



EVENT NAME Cabin Fever (working title)

DATE Recommended dates for the inaugural Cabin Fever event are Fri 14 – Sun 23 July 2017 (tbc)

LOCATION Various venues throughout the Margaret River region

EVENT CONCEPT Light the fire and escape the winter blues! The inaugural Cabin Fever event is an opportunity for visitors and locals alike to break out of hibernation, attend a range of one-off events and meet an eclectic mix of characters with one thing in common; a love of the Your Margaret River Region way of life.

- Great food prepared by amazing local chefs using the freshest regional produce
- Some of the best wines in the world produced by award-winning local winemakers
- Live music, art and entertainment from contemporary to conservative
- An array of top locally made boutique beers, ciders and whisky
- Inspiring locations and unique experiences

It is envisioned that the event program to be developed for Cabin Fever will feature more than 20 individual events and activities, with major (ticketed) events catering for more than 3,000 individual patrons over the 10 days of the event.

EVENT STRUCTURE

- All aspects of the event will be managed by an event manager, who will report to a steering group consisting of representatives of MRBTA, SWDC and other regional bodies.
- The event will consist of numerous individual functions organised and operated by Margaret River region businesses, to be marketed under a collective name.
- The Cabin Fever program will include a mix of both free and ticketed functions.
- Functions put forward for the event will be required to meet certain criteria to be set by the event manager and event steering group.
- Each individual event can have a different name, theme, focus or attraction to suit the marketing strategy as outlined by the event organiser.
- MRBTA/SWDC will provide marketing and booking platforms as required.

EVENT STRATEGY

Cabin Fever has the potential to significantly increase visitation in the Margaret River region during a period of time that is historically associated with decreased visitation.

Growing Business for Winter

To be run over 10 days in mid-winter, Cabin Fever will help provide a much-needed boost to local businesses. Associated travel packages and promotion will also help build momentum and trade over the broader winter period.

Supporting and Promoting Local Produce and Skills

The event will also provide significant support and development opportunities for local businesses. Promotion will be centered round local chefs, local artists and local produce. It will not only provide a means for local talent to display and hone their skills, it will also provide valuable exposure to a wide audience. It will provide local producers and suppliers with a potential avenue of exposure.

Spreading the Benefits

The concept of Cabin Fever will encourage participation from businesses throughout the Margaret River region. The program (to be developed by the event manager in collaboration with event partners) will be designed to include satellite functions covering the region. Not only will this help maximise visitation to the region, it will enhance the prospect for all businesses in the region to benefit, whether they be directly involved in the event or not.

Encapsulating the Your Margaret River Region brand

Cabin Fever will align with the Your Margaret River Region brand positioning to enhance the visitor experience, foster positive word of mouth and encourage repeat visitation to the region. The regional brand is based on the values of Diversity, Connections, Authenticity and The Pristine, as well as the personality descriptors 'laid back', 'creative', 'adventurous' and 'sociable'. While the Your Margaret River Region visual identity will not necessarily be overt within the promotion of Cabin Fever, the event will capture these values and personality traits, focusing in particular on the diversity of experiences on offer in the region. Further information on the Your Margaret River Region brand is available via the MRBTA and the [brand blueprint](#).

TARGET MARKETS

Cabin Fever will be promoted to local, regional and Perth-based consumers with a targeted market mix of:

- Local & Regional (South West) (50%)
- Perth (40%)
- Singapore / Indonesia / Malaysia (short-haul) (10%)

Detailed audience research is available via MRBTA.

ECONOMIC IMPACT

With the majority from Perth and International markets staying 2 nights or more, the event has the potential to add more than 600 room nights into the region.

- Anticipated daytrip visitor average spend of *\$91.00 per person per visit
*Source: Figure as per Tourism Western Australia, Fact Sheet YE March 2016 Revised
- Anticipated overnight visitor average spend of *\$536.00 per person, per visit
*Source: Tourism Western Australia, June 2016

Total anticipated attendance	3,500 (estimated based on anticipated program capacity)
Daytrip visitors (50%)	1,750 @ \$91 per visit
Overnight visitors (50%)	1,750 @ \$536 per visit
Average length of stay	2.8 nights
Economic Return	\$1,097,250

GROWTH PLAN

Securing Winter Visitation for the Margaret River Region

Following the success of the inaugural Cabin Fever event in 2017, it is envisaged Cabin Fever will become an annual event capable of growing in size, appeal, reach and diversity, and has the potential to become one of the destination's icon events alongside Margaret River Gourmet Escape, CinéfestOZ, Leeuwin Concert and the Drug Aware Margaret River Pro.

Cabin Fever will provide the opportunity to further establish the Margaret River region's reputation as one of Australia's premier wine and food destinations and will secure an additional avenue for the future promotion of the destination, driving off the success of Gourmet Escape.

FUNDING

Event seed funding will be made available to the event manager. The appointed event manager will be required to raise any necessary additional funds and in-kind contributions through grants and partnerships.

ABOUT MRBTA

The Margaret River Busselton Tourism Association (MRBTA) was established on 1 July 2015 and is the product of two previously competing entities, the Augusta Margaret River Tourism Association (AMRTA) and Geographe Bay Tourism Association (GBTA). These two award winning associations have over 50 years' experience in destination marketing, visitor servicing and natural and historical asset management. They have been consistently recognised at a national and state level for their contributions to the tourism industry.

The formation of the MRBTA marks the beginning of a new era in tourism for the Margaret River Region. It is not for profit incorporated association with more than 700 members, governed by a Board of nine Directors. The MRBTA operates six tourist attractions – Lake Cave, Mammoth Cave, Jewel Cave, Ngilgi Cave, Cape Leeuwin Lighthouse, Cape Naturaliste Lighthouse – and manages ground handling at Busselton Regional Airport. With the funds generated, it operates visitor centres in Busselton, Dunsborough, Margaret

River and Augusta, and markets the destination to intrastate, interstate and international visitors.

ABOUT SWDC

The South West Development Commission is a statutory authority of the Western Australian government, with a board of management selected from the community, local governments and ministerial appointments.

Our aim is to make the South West region an even greater place to live, work and invest.

We do so by partnering with communities, government, business and industry to identify and support projects that benefit the region.

Developing the region's economy and improving quality of life are key areas of focus.

ABOUT THE WINE & FOOD PROMOTIONAL PLAN

The Wine & Food Promotional Plan has been developed by SWDC and MRBTA with the aim of creating a cohesive and collaborative wine and food tourism model for Your Margaret River Region. The ultimate aims of the Wine & Food Promotional Plan are to:

1. Increase visitation and spend to Your Margaret River Region
2. Increase trade opportunities for Your Margaret River Region
3. Help to increase the exposure and profile of regional wineries, wine producers and growers
4. Help to increase the exposure and profile of regional producers, chefs and artisans
5. Incorporate and embed the YMRR brand with wine and food producers and on all product promoted