

FACEBOOK

65 posts, compared to 56 posts in 2015.

METRIC	START OF FESTIVAL	END OF FESTIVAL	% INCREASE
Total FB likes	3,969	4,992	25%
Reach*	988	261,168	26,334%
Impressions*	1,742	404,077	23,096%

Pymont Festival event listing stats:

All organic stats, no paid advertising via facebook

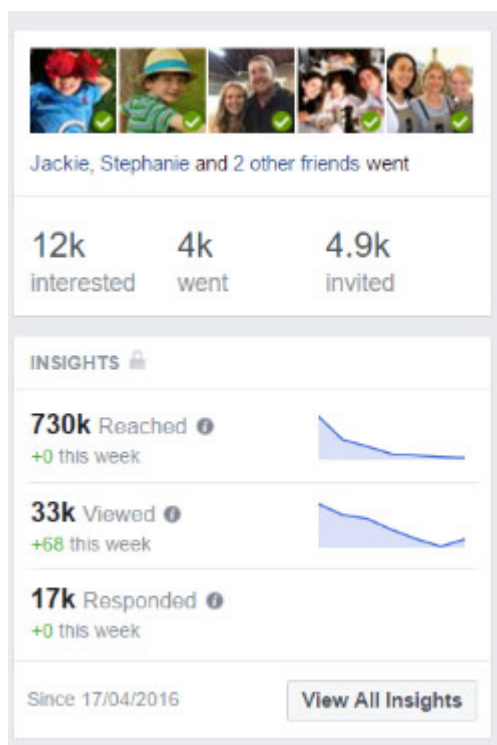
Created 1 month prior to event (previous year created 7 days prior)

12K interested in event, 4K attended event, 4.9K invited

Reach 730K

Views 33K

Engagement 12K



Paid Advertising (Klick PR):

2x paid advertisements during Pyrmont Festival


Post Details

Reported stats may be delayed from what appears on posts

Pyrmont Festival of Wine, Food & Art
Published by Klick Communications (P) · 29 April at 18:00 · 🌐

10 days of wine, food and art at Pyrmont Festival of Wine, Food & Art. Join us on 13th - 22nd May for a stunning showcase of the best of Mudgee Region and Pyrmont.

Don't miss the main event at Pirrama Park on Saturday 14th and Sunday 15th May, with live music, art, kids' entertainment and over 100 food and wine stalls.



Pyrmont Festival | Wine, Food & Art
Pyrmont Festival returns for its sixth year with 10 days of wine, food and art bringing together Pyrmont and the Mudgee Region in Sydney's premier dining precinct.
PYRMONTFESTIVAL.COM.AU

65,864 people reached

Boosted

593 Reactions · 141 Comments · 99 Shares

Like · Comment · Share

65,864 People Reached		
1,057 Reactions, comments & shares		
681 Like	582 On post	109 On shares
11 Love	10 On post	1 On shares
3 Thankful	1 On post	2 On shares
1 Wow	0 On post	1 On shares
248 Comments	222 On Post	26 On Shares
103 Shares	99 On Post	4 On Shares
1,420 Post Clicks		
2 Photo views	918 Link clicks	500 Other Clicks
NEGATIVE FEEDBACK		
2 Hide Post	2 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Post Details


Reported stats may be delayed from what appears on posts

Pyrmont Festival of Wine, Food & Art
Published by Klick Communications (P) · 29 April at 17:30 · 🌐

Wine. Food. Art.

Experience the charm of Mudgee Region and the best food, art and music Sydney has to offer in a series of dining and matching wine experiences from 13th - 22nd May.

Click below to make a booking at our participating restaurants.



Pyrmont Festival | Festival Program
Bringing together Pyrmont and the Mudgee Region in Sydney's premier dining precinct.
PYRMONTFESTIVAL.COM.AU

38,465 people reached

Boosted

235 Reactions · 40 Comments · 21 Shares

Like · Comment · Share

38,465 People Reached		
337 Reactions, comments & shares		
248 Like	234 On post	14 On shares
2 Love	1 On post	1 On shares
66 Comments	64 On Post	2 On Shares
21 Shares	21 On Post	0 On Shares
877 Post Clicks		
0 Photo views	684 Link clicks	193 Other Clicks
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Facebook mentions:

[Australia.com](https://www.facebook.com/Australia.com) - 7 million followers

Featured Pyrmont Festival + Mudgee Region #restaurantaustralia. User generated image taken by Caron Reynolds, Marketing Coordinator at Mudgee Region.



Australia.com
7:23 PM · 16 May · Edited · @

This is what the view looks like when Sydney's Pyrmont and the Mudgee Region combine! The Pyrmont Festival of Wine, Food & Art has kicked off again for another year at Pittwater Park, and will be showcasing the food, wine and art of Mudgee from until 22 May 2016. (Photo: @cmooch16)

1 like · 0 comments · 0 shares

41 shares · 22 comments

[Australia.com](https://www.facebook.com/Australia.com) <https://pyrmontfestival.com.au/>

Pyrmont Festival | Wine, Food & Art

Pyrmont Festival | Wine, Food & Art

Online · Daily · 7:18 May at 11:31

Mudgee Region · A fantastic weekend celebrating the best of Mudgee Region and wine Pyrmont/Ullima.

Like · Reply · 16 · Commented on by Caron Reynolds · 16 May at 12:00 · Edited

Caron Reynolds · Thanks for sharing, had the best weekend having Mudgee Food & Wine

Write a comment · 00 · 0

Australia.com added 8 new photos to the album **What Australia Ate This Weekend #RestaurantAustralia**.


16 May at 10:57 · Food · Travel



Like · Comment · Share

16k · Top comments · 1,421 shares


City of Sydney – 176K followers:

**City of Sydney**
10 May at 20:55 · 🌐

Pirrama Park + 🍷 + 🍷 = Pyrmont Festival of Wine, Food & Art 🍷
Begins this Friday. More info: <http://ow.ly/Hls23001MDm>



Like Comment Share

 You and 453 others

Top comments *

The Star Sydney – 131K followers

**The Star**
13 May at 11:41 · 🍷 · Food · Travel

Our weekend is sorted, you'll find us at Pyrmont Festival of Wine, Food & Art enjoying the sunshine.




Like Comment Share

 You and 1k others


Top comments *

29 shares

The Urban List – 100K followers

**The Urban List | Sydney**
14 May at 09:03 · Travel

There's still some goodies in here to tick off!




17 Free Things To Do In Sydney This May
For all of you Sydney locals on a tight budget, this one is for you. Because the only thing better than a tightly packed social calendar is one that you can enjoy without forking out your hard earned dosh. Save that for more important things. Like...
THEURBANLIST.COM


Like Comment Share

64

Top comments

**The Urban List | Sydney**
7 April · Food

Get ready for 10 days of fine dining.



Wining And Dining | The Pyrmont Festival Is Coming To Sydney
Prepare your bodies for ten gastronomical days of artisanal food and wine.
THEURBANLIST.COM

Like Comment Share

You and 437 others

Top comments

31 shares

Broadway Sydney – 10K followers

**Broadway Sydney**
13 May at 09:00 · Food

Broadway are proud to partner and support the Pyrmont Festival of Wine, Food & Art which begins today! For full program visit:
www.pyrmontfestival.com.au



Like Comment Share

57

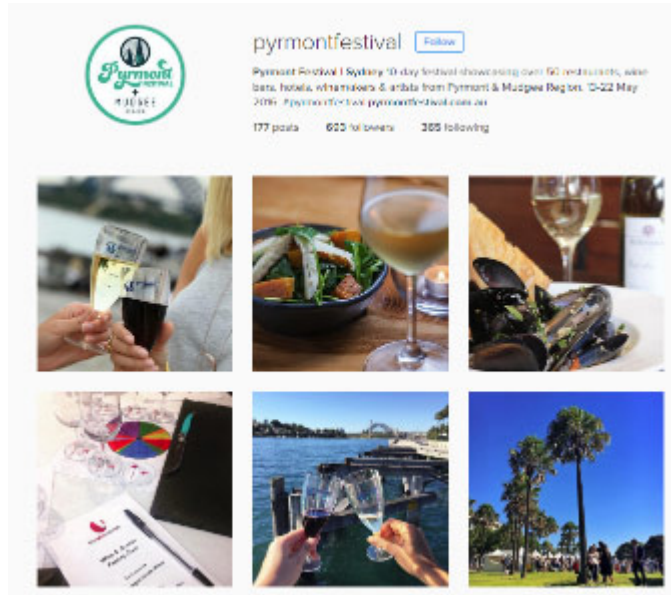
Top comments

INSTAGRAM

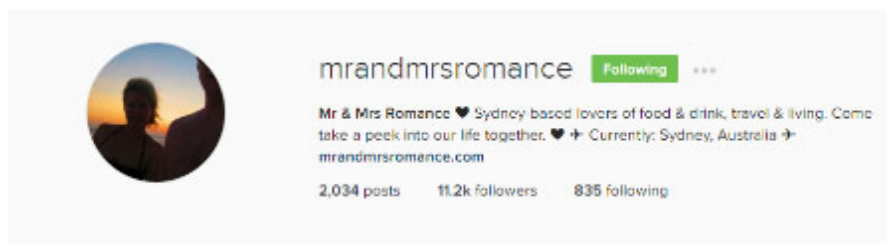
Start of festival 297 followers

End of festival 693 followers, 133% growth

89 posts, compared to 88 in 2015



Media (social influencers) over weekend: Klick PR Activity via Instagram





urbanlistsyd

Following

...

The Urban List Sydney Everything worth testing, trying, booking and buying in Sydney. ✨ Tag #urbanlisted to share your top picks and pics. See what we did there... bit.ly/1T9ygBY

4,039 posts

84.8k followers

2,095 following



urbanlistsyd
Mudgee Food & ...

Following

345 likes

3d

urbanlistsyd A perfect way to spend a Sunday. @pyrmontfestival
urbanlistsyd #urbanlisted #mudgee
#pyrmontfestival #wine #sunday
pyrmontfestival Thanks for stopping by

ben_n If only I wasn't at work
smelissejockie

tmoyseeee Should of gone here
@gen_tingle

petalpostsyd Cheers! 🍷

lo_vivi @felyangp this?!

felyangp @lo_vivi yeppppppppppp

felvancio @lo_vivi still time to comcccc

♥ Add a comment...

...



luxurytravelau

Following

...

Luxury Travel magazine Luxury Travel magazine is Australia's premier travel & lifestyle mag, a quarterly print title since 2000. Visit our website: luxurytravelmag.com.au bit.ly/22ngXBW

703 posts

3,857 followers

459 following



luxurytravelau
Mudgee Food & ...

Following

63 likes

4d

luxurytravelau Beautiful displays
@pyrmontfestival #luxury #travel
#luxurytravel #luxurytravelmagazine
#mudgee #mudgeeregion

pyrmontfestival Thanks for stopping by today

mudgeeregion Nice seeing you today, thanks for dropping by!

luxurytravelau Thanks for having us!
@mudgeeregion @pyrmontfestival

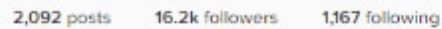
wellsteadshrubs I have to thank my florist @shiralee.archer.by.appointment and our stylist @derlingdaysweddings for our amazing display!

yoateswines 🍷

aldrinvicente Great stuff!

♥ Add a comment...

...





onceuponawine_

Following

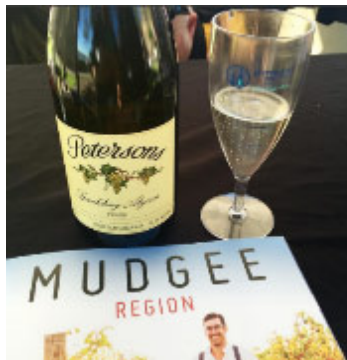
...

Once Upon A Wine [®] Story of my #wine experiences / adventures! #
#OnceUponAWine Tag @onceuponawine_AU Review/promo enquiries DM or
email onceuponawine@hotmail.com !
onceuponawine.blogspot.com.au/2016/04/once-upon-wines-first-creek-
experience.html

2,523 posts

103k followers

1,155 following



TWITTER

Start of festival 140 follower's

End of festival 225 follower's

49 tweets



Pymont Festival
@pymontfestival FOLLOW YOU
10-day festival showcasing over 50 restaurants, wine bars, hotels, winemakers & artists from Pymont & Mudgee Region 13-22 May 2016 #pymontfestival
Pymont, NSW
pymontfestival.com.au
Joined April 2013

TWEETS 175 FOLLOWING 457 FOLLOWERS 233 LIKES 387

Tweets Tweets & replies Media

Pymont Festival @pymontfestival · May 21
That's a wrap! Cheers to all who attended, supported, followed, and joined in on the [instagram.com/p/RfUp3meg0V](#)

Pymont Festival Redeemed 25K 197.3 @2eer · May 19
What are you up to this weekend? What about @SydWritersFest or @ethouse maybe #carriageworks or #Pymontfestival bit.ly/1RtaAxt

Pymont Festival Redeemed

May 2016 • 25 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 936 impressions

Prepare yourself for 10 days of tasty food, fine wine & art.
pymontfestival.com.au
#pymontfestival 13-22 May
pic.twitter.com/CFFSk53b5O



13.4 0

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 322K people



The Wine Wankers

@winewankers FOLLOW YOU

Join our journey as we fight through the jargon in search of a good glass of wine. The loudest winos on social media and proudly the pop music of #wine!

[View profile](#)

[View followers dashboard](#)

Enrich your Tweets with Twitter Cards

Using Twitter Cards gives you greater insight into your URL clicks, app installs, and Retweets.

[Learn more about using Cards on Twitter](#)

Top mention earned 276 engagements

The Wine Wankers

@winewankers May 15

Had a great afternoon today working my way through the good #wine from @MudgeeRegion at the @pymontfestival.
pic.twitter.com/u5DFsrXSE4



4.3 13.47 100

[View Tweet](#)

Top media Tweet earned 806 impressions

Get your pastry & coffee fix
@TheStarSydney pop up stall in Pirrama Park, this weekend only. #pymontfestival
pic.twitter.com/abPxc3Qjw



13.2 4

[View Tweet activity](#)

[View all Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

MAY 2016 SUMMARY

Tweets	Tweet impressions
32	10K
Profile visits	Mentions
1,492	98
New followers	
47	

Total impressions during festival 19,033

Apr 2016 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 5,045 impressions

Pymont Festival |
time.out.com/sydney/things-...
@SydneyTimeOut

13 1 7

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 148K people



South Coast Winery

@SCWinery · KILMORE VIC

Family Owned Winery, Spa, Resort & Restaurant. Calif
State Winery of the Year 3X, Wine Spectator Award of
Excellence 4X, BEST restaurant of 2014. #wine

[View profile](#)

[View followers dashboard](#)

Top mention earned 165 engagements



City of Sydney

@cityofsydney · Apr 18

@pymontfestival brings 10 days of food
and wine to #Sydney in May; ow.ly/4milk1
#pymontfestival
pic.twitter.com/Hu4dRojbsW



1 10 17

[View Tweet](#)

Top media Tweet earned 836 impressions

Our Principal Partner @The Star Sydney,
Sydney's premier collection of
entertainment, dining & hotels
#pymontfestival
pic.twitter.com/c3DcQRvd9u



1 1

[View Tweet activity](#)

[View all Tweet activity](#)

APR 2016 SUMMARY

Tweets
15

Tweet impressions
8,712

Profile visits
963

Mentions
16

New followers
29

MUDGEES REGION – PROMOTION OF PYRMONT FESTIVAL

Facebook: 6 posts to 7.9K followers from 22/4/16 to 15/5/16

Instagram: 5 posts to 4.8K followers from 22/4/16 to 15/5/16

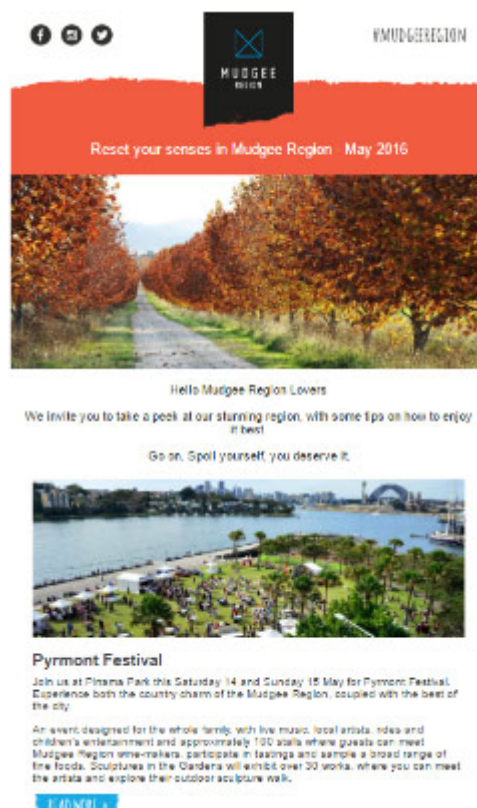
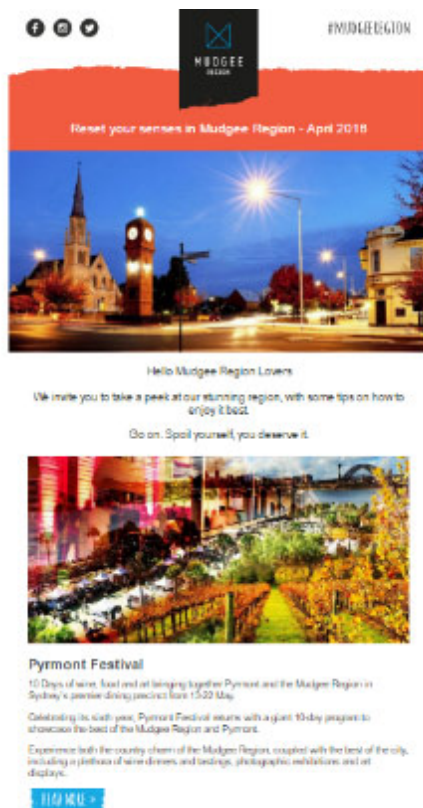
Twitter: 28 tweets to 1.1K followers from 22/4/16 to 15/5/16

Mudgee Region Website: Banner on homepage promoting Pyrmont Festival with click through to pyrmontfestival.com.au during month of May.

Distributed 2x eDM's to subscriber database of 9.5K promoting Pyrmont Festival:

May 2016: <http://email.wisdom.com.au/t/y-77374006176A9B4B>

April 2016: <http://email.wisdom.com.au/t/y-60227928B2F93EF7>



COMPETITION DATABASE

2,439 entries for competition, an increase of 144% on last year of 1,044.