



## Press Release

Embargo until 6.30am 24 March 2009

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### **2008 Deni Ute Muster generated \$13 million to region**

The Deniliquin Ute Muster was worth an estimated \$13 million to the town and region in 2008.

In 2007 the Economic Analysis revealed that the Festival generated over \$10 million of spending in Deniliquin and region.

Festival Director John Harvie is not surprised with the significant increase in spending.

"Following the 2008 10<sup>th</sup> Birthday celebration and undoubtedly the most successful Festival yet, we were confident the spending value would increase significantly in comparison to 2007.

This proves yet again the massive economic importance the Festival has to Deni and region", he said

Patrons were surveyed at the 2008 Festival with specific questions relating to their expenditure whilst on the way to Deniliquin as well as whilst they were in this area.

It shows that on average each patron spends \$610 in Deni to attend the Festival.

A further \$4.3 million was spent by the patrons getting to Deniliquin.

The report also found that in terms of tourism 64 percent of the patrons indicated that they would return to Deniliquin at another time of the year.

Other aspects considered in the report include management, gender, age, where they live, likes and dislikes of the event.

Over the past few years the Festival has worked hard to cater for all ages and families.

The report indicates that over 65 percent of people now attend with family members.

The demographic has also begun to alter with 52 percent between the age of 18-35yrs, 31 percent being 36-60 year olds, 11.5 percent between the age of 13-17yrs and 5.5 percent of attendees are over 60.

A number of years ago over 85 percent of attendees were between the ages of 18 to 35 years old.

Many volunteers and Festival staff were involved with this project from data entry through to the many hours of surveying patrons during the Festival and collating the information.

Why not take advantage of Kevin Rudd's stimulus payments? Get your tickets online today at a discount price on [www.deniutemuster.com.au](http://www.deniutemuster.com.au) or call 03 5881 3388.

Deni Play on the Plains Festival & World Record Ute Muster is *Proudly Australian*.

Friday 2 and Saturday 3 October 2009, located in Deniliquin, Southern Riverina, New South Wales.

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