



# Working with your Accredited Visitor Information Centre



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# In this session

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- What is an accredited visitor information centre (AVIC)?
- Do visitor centres influence visitor spending?
- How influential are visitor centres in showcasing your region?
- Why visitors use visitor centres?
- What services are provided by visitor centres?
- How can your business partner with your local AVIC?





# NSW Accredited Visitor Information Centres

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Accredited Visitor Information Centres (AVICs) are recognisable by their branding with the trademarked logo.



Only AVICs can display the exclusive 'i' sign, which serves to guarantee quality service and reliable information.

The NSW AVIC Network bands together accredited centres that show a commitment to continuous improvement and customer satisfaction.





# NSW Accredited Visitor Information Centres

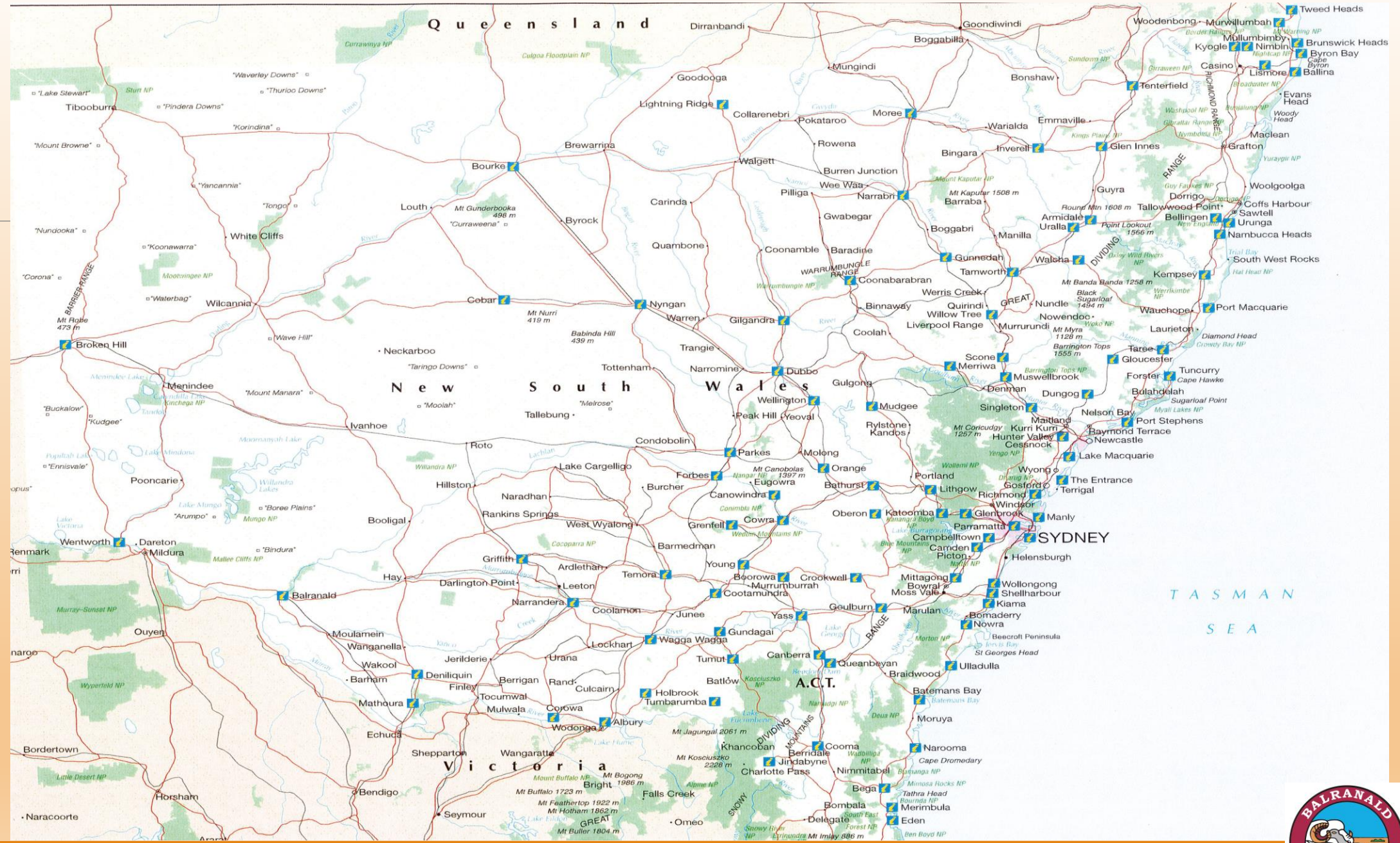
- The AVIC network is nationwide
- There are 460 AVICs throughout Australia
- NSW has over 30% of AVICs in Australia - 140 in total
- Visitation to NSW AVICs is about 10,000 people per day
- Last year over 3.6 million visitors utilised a NSW AVIC
- Annual tourism product sales - over \$4.2 million







# Map of NSW AVICs

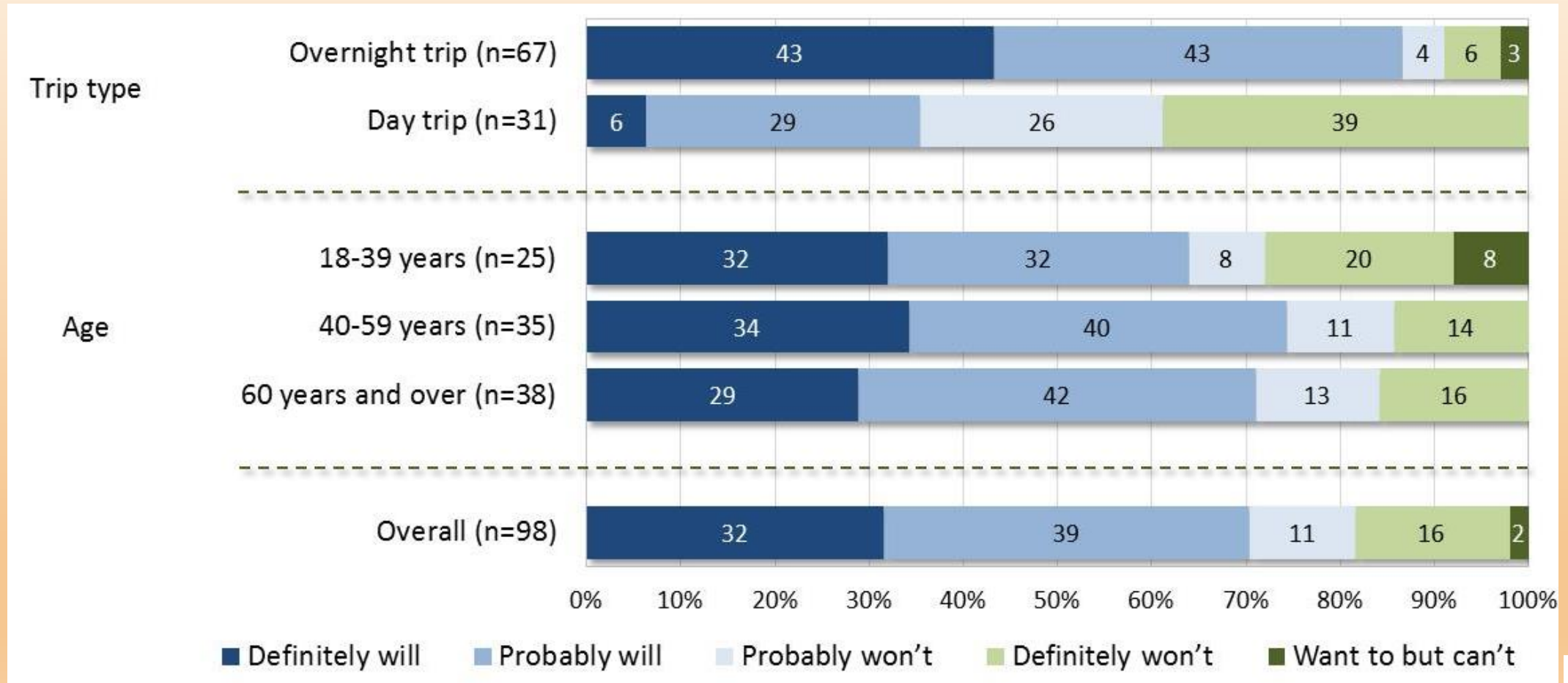






# Do AVICs influence visitor spending?\*

Question: Excluding any money spent at the visitor centre, how likely are you to spend additional money as a result of information you obtained from the visitor centre?



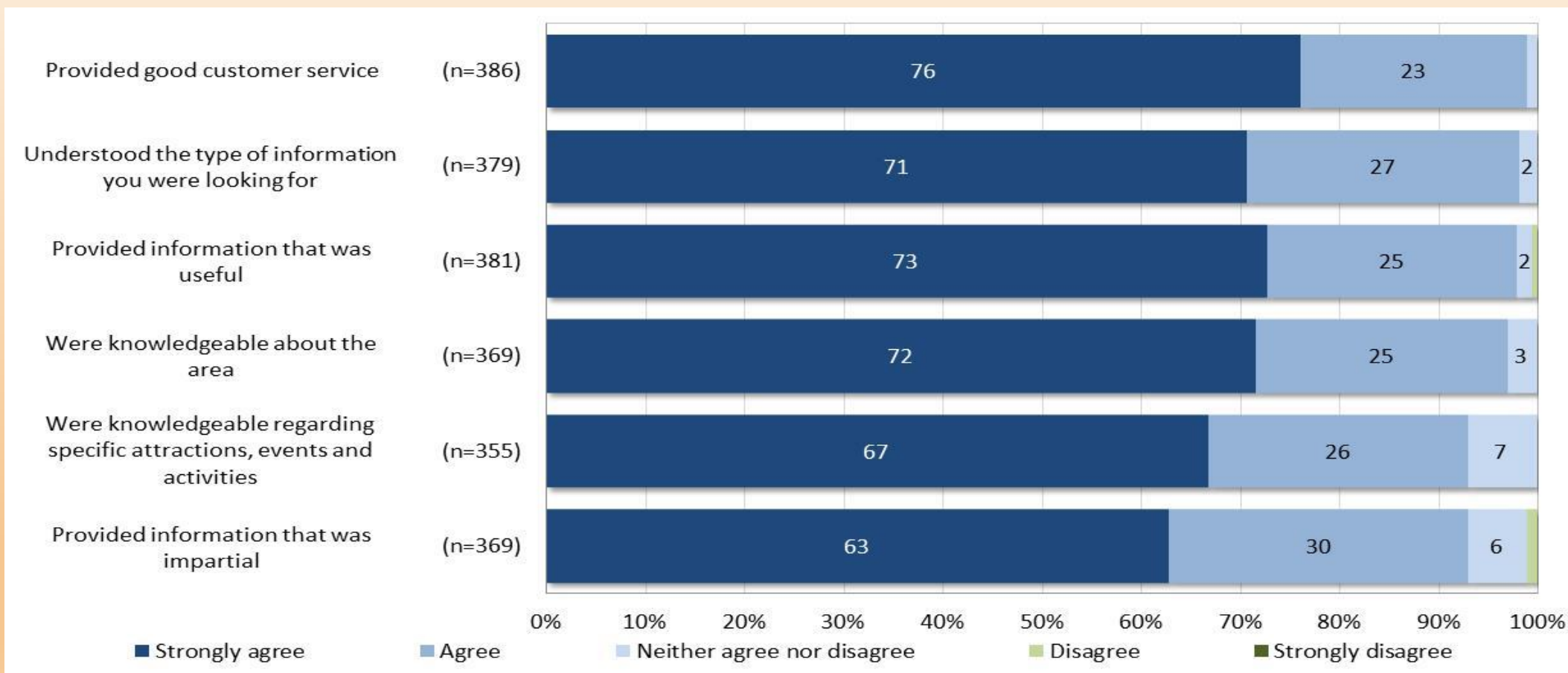
\* Research source : Tourism Research Australia -NSW Visitor Information Centre Study 2016





# Your local AVIC staff are your destination experts\*

*Question: Thinking about the staff you spoke with at the visitor information centre, to what extent would you agree or disagree that the staff...*



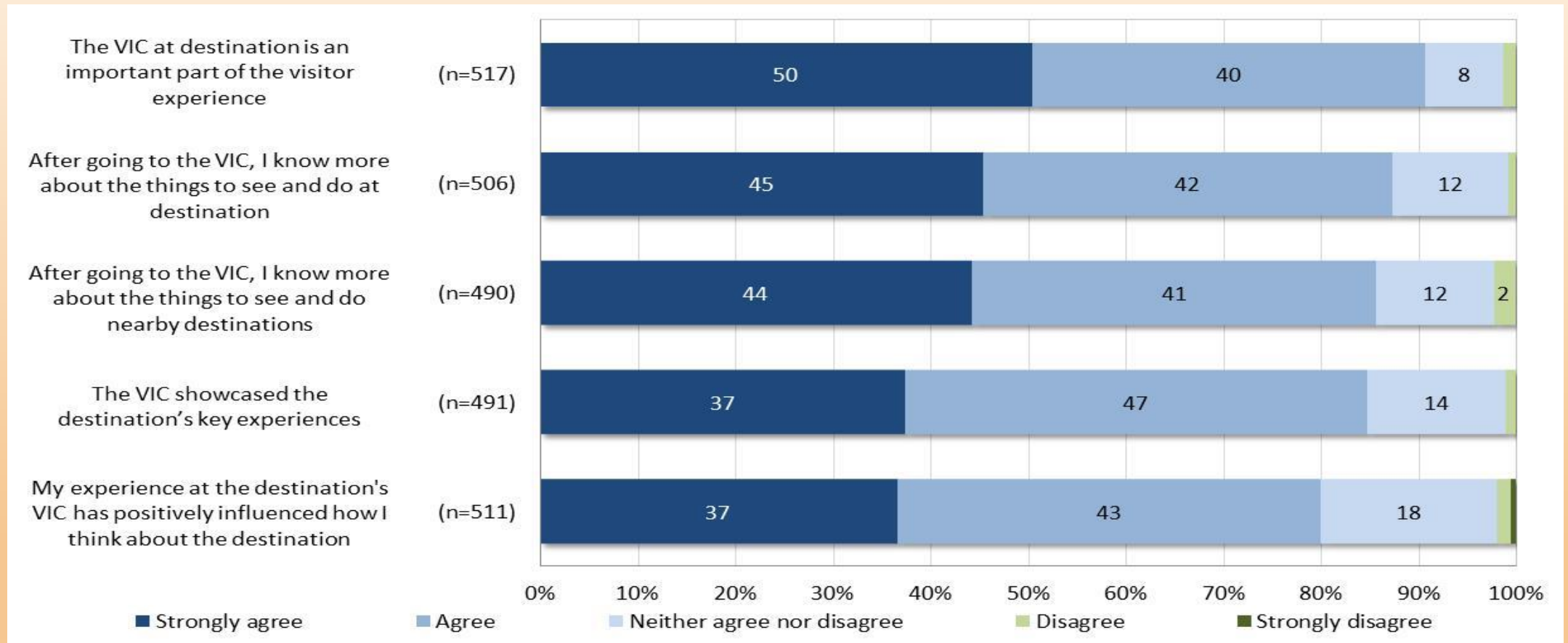
\* Research source : Tourism Research Australia -NSW Visitor Information Centre Study 2016





# How influential are AVICs in showcasing your region?\*

Question: To what extent would you agree or disagree that...



\* Research source : Tourism Research Australia -NSW Visitor Information Centre Study 2016







# Why visitors use AVICs

- Unbiased information on the local area
- Free advice from local experts
- Local tips and hints
- Up to date advice and information
- AVICs are easy to find
- Visitors who have used AVICs previously are incredibly loyal
- A good selection of local merchandise





# Services provided by AVICs

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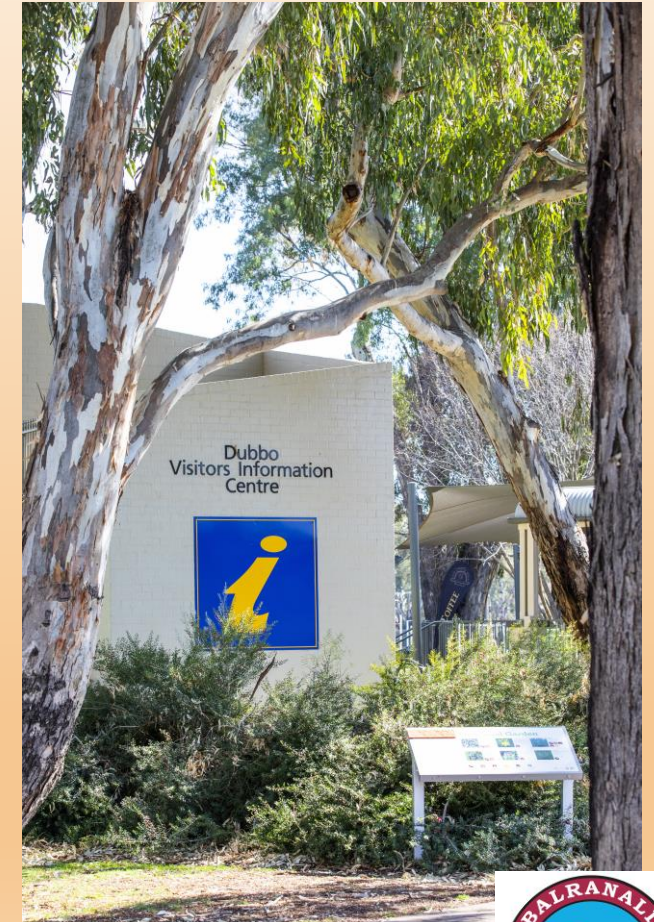
- A showcase of the local region, including its history and stories
- A wide variety of merchandise including local produce and handicrafts
- Free wifi, toilets and refreshments
- Detailed information on surrounding destinations and regions
- Promotion of local businesses through the council/AVIC website
- A key touchpoint in times of crisis





# How your business can partner with your local AVIC

- List your product
- Display your current brochures
- Conduct regular updates and presentations for AVIC staff
- Conduct onsite famils for AVIC staff







# How your business can partner with your local AVIC

- Use your AVIC as an extension of your business
- Average commission rates: 10%
  - Accommodation
  - Tour Operators
  - Attractions
- Product development – utilise feedback from staff
- Co-operative Tourism Tradeshow





# Questions

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