



Managing Seasonality in Tourism and Hospitality

Seasonal demand. It's one of the greatest challenges for any business, particularly for tourism and hospitality operators. Both feasts and famines have their issues. Either your business can't keep up with demand, or there's not enough work to pay the bills and keep your staff employed.

Almost every business experience seasonal fluctuation in sales and cash flow. Some fluctuations are predictable, certain holidays, popular holiday periods or weather seasons. But others, like a crisis that suddenly cuts sales, are unpredictable. The key is knowing how to manage these seasonal cycles and implement practices to reduce the impact.

The Centre of Excellence is conducting a series of workshops that will focus on key factors to assist your business to better prepare for the peaks and troughs. These include:

- Marketing strategies
- Online presence
- Brand and collateral
- Social media campaigns
- Managing employees
- Storytelling
- Diversification, off peak and mid-week
- Collaboration and networking

The workshop content will provide practical advice and strategies that you will be able to apply directly to your own business.

WORKSHOP DATES & VENUES

Merimbula | [Club Sapphire](#)

Monday 18th March 2024, 9am-12:30pm

Narooma | [Club Narooma](#)

Tuesday 19th March 2024, 9am-12:30pm

Batemans Bay | [Batemans Bay Pavilions](#)

Wednesday 20th March 2024, 9am-12:30pm

Ulladulla | [Ulladulla Civic Centre](#)

Thursday 21st March 2024, 9am-12:30pm

Nowra | [Shoalhaven Entertainment Centre](#)

Friday 22nd March 2024, 9am-12:30pm

Registration for each session begins at 8:30am.

Morning tea and a light lunch will be served.

*** Click on the individual links to register ***

Managing Seasonality *in Tourism and Hospitality*



Catherine Shields

A passionate advocate for the visitor economy, Catherine has served on local and state tourism boards, most recently as Chair of Destination Sydney Surrounds South.

She has led projects that saw opportunities open up in agritourism and played a leading role in initiating co-operative marketing between LGAs which led to gold state and international awards for the UNSPOILT South Coast campaign. She recently founded Host Nation, a movement to connect operators and has been a property and hands-on accommodation business owner for over 23 years. Catherine has over 30 years' experience in media and advertising and was the art director of Vogue Australia and has syndicated lifestyle content internationally.

PRESENTERS

The workshops will be presented by local visitor economy specialists Catherine Shields and Kate Mather, both are well-known across the region and have extensive industry experience.

Kate Mather

With over 30 years' experience in marketing and PR across many industries from hospitality, film to fashion, Kate has a passion for working with tourism and hospitality businesses to grow their brand and assist them to navigate the peaks and troughs. In 2020 she launched South Coast Experiences when she could see so many amazing projects and start-ups across the hospitality and tourism industry that were unable to have a strong voice with their marketing and getting lost in the growing noise of tourism.

Wanting to assist with marketing these amazing businesses that may not be a 'bookable experience' by having a strong brand that showcased them and offered direct access to them Kate began designing itineraries for visitors that were unique and tailored to the guest, matching their stay. With Kate's business driver always being around growth and connection she will be sharing her marketing ideas, the value in collaborating and the best way to achieve strong outcomes and as we battle growth and competition what we can do to remain impactful across the tourism landscape.

Workshops are proudly presented by the South Coast Centre of Excellence.

