

2024 LisAmore!

Event Report



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RESEARCH**
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Event Impact Survey

The purpose of this study is to examine the impact of the 2024 LisAmore! on the local community, in terms of the impact to the economy, community and destination for visitors. The results suggest this event provides important economic and social contribution to Lismore City and surrounding local region through its connections with the local Italian heritage.

LisAmore! was held at the Lismore Turf Club, attracting over 6,000 people to the area on Sunday 16 June. The event program focussed on celebrating the cultural links between the local Italian community, and the wider Lismore community with a variety of Italian food and entertainment throughout the day. While the audience comprises a large segment of local Italian families, the inclusion of Italian cars and motorbikes into the program also enticed more visitors from outside the LGA to the event.

Analysis of survey data from over 228 attendees found the following key results for the 2024 event:

- 63% of the audience were from Lismore LGA.
- 6% from interstate (5% Queensland, <1% Victoria).
- 31% from intrastate NSW.
- 94% came for a day trip while 6% of the audience stayed overnight or longer.
- 3% stayed in commercial accommodation such as hotels and caravanning.
- 3% stayed with friends and/or relatives.
- 66% of the audience were over 41 years.
- **\$116,940** contribution to local economy from visitor expenditure.
- 54% heard about the event through word of mouth and 49% from social media.
- 56% had been to at least one event in previous years.
- 40% intended to go to the Lismore Lantern Parade.
- 95% rated the atmosphere as excellent or very good.
- 90% rated the organisation as excellent or very good.
- 87% felt the event met their expectations, with 4% unsure.
- 89% felt the overall experience was either very good or excellent.



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Survey design and methodology

The research utilised a visitor survey that has been specifically designed to assess visitor profile, behaviour and expenditure in the Lismore LGA. Visitor surveys were designed by Destination Research and collected on-site (#114) and on-line (#114) for a total of 228 responses.

Visitor Profile

The postcodes of respondents were sorted into regions to examine the variety of places in which visitors reside. Analysis of these regions shows the majority of attendees are from local areas, as well as from neighbouring regions and interstate.

Table 1: Residence of audience

	2019	2023	2024
Lismore	63%	67%	63%
Other Northern Rivers	27%	23%	28%
<i>Ballina</i>	14%	12%	16%
<i>Richmond Valley</i>	3%	7%	9%
<i>Clarence Valley</i>	1%	2%	1%
<i>Kyogle</i>	1%	1%	1%
<i>Tweed & Byron</i>	6%	1%	1%
Other NSW	4%	<1%	3%
QLD	4%	8%	5%
SA, WA and VIC	2%	1%	<1%
Overseas	<1%	<1%	<1%
Total	100%	100%	100%

Over half of the audience are from the local Lismore LGA (63%) with the remaining 37% from a wide range of regions. The main visitor market segments are within NSW (total 93% including Lismore (63%) Ballina (16%) and Casino (9%) as well as Sydney and Western NSW.

6% were from Interstate, where Queensland provided 5% of the audience (both Brisbane 3% and the Gold Coast 3%). Visitors also came from other states including Victoria and overseas.

Age and children

Visitors were asked to provide details of the number of people they were attending the event with, and the ages of those visitors. As shown in Figure 1 the event is mainly attractive to older segments with 66% over 41 years.

Families with children under 12 years also made up 16% of the audience highlighting the attraction to families.

Group size and composition

Most people attend the event in groups/families of four + people (37%), couples also make up 31% of the audience, and 20% are singles. The event attracts larger groups of between 10 and 15 people. The average group size is 4.3.

Figure 1: Age groups

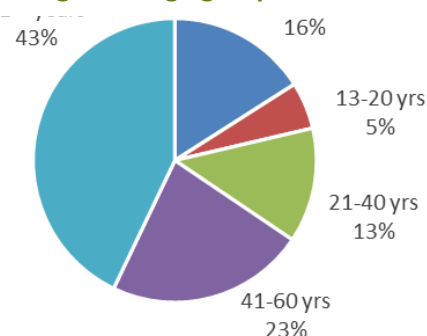


Table 2: Audience group size

Group size	single	couple	three	four	four +	Average
% of respondents	20%	30%	10%	10%	30%	4.3

Three primary demographic segments were found from the data:

- Young families with children (20%)
- Older family groups (25%)
- 61+ adult couples and singles (43%)

It should be noted that these segments have differing needs and expectations, and respond to different types of media, information and promotion. The high incidence of young families at the event also brings expectations for family facilities. Similarly, the high incidence of people over 60 years presents needs in terms of seating, shade and access.

Accommodation and purpose of visit

Details of visitors' accommodation choice and their length of stay were analysed, showing the majority of visitors attended the event on a day trip from Lismore and the local regions, with 94% using this option.

While some day visitors came from the local Lismore area (63%), other “day trippers” came to the LGA specifically for the event (27%) from as far as the Gold Coast, Casino and Byron Bay. A further 3% were in Lismore for other reasons and also came to the event.

A smaller proportion of visitors stayed overnight or longer (6%), coming from as far as the Gold Coast, Sydney and the Coffs Harbour. These include visitors who came specifically for the event (4%) and in Lismore for other reasons as well as the event (2%) including visiting friends and the Lantern Parade.

Overnight visitors stayed in local accommodation choosing hotel/motel (2%), with friends/family (5%) and other such as caravan (1%).

- 40% of the respondents indicated they will also go to the **Lismore Lantern Parade**, with 25% unsure and 35% not going.

Economic Impact Assessment

'Direct visitor expenditure' is a reliable method to determine the direct economic impact of an event to its host community. It is calculated on visitors to the event who are bringing new money to the region, using "(A) overnight event visitors" determined through analysis in previous sections to be 6% of all visitors. These visitors have come into the area for the purpose of engaging in the event and have stayed overnight or longer in the area.

Day trippers who have come from outside the LGA (B) are included in the estimate, but the calculations do not include "(C) local residents" who reside in the local government area as their money is assumed to exist in the local economy. The average expenditure as provided by survey respondents for overnight and day visitors varies dramatically, and as such they are calculated separately as shown below.

Figure 2: Expenditure segments

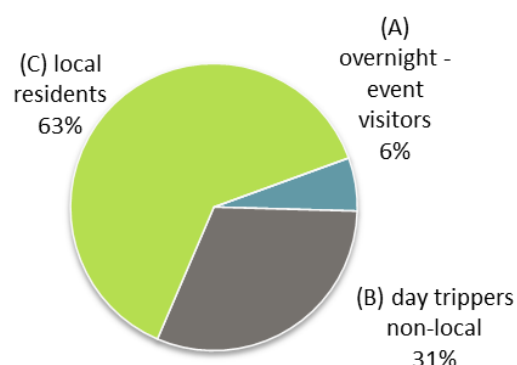


Table 3: Visitor expenditure

Total expenditure			
Overnight visitors			
	2019	2023	2024
Total event visitors	4,500	5,000	6,000
overnight tourist %	3%	8%	6%
overnight tourist #'s (A)	135	400	360
PP spend during the event incl accom	\$169	\$112	\$144
	\$22,815	\$44,800	\$51,840
Day visitors			
	2019	2023	2024
Total event visitors	4,500	5,000	6,000
day trippers (excl local) (B)	25%	25%	31%
# day trippers	1,125	1,250	1,860
visitor spend for the day	\$26	\$34	\$35
	\$29,250	\$42,500	\$65,100
Total visitor contribution	\$52,065	\$87,300	\$116,940



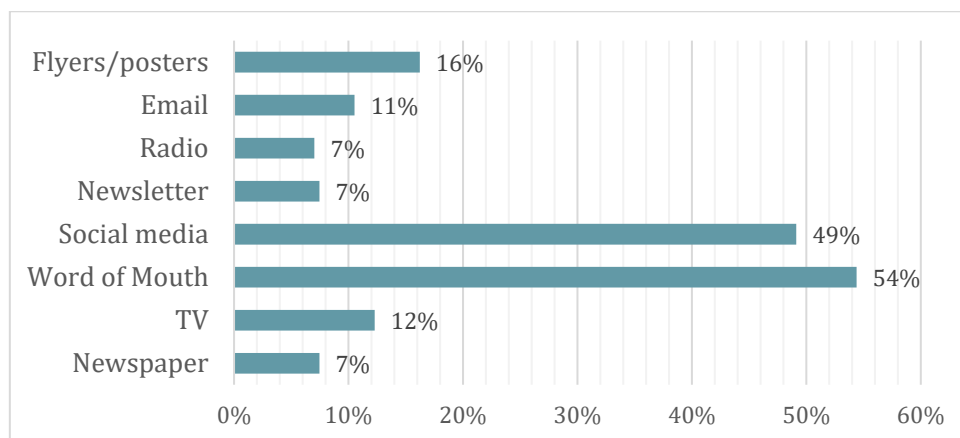
Promotion Analysis

Respondents were asked how they heard about the event, with **word of mouth** the highest response (**54%**). Promotion through **'Social media'** was also highly effective (**49%**).

Traditional channels of promotion such as radio (7%), TV (12%) and newspaper (7%) maintain a lower influence which is in line with industry wide trends. It is important however to maintain a presence across multiple media types to ensure contact with a broad range of ages and abilities.

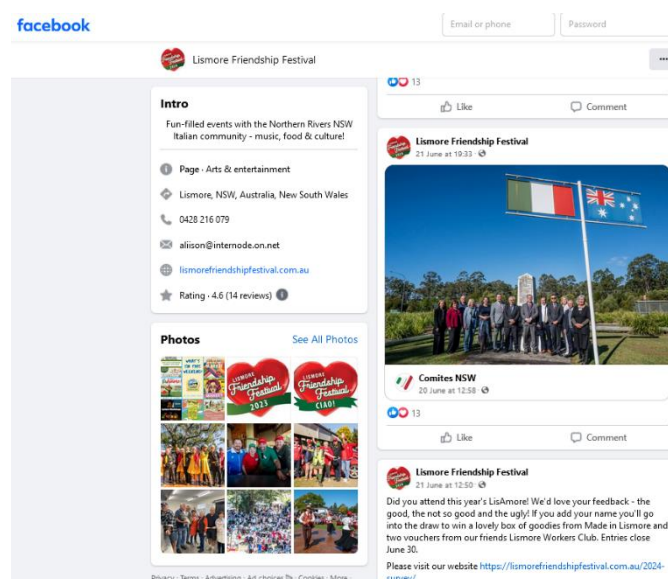
Targeted promotion by email and newsletter are important to engage the "Italian families" segment.

Figure 3: Promotion Analysis



** Respondents could choose more than one response*

Word of mouth advertising is often facilitated by satisfied visitors who return to the event each year, with **56% having been to at least one event before**. Most respondents had been to 2 events previously, while 6% had been to all five events (or "all of them").



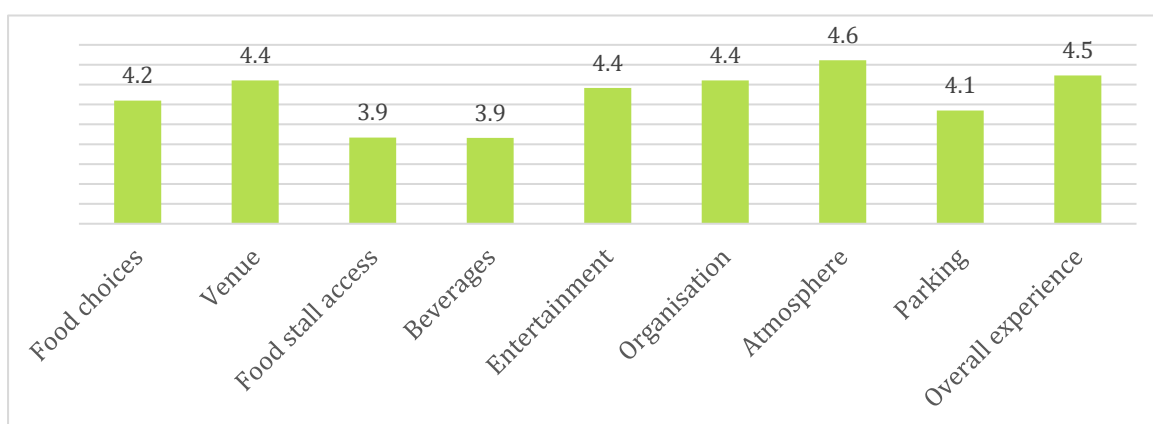
Lismore Friendship Festival Facebook page has over 1.8 thousand followers

Event Experience Ratings

Respondents to the survey were asked to describe and rate their event experience, both on a rating scale and in open-ended responses. Satisfaction with aspects of the event were rated from 1 to 5, with 1 being 'poor' and 5 being 'excellent'. As can be seen most aspects of the event rated very well receiving positive results of either **very good** or **excellent**.

- Atmosphere rated highest with a score of 4.6 out of 5.0.
 - 95% rated atmosphere as either very good or excellent.
- Organisation, venue and entertainment all rated very well with a score of 4.4 out of 5.0.
 - 90% rated organisation as either very good or excellent.
- Food stall access and beverages rated lower than other aspects of the event at 3.9.
 - Around 13% rated it negatively as poor or very poor.

Figure 4: Event experience ratings



Suggestions for improvement

Survey respondents were asked for suggestions to improve the event. Many suggested that no improvements were needed, and the event was great as it is. Over 160 responses were categorised into themes where most responses related to availability of food and coffee. Issues from previous years appear to be resolved in relation to entertainment systems and seating, while concerns around food stalls remain an issue to overcome. A full list of all comments has been given to the manager.

Table 4: Suggested improvements

	2019	2023	2024
Food and coffee	35%	29%	53%
Seating	17%	2%	3%
Entertainment systems	15%	12%	3%
Venue	6%	6%	5%
Other	5%	4%	3%
Italian culture	4%	3%	0%
Access	2%	7%	1%
Stalls	1%	9%	9%
Timing	1%	7%	2%



Cultural and community development

Respondents to the survey were asked to what extent they believed ***the event benefits the community***. As the quotes below suggest the results show most believe the event's greatest contribution is:

Bringing the community together

- *Lovely to see so many people enjoying themselves*
- *Positive atmosphere, cultural exchange, a fun activity not based on drinking*
- *Family friendly, free, fabulous atmosphere*

Strengthening of heritage

- *Good way to engage with Italian-heritage people and good entertainment for the whole community*
- *Because it gets a lot of Italians together to have a good day out*
- *It's a celebration of Lismore's heritage and is established now that locals look forward to attending and attracts visitors as well*
- *It is a great day out for all the community to celebrate the Italian culture who are so much a part of the Northern Rivers*

The benefit of the event to strengthen the community from the tragedies of the 2022 floods is also noted by some attendees.

- *Post-flood recovery, very beneficial entertainment. Excellent community healing effort, thorough enjoyment and positivity all round, included for all attendees!*
- *The Italian club was lost in the flood and it's a way of retaining that community and sharing*
- *This event provides healing for our community*

Using a word frequency cloud, it is possible to see that most comments mentioned the words around community and togetherness. A full list of all 240 comments has been given to the event manager.



Aspects most enjoyed

Respondents were asked to describe the aspects they enjoyed most about the event. A total of 260 comments were coded into themes and analysed further as shown below. These aspects can be used to inform the development of marketing messages and advertising. Most responses related to Entertainment (24%), Food (22%), Social aspects (17%) and the Atmosphere (11%). A full list of comments has been given to the organisers.

Table 5: Aspects of the event most enjoyed

Most enjoyed	% of responses
Entertainment/activities	24%
Food	22%
Social	17%
Atmosphere	11%
Other	12%
Culture	7%
Venue/weather/facilities	3%
Total	100%

Using a word frequency cloud, it is possible to see that most comments mentioned the words Food, music, atmosphere and **being together!**



Other results showed that:

- 87% felt the event met their **expectations**, with 9% unsure and 4% felt it did not.
- 89% felt the **overall experience** was either very good or excellent.



Summary

LisAmore! is a highly successful event, which is now solidifying its position in the minds of the audience drawing around 6,000 people to Lismore annually. The event continues to develop its audience in specific target segments including the regional Italian community, local younger families and older couples. The research for 2024 has shown that 37% of the audience are from outside the Lismore LGA, coming from Queensland, Sydney and the Coffs Coast specifically for the event. Other visitors have combined their visit with the Lismore Lantern Parade, and/or visiting friends and relatives. In this way the event enhances the image and vitality of Lismore as a destination to those who coming for the event, or for those already in the city.

The festival, however, is also an important cultural event, reinforcing important cultural connections in the community. Audiences recognised the event as important to “bringing people together” to enjoy a mix of Italian music, food and entertainment. The event also strengthens the heritage of Italian communities in the region and engages audiences with the Italian culture and history through its mix of activities. Audiences remarked on the importance of these opportunities to connect with others of similar heritage.

Other visitors recognised were ten members of InterComItEs who held their annual meeting at New Italy on Saturday 15 June and attended LisAmore! Five from Sydney, 2x QLD, 2x Victoria, 1x Canberra. The Consular General and three staff members attended, all from Sydney, with staff running an office in the CBD on Saturday for locals to renew their passports. Both organisations plan on making LisAmore! an annual event in their diaries.

A range of promotions are successful in spreading the word about the event – with both traditional and new media playing an important role to reach into certain segments of the community. This year over half of the audience had attended previous events, and yet half were new to the event. This reinforces the importance of providing sufficient information about the event to new visitors in terms of parking, food, programming and emergency information.

Satisfaction with the event was very high, with 89% feeling the overall experience was either very good or excellent. While over 90% of visitors rated the organisation, venue and entertainment very highly, many visitors felt that there were specific aspects of the food stall access and beverages (coffee) that can be improved in future years. The organisers should be congratulated on staging an event with such high standards of satisfaction and enjoyment.