



Media release

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CMCA rally delivers economic boost

Albany received a significant financial windfall from the Campervan and Motorhome Club of Australia's national rally in October.

A post event evaluation report by the City of Albany found the event, which attracted more than 600 recreational vehicles and 1188 visitors from across Australia, injected an estimated \$1,283,193 into the region during the rally.

The City of Albany committed \$100,000 in-kind support and \$60,000 cash sponsorship to the event, which also received \$40,000 sponsorship from the Perth Convention Bureau, \$20,000 from Tourism WA and \$10,000 from the Great Southern Development Commission.

"The CMCA rally was a fantastic success for Albany and we were thrilled to host it," Albany Mayor Dennis Wellington said.

"Hosting the rally has been an economic success for Albany and the region, generating a significant return on investment and showcasing what our wonderful city has to offer."

The economic value of the event is based on an estimated direct visitor spend of \$874,368 calculated by the number of visitors each spending an estimated \$92 per day over eight nights, as well as an estimated spend of \$408,825 by CMCA organisers over the rally period.

The Albany Chamber of Commerce and Industry worked closely with the City of Albany in attracting the CMCA rally to Albany and it paid dividends for local businesses.

Major beneficiaries were local hospitality, supermarkets, retail businesses and visitor attractions, with many businesses providing positive feedback about the rally's success.

"Overall it is a very positive result for the community and adds to Albany's growing reputation as a tourist destination with world-class attractions and experiences," Mayor Wellington said.

"We hope those who came to Albany for the rally thoroughly enjoyed their stay and will return in future, and will also tell their friends and family what a wonderful place our city is and encourage them to visit too.

"While we can measure the immediate economic boost the rally provided, the long-term flow-on benefits from word of mouth promotion for Albany is invaluable."

Images: From left: Eleanor Scully, John Scully and Vince Calleja at the CMCA Rally in October.

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