

Leveraging Major Events in Victor Harbor: A Guide for Local Businesses

Victor Harbor hosts a variety of major events throughout the year, attracting thousands of visitors and presenting an excellent opportunity for local businesses to boost sales, increase brand visibility, and engage with new customers. Here are some ideas on how your business can leverage these events to maximise benefits and enhance community engagement:

1. Event-Themed Promotions and Discounts

Capitalise on the increased foot traffic by offering event-themed promotions and discounts. Create special deals related to the event's theme, whether it's a music festival, sports event, or cultural celebration. This not only attracts eventgoers but also encourages them to spend more at your establishment.

2. Collaborate with Event Organisers

Reach out to event organisers and explore opportunities for collaboration. This could include sponsorships, setting up a stall or booth at the event, or providing products or services for event activities. Collaborations can enhance your brand's visibility and establish your business as an active community supporter.

3. Extend Your Hours

Many events in Victor Harbor draw visitors who are looking for dining and shopping options before and after the event. Consider extending your business hours during major events to accommodate this influx. Promoting these extended hours on social media and through local advertising can attract more customers.

4. Offer Unique Experiences

Create memorable experiences for event-goers that set your business apart. This could be anything from live music performances at your venue to interactive workshops or tastings. Unique experiences can leave a lasting impression and encourage repeat visits.

5. Leverage Social Media

Utilise social media to promote your event-related offers and activities. Create engaging content, use event-specific hashtags, and encourage customers to share their experiences at your business. Social media can amplify your reach and attract visitors who are in town for the event.

6. Prepare Your Staff

Ensure your staff are well-prepared for any increased traffic. Provide training on customer service, event-specific promotions, and handling high volumes of customers. A well-prepared team can enhance customer satisfaction and foster positive reviews and repeat business.

7. Local Partnerships

Form partnerships with other local businesses to create combined offers or packages. For example, a restaurant could partner with a nearby hotel to offer a "stay and dine" package. Such partnerships can provide added value to customers and increase business for all involved parties.

Upcoming Major Events in Victor Harbor

To help you plan ahead, we've compiled a document listing the major events held on Council land in Victor Harbor for the next 12 months. This list will be updated quarterly to keep you informed about new events and any changes to the schedule.

[Click here to view the major events in Victor Harbor](#)

We hope these ideas inspire you to make the most of the exciting events happening in our beautiful town. By actively engaging with these events, your business can thrive and contribute to the vibrant community spirit of Victor Harbor.

For further information contact the Festivals and Events Officer at events@victor.sa.gov.au or phone 8551 0500.

Festivals and Events
City of Victor Harbor