

PREPARATIONS FOR THE THREE CHOIRS FESTIVAL

Report By: Cultural Services Manager (Interim)

Wards Affected

Countywide.

Purpose

1. To update Members on the work undertaken to promote the Three Choirs Festival in Hereford in August 2006 and the work undertaken to raise the profile of the Festival.

Financial Implications

2. None at the present time.

Consideration

3. As part of the marketing campaign to promote the County, the Three Choirs Festival was included within the campaign information and we generated 1,600 responses for the Festival flyer. Herefordshire Tourism posted out the flyer with the main Herefordshire visitor guide that includes accommodation.
4. The shortage of overnight accommodation within the City is a real issue and we are working with accommodation operators outside the City with an aim to get people staying in the County and not in areas outside Herefordshire. Tourism accommodation operators in the north of the County are keen to link in with the Festival and possibly arrange transport from their accommodation and evening meals within their establishments.
5. The Tourist Information Centre are receiving a number of telephone calls for accommodation and are proactively booking accommodation within the City and outside the City for the Festival. An issue that has been raised from a recent article within the newspaper was the inference that there was no accommodation at all in Herefordshire and this has raised issues with local operators who do have rooms available. This article was generated from the accommodation booking office within the Festival and it has been unfortunate because people are not receiving correct information on accommodation availability.
6. Local restaurants have been contacted with regards to their opening hours during the festival and there has been no positive feedback with regard to the options of offering packages for tickets and dinner to the Festival.
7. Three Choirs have organised car parking and additional toilets during the festival.

Future Considerations

8. The Tourist Information Centre could in future act as the booking centre for accommodation for the Festival.

RECOMMENDATION

THAT, subject to any comments Members wish to make, the report be noted.

BACKGROUND PAPERS

- None Identified