



1: Food and Merchandising Sales and Expenditure

Table 1: Food and Merchandising sales and expenses 2007-08 to 2011-12

	2011-12	2010-11	2009-10	2008-09	2007-08
Food and merchandising sales	3 197 111	3 466 960	3 469 570	3 672 709	3 525 211
<i>less</i> food and merchandising expenses - direct	3 379 049	3 641 166	3 455 030	3 445 202	3 233 848
<i>less</i> food and merchandising expenses - on-costs	544 615	560 516	492 290	469 674	450 974
	(726 553)	(734 722)	(477 750)	(242 167)	(159 611)

Table 1 details food and merchandising sales and expenses for the five financial years 2007-08 to 2011-12.

The Port Arthur Historic site provides the following food and beverage alternatives for visitors to the site:

- the Port Café at the Visitor centre;
- the Museum Coffee shop which is in the Asylum building; and
- Felons Bistro which is open every day from 5pm for dinner and provides for Ghost tour participants and is also popular with the local community, as particularly through winter, it can often be the only restaurant open in the region.

The gift shop is open every day and is located within the Visitor centre.

The provision of these services is an integral part of providing the full experience package to visitors to the site.

As demonstrated in Table 1 direct and on-costs have fallen between the 2010-11 and 2011-12 financial years as a result of savings strategies implemented in light of the tourism downturn which has been felt since 2009-10.

The downturn has had a significant impact upon operations in the years 2009-10 to 2011-12, however, as demonstrated in 2007-08 and 2008-09 food and merchandising operations have historically performed well.

2: Ferry contract

The Port Arthur Historic Site provides a number of ticket options for day entry passes. They include the:

- Bronze pass which includes access to more than 30 historic buildings, ruins, gardens and museum houses, a 40 minute guided walking tour and a 30 minute harbour cruise;
- Silver pass which in addition to the above includes the choice of the Isle of the Dead Cemetery tour or the Point Puer Boys' Prison tour, a self-guided audio tour and lunch on site at one of the cafes; or the
- Gold pass which in addition to the above inclusions also allows access for a second day and morning and afternoon tea.

Day entry revenue represents a significant proportion of revenue from tourist operations and in 2011-12 amounted to \$5,035,977 (\$5,502,390 in 2010-11).

The parcel of attractions included in the day entry are not budgeted for as separate revenue items, they are priced as a package available to visitors upon entry to the site.

The cost associated with the ferry contract is an expense of the business as it is provided by an external party, Port Arthur Cruises Pty Ltd, in accordance with a ferry service contract.