <p>Due 21 January 2011</p>	<p>Families</p> <p>Couples</p> <p>For further information on market segments refer to market research section of this prospectus page 12 as identified in the Tourism Development Plan for Newcastle 2010 - 2012</p>	<p>No cost to be involved.</p> <p>You only need to supply a good news story and related images to support the story.</p>
<p>FREE INCLUSION IN INFORMATION KIOSKS</p> <p>Opportunity for profiling on the new tourist information kiosks to be installed in various locations around Newcastle.</p> <p>Opportunity for hot deal and event listings on information kiosks.</p>		<p>Families</p> <p>Couples</p> <p>Gen Y</p> <p>For further information on market segments refer to market research section of this prospectus page 12 as identified in the Tourism Development Plan for Newcastle 2010 - 2012</p>	<p>No cost to be involved.</p>

LEISURE TOURISM DEMAND BUILDING FUNDING CAMPAIGN OPPORTUNITIES AVAILABLE TO OPERATORS

Activity	Booking Deadline	Target Markets	Cooperative Opportunity Available
<p>2011 SUMMER NOVOCASTRIAN CAMPAIGN</p> <p>As with 2010, there are dollar for dollar funds available for this campaign.</p> <p>A need for a Summer Novocastrian campaign to boost occupancy over the summer period (post Christmas and New Year to the end of January 2012) has been identified. This campaign will use events and city based experiences as key selling points.</p> <p>Activities proposed for inclusion within this demand building funding campaign include:</p> <p>Print Media – Regional/suburban newspapers, Sun Herald/Sunday Telegraph, Practical Parenting/Real Living Magazine</p> <p>Online – Paid Facebook advertising</p> <p>Guerilla PR Campaign – “Sand Dump” or similar into some large regional centres such as Dubbo/Tamworth/Orange</p> <p>Television – with programming schedules reflecting target market profiling information</p>	<p>Expression of interest only at this stage due to cost currently being unknown</p> <p>Due 21 January 2011</p>	<p>Conventional Family Life travelling with school aged children</p> <p>Something Better travelling with school aged children</p>	<p>Double the value of each dollar you spend by taking advantage of this funding opportunity.</p> <p>Various levels of participation will be available to cater for all.</p> <p>Costs to be advised once Demand Building Funding is secured through Tourism Hunter.</p>

BUSINESS DESTINATION AWARENESS AND DEVELOPMENT ACTIVITIES AVAILABLE TO OPERATORS

Activity	Booking Deadline	Target Markets	Cooperative Opportunity Available
<p>AIME 2011 – 15/16 FEBRUARY 2011</p> <p>Melbourne Convention & Exhibition Centre</p> <p>Held annually in Melbourne, AIME showcases the best Australian, Asia Pacific and international destinations, products and services all under one roof, and is the premier event in the Southern Hemisphere for the meetings, incentive, convention and exhibition industries. In its 19th year, AIME 2011 will bring together more than 850 exhibitors and 2500 buyers for a range of high level networking and business opportunities. This includes approx 480 selected and qualified ‘Hosted Buyers’ who commit to pre – scheduled appointments (PSAs) with exhibitors as well as making additional appointment via an online diary. For further information on AIME go to www.aime.com.au</p> <p>NCB will participate with Hunter Valley Wine Country Tourism and Port Stephens Tourism for the 3rd year in a row, in order to be able to present a quality triple booth with three sets of PSAs. Supporting sponsorship</p>	<p>ASAP 21 January 2011</p>	<p>Associations for 250 – 500 people</p>	<p>CO-EXHIBITOR</p> <ul style="list-style-type: none"> ▪ Access to NCB booth space (1 representative per co - exhibitor) with image of operator included within booth design. ▪ A set of shared PSAs with NCB representative ▪ Exhibitor name badge ▪ Ticket to Welcome Reception ▪ AIME Exhibitor Benefits ▪ Plus the below representation benefits <p>COST \$6500 plus GST</p>

<p>has also been secured from Newcastle Airport. Operators are offered the opportunity for cooperative participation at either representation or co – exhibitor level.</p> 			<p>REPRESENTATION:</p> <ul style="list-style-type: none"> ▪ Inclusion of brochure in information kits distributed at AIME by NCB ▪ A copy of all the sales leads received by NCB over the 2 days ▪ Total database of hosted buyers at the event for follow up purposes ▪ Copy of the event report <p>COST: \$1000 + GST</p>
<p>NEWCASTLE UNIVERSITY SHOWCASE (TBC) Approximate date - July 2011</p> <p>The University of Newcastle has long been a major generator of significant conference business for Newcastle and the surrounding areas. The challenge is in persuading the Newcastle University based members of these groups to hold their conferences in Newcastle and the surrounding areas, and encouraging them to become 'Conference Ambassadors' for Newcastle. The event will be an expo format, held over a lunch time period for university staff, during StuVac.</p>	<p>Expressions of interests due 21 January 2011</p>	<p>Newcastle University based staff who are members of Educational & Professional Associations</p>	<p>Please note: this event is yet to be confirmed for 2011.</p> <p>Each exhibitor will be allocated a cocktail style table (1 sqm) and 2 chairs. You are also invited to display a maximum of 2 standard pull up banners. The tables will not be clothed. You may bring appropriate material to cloth the table if you wish.</p> <p>COST: \$450 + GST</p>

NEWCASTLE CONVENTION BUREAU WEBSITE

The Newcastle Convention Bureau Website (www.newcastleconventionbureau.com.au – formerly www.NCB.com.au) has primarily served the purpose of promoting the services of the Newcastle Convention Bureau in relation to lead referral and bidding.

As outlined in the process map on page 16, there is a shift in focus from Lead referral to bidding, and the website has been identified as key to that transition. Prior to the establishment of an automated online system, you will have the opportunity for the first time to have a listing page on the www.newcastleconventionbureau.com.au website, with direct links to your Business Tourism sales people via an online web request for proposal (RFP) form.

Other opportunities including website hot deals (not to be confused with the email newsletter hot deals) will also be available.


Please complete the form attached to the back of this document to ensure your business is profiled in this website.

ACTIVITY	Booking Deadline	Target Markets	Cooperative Opportunity Available
FREE WEBSITE LISTING WITH DIRECT LINK (DETAILS ABOVE)	21 January 2011	Single & Part Day Meetings/ Residential multi day conferences	No cost to be involved. 1 x website listing per operator, including web form with direct link, capacity information etc.
FREE WEBSITE HOT DEALS January/ February March/ April May/ June	21 January 2011	Single & Part Day Meetings/ Residential multi day conferences	No cost to be involved. Bimonthly Operators just need to supply offer, validity dates, hero image, logo and direct link to your website to promote a deal.

NCB DIRECT MARKETING ACTIVITIES

Activity	Booking Deadline	Target Markets	Cooperative Opportunity
FREE EMAIL NEWSLETTER SPOTLIGHT Reach over 6000 contacts	21 January 2011	Single & Part Day Meetings/ Residential multi day conferences	No cost to be involved. Quarterly Operators just need to supply offer, validity dates, hero image, logo and direct link to your website to promote a deal.

BUSINESS TOURISM DEMAND BUILDING FUNDING CAMPAIGN OPPORTUNITIES AVAILABLE TO OPERATORS

Activity	Booking Deadline	Target Markets	Cooperative Opportunity
<p>BUSINESS TOURISM DEMAND BUILDING FUNDING CAMPAIGN As with 2010, there are dollar for dollar funds available for this market again in 2011. The 2010 campaign combined the Qantas Corporate Travel Shows in Brisbane & Canberra with a direct mail piece to key contacts in those markets. The associations forum was also included in this campaign for 2010, however as this show has more of a long – term focus, it is probably best kept separate as can't be linked to demand building within a twelve month period.</p> <p>Activities proposed for inclusion within this demand building funding campaign include:</p> <p>Qantas Corporate Travel Shows (Brisbane & Canberra)</p> <p>Streetscape theme to be explored with potential of taking a Livesites act to draw attention to our stand.</p>  <p>Direct Marketing piece (email and/ or direct mail)</p> <p>Appropriate print publications (trade media/ specific industry media/ Qantas In Flight magazine etc)</p> <p>PR campaign</p>	<p>Expressions of interests due</p> <p>21 January 2011</p>	<p>Corporate & Government Residential conferences of up to 150 delegates</p>	<p>Double the value of each dollar you spend by taking advantage of this funding opportunity. Various levels of participation will be available to cater for all. The below is an indicative costing and will depend on final decision on stand and inclusions :</p> <ol style="list-style-type: none"> 1. Special Offer \$150 for listing on campaign website/ collateral 2. Representation at Trade Show \$500 plus benefit from option 1. 3. Participation onsite at Trade Show \$1600 plus benefits from options 1 & 2. <p>Please note that the above costing's are based on Demand Building Funding applications being approved</p>

CO-OPERATIVE LEISURE MARKETING PROJECTS 2011 PARTICIPATION FORM

Please complete and return to email: enquiries@ntig.org.au by 21 January 2011
Invoices will be forwarded for each activity as it is confirmed.

ORGANISATION:.....

CONTACT PERSON:.....

PHONE:.....

FAX:.....

EMAIL:

ACTIVITY	COMMENT	YES	NO
		<i>Tick appropriate boxes</i>	
Leisure Destination Awareness & Development Activities			
PR Campaign	Please outline complimentary tourism product and/or experience you can provide.		
Facebook Campaign	Please outline complimentary tourism product and experience that you can provide for facebook competitions:		
Website Hot Deals	Please outline details of the hot deal you would like to promote:		
Quarterly E Newsletter	Please outline details of offer or good news story you would like to promote:		
Regional Partnership Funding Campaign			
Participation in Summer Novocastrian Campaign	Expression of Interest only required at this stage		

PLEASE COMPLETE AND RETURN THIS FORM BY 21 January 2011 to enquiries@ntig.org.au
or PO Box 890, Newcastle NSW 2300

CO-OPERATIVE BUSINESS MARKETING PROJECTS 2010/11 PARTICIPATION FORM

Please complete and return to **email: enquiries@ntig.org.au** by **21 January 2011**
Invoices will be forwarded for each activity as it is confirmed.

ORGANISATION:.....

CONTACT PERSON:.....

PHONE:..... **FAX:**..... **EMAIL:**

ACTIVITY	COMMENT	YES	NO
		<i>Tick appropriate boxes</i>	
Business Destination Awareness & Development Activities			
AIME 2011	NCB Representation \$1000 + GST		
	Share Booth \$6500 + GST		
Newcastle University Showcase 2011	Participation \$450 + GST		
	Brochure Partner \$110 + GST		
NCB Website Related Activities			
Website Operator Listing	COST: FOC Please complete the attached form with listing details etc.		
Website Hot Deals	COST: FOC per spotlight	(please circle preference) January/ February March/ April May/ June	
Direct Marketing Activities			
Email Newsletter Spotlight	COST: FOC		
BUSINESS TOURISM DEMAND BUILDING FUNDING CAMPAIGN			
Participation	COST: \$1600 + GST		
Representation	COST: \$500 + GST		
Special Offer	COST: \$150 + GST		

PLEASE COMPLETE AND RETURN THIS FORM BY 21 JANUARY 2011 to enquiries@ntig.org.au
or PO Box 890, Newcastle NSW 2300

Venue NCB Website Information

Please fill in the below details for your business if you confirmed that you would like to be listed on NCB website:

Name of business: _____

Phone number: _____ Fax: _____

Email: _____

Website: _____

Contact name: _____

Contacts title: _____

Total meeting rooms: _____

Meeting capacity: _____

Number of accommodation rooms: _____

Maximum accommodation capacity: _____

Star rating: _____

Do you have a contracted caterer with exclusive rights for events: YES or NO

Using googlemaps, please provide the latitude and longitude reference for your business:

Latitude: _____ Longitude: _____

Please fill in the maximum capacity for each meeting room:

Meeting room name	Size of room (Sq m)	Height of room (m)	Theatre	Classroom	U Shape	Banquet	Boardroom	Cocktail	Cabaret (cluster)

Please supply below a small blurb on your property (including information such as location, meeting & event facilities, recreational facilities etc):

Additionally please supply the following to NTIG:

- A picture/s and/or business logo
- A PDF of your brochure, packages or more information on your venue

PLEASE COMPLETE AND RETURN THIS FORM BY 21 JANUARY 2011 to enquiries@ntig.org.au or PO Box 890, Newcastle NSW 2300

MARKET RESEARCH

The Tourism Development Plan for Newcastle, adopted by Newcastle City Council on 7 September 2010, seeks to add value to the significant work already done by the community and businesses in creating, delivering and marketing experiences of Newcastle. The purpose of this plan is to focus the further development of tourism in Newcastle to maximise its economic impact for industry and the broader community.

Leisure Market Overview

The Tourism Development Plan identifies that the below leisure market segments should be targeted

Table 1.1 Proposed leisure target markets by travel party and key source market

Target Segments	Travel Party	Travel Characteristics and Preferences	Key Source Market
Traditional Family Life	Couples	<ul style="list-style-type: none"> Keen holiday tourers, especially caravan and camping. Also stay in comfortable and good value accommodation, with tendency to visit museums, historical places, gardens and parks. VFR also important. 	<ul style="list-style-type: none"> Western Sydney Regional NSW (coastal and western) Gosford
Real Conservatism	Couples	<ul style="list-style-type: none"> Holiday with average frequency. Stay in standard hotels and motels, or caravan 	<ul style="list-style-type: none"> Sydney (North West and Hills Districts) Regional NSW (coastal and western)
Something Better	Couple Groups	<ul style="list-style-type: none"> Less than average number of holidays, for less time (short breaks). Camping and Cabin accommodation appealing. Enjoy outdoor activities eg surfing and swimming, and gambling. 	<ul style="list-style-type: none"> Sydney (North West and Hills Districts) Regional NSW (coastal and western)
Secondary Target Segments	Travel Party	Travel Characteristics and Preferences	Key Source Market
Traditional Family Life	Grandparents and Grandchildren	<ul style="list-style-type: none"> Keen holiday tourers, especially caravan and camping. Also stay in comfortable and good value accommodation, with tendency to visit museums, historical places, gardens and parks. Building relationships with grandchildren extremely important. 	<ul style="list-style-type: none"> Western Sydney Regional NSW (coastal and western) Gosford
Something Better	Parents and Children	<ul style="list-style-type: none"> Less than average number of holidays, for less time (short breaks). Camping and Cabin accommodation appealing. Enjoy outdoor activities eg surfing and swimming, and exploring country and wildlife. 	<ul style="list-style-type: none"> Western Sydney
Emerging Target Segments	Travel Party	Travel Characteristics and Preferences	Key Source Market
Young Optimism	Peer Groups	<ul style="list-style-type: none"> Seek new experiences and adventure. Stay in backpacker and hostel accommodation, and like surfing, swimming, bike riding as well as shopping and movies. 	<ul style="list-style-type: none"> Sydney (Northern and Eastern suburbs) Melbourne and Brisbane (inner East and West) Regional NSW
Socially Aware	Couples or Couple Groups	<ul style="list-style-type: none"> Travel with high frequency, like cultural activities, health resorts and eco tourism experiences. Stay in B&B's and luxury hotels. 	<ul style="list-style-type: none"> Sydney (North Shore) Brisbane (Inner West and East) Melbourne

Table 1.2 Potential additional leisure target market profiling (age, gender and origin demographic characteristics based on consumer perceptions¹. (Highlighted responses indicate potential target markets for Newcastle)

Characteristic	Sample (%)	Think of Newcastle as a short break (%) n = 54	Consider / intend visiting (n = 32)	Not visited and not planning to visit (n = 154)
20 to 29 years	22	33	31	20
30 to 40 years	29	24	25	30
45 to 54 years	28	24	22	30
55 and over	21	19	22	20
Male	50	46	47	51
Female	50	54	53	49
Sydney centre and north	30	30	41	30
Sydney west / north west	28	30	28	29
Sydney South	16	11	12	17
Regional NSW	26	30	19	24

¹In late 2008 Newcastle and Lake Macquarie City Councils commissioned market research that sampled 200 leisure and business tourism travelers residing in NSW. It sampled 74% from Sydney and 26% from regional NSW

Business Market Overview

The plan outlines the role of the Newcastle Convention Bureau (NCB) is to develop high yield market segments that are not normally sought after by individual operators, due to the complex accommodation, function and conference requirements, particularly within the association sector.

It has been identified that the following key target market segments will be sought in the short to medium term:

Segmentation	Current markets	Target markets	Implications
Origin	<ul style="list-style-type: none"> ➤ Sydney (36%) ➤ Melbourne (12%) ➤ Canberra (3%) ➤ Brisbane (8%) ➤ Newcastle / Hunter (37%) 	<ul style="list-style-type: none"> ➤ Sydney (38%) ➤ Melbourne (10%) ➤ Canberra (6%) ➤ Brisbane (8%) ➤ Newcastle / Hunter (35%) 	The increase in the amount of business from Canberra is attributed to the proposed increase in Association business. The decrease in business from the Newcastle/ Hunter reflects the decrease in conferences of less than 101 delegates
Segments	<ul style="list-style-type: none"> ➤ Associations (28%) ➤ Government (22%) ➤ Corporate (48%) 	<ul style="list-style-type: none"> ➤ Associations (35%) ➤ Government (20%) ➤ Corporate (45%) 	Increase emphasis on Associations, because they have higher return on investment and provide an opportunity for longer stays and more spend in market (delegates from Association conferences are more likely to take part in Pre and Post touring, as well as experiencing the destination whilst there for the conference)
Conference Size	<ul style="list-style-type: none"> ➤ <101 delegates (48%) ➤ 101 – 250 delegates (36%) ➤ 250 – 500 delegates (14%) ➤ 500+ delegates (2%) 	<ul style="list-style-type: none"> ➤ <101 delegates (43%) ➤ 101 – 250 delegates (36%) ➤ 250 – 500 delegates (17%) ➤ 500+ delegates (2%) 	Increase emphasis on mid sized conferences and decrease the smaller meeting market
Industry sectors	<ul style="list-style-type: none"> ➤ Health ➤ Education (University of Newcastle) ➤ Defence ➤ Transport and Logistics ➤ Mining 	<ul style="list-style-type: none"> ➤ Health ➤ Education (University of Newcastle) ➤ Defence ➤ Transport and Logistics ➤ Engineering, Energy, Mining 	The new competitive advantages shift the industry sectors targeted and the potential of a Newcastle brand based on energy suggest value in targeting engineering, energy and mining sectors

There are key growth areas that have been identified within the tourism plan as key focus areas for the Newcastle Tourism Industry Group moving forward:

- In the short term (2010 – 2011) growth rests with associations of 250 – 500 people, assuming positioning and marketing functionality can be enhanced
- In the medium term (from 2012 onwards) there is growth potential with associations of 500 – 700 people, assuming product can be improved and convention facility developed

The following process map defines the shift in focus relating to Newcastle Convention Bureau leads in response to the Target Market segments and resourcing analysis that took place as part of the Tourism Development Plan process.

