

# Tourism



Visitation numbers at the Lithgow Visitors Centre were reduced in December/January due to bushfires. COVID-19 restrictions saw the Centre closed to Visitors in March and re-opening in June 2020.

**25%**  
GROWTH IN  
VISITORS TO  
WEBSITE

[TOURISM.LITHGOW.COM](http://TOURISM.LITHGOW.COM)

**7,000**  
FACEBOOK  
FOLLOWERS

<https://www.facebook.com/lithgowtourismandevents>

**80,000+**  
'WELCOME  
'BACK'  
DESTINATION  
MOVIE VIEWS  
[HTTPS://TOURISM.LITHGOW.COM/LITHGOW360/GALLERY/](https://tourism.lithgow.com/lithgow360/gallery/)

Source: Lithgow City Council Annual Report 2019/20 - <https://council.lithgow.com/council/jpr/>

## SE2 – WE ENCOURAGE ECONOMIC GROWTH AND DIVERSITY

DELIVERY PLAN (2017-2022)	OPERATIONAL PLAN (2021-2022)				
ACTION	Action	Deliverable	Target	Responsible Department	
SE2.2 A strong tourism Industry that maximises benefits from visitors to the Lithgow LGA.	SE2.2.1 Manage the Visitor Information Centre using online tools to enable in-location visitor dispersal and spend.	Customer satisfaction measured by visitor comments on social media and survey	Annual visitor satisfaction rating 80%	Economic Development & Tourism	
	SE2.2.2 Deliver Halloween and LithGlow as Council's two signature events.	Events delivered and sponsorship secured.	100% complete		
	SE2.2.3 Provide professional support and advice to notable LGA festivals and events.	Support provided to local tourism events.	100% of enquiries assisted		
		Marketing and promotional support of local events via online platforms.	100% complete		
		Deliver temporary programs and events within the Cultural Precinct including Blast Furnace Park.	2 per annum	Community & Culture	
	SE2.2.4 Support Australia Day festivities in Lithgow local government area.	Australia Day events promoted to the community.	100% complete		
		Official Ceremony coordinated and promoted to official guests and the community.	100 % complete		

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ACTION	Action	Deliverable	Target	Responsible Department
SE2.2 A strong tourism Industry that maximises benefits from visitors to the Lithgow LGA	SE2.2.5 Research, identify and secure larger-scale events that deliver profile, visitation and economic benefit.	Implementation of the Events Attraction Package. <ul style="list-style-type: none"> <li>• Events opportunities researched</li> <li>• Events approached and secured.</li> </ul>	100% complete	Economic Development & Tourism
	SE2.2.6 Enhance and create strong partnerships with local tourism businesses.	Visit tourism businesses on a regular basis (Famils) to ensure visitor information and marketing communications are current and up to date.	25 per annum	
		Develop and implement joint Council and Industry tourism marketing campaigns.	1 per annum	

## TOURISM PROGRAM INCOME AND EXPENDITURE 2021-2022

Project	Project Costs \$	Funded from Sponsorship Grants \$	Funded from Net Revenue \$
<b>Events</b>			
<b>LithGlow</b> Light, Laser & Heritage Festival	50,000	(20,000)	(30,000)
<b>Halloween</b> Australia's largest Halloween Street Festival/Carnival	174,000	(94,000)	(80,000)