



DUBBO REGION EXPERIENCES SURGE IN TOURISM

The Dubbo Region has experienced a considerable post-COVID-19 tourism surge with visitation to Central New South Wales nearly 11 per cent higher than pre-pandemic levels, according to new data published by the Tourism & Transport Forum Australia (TTF).

The report, which was published by TTF this October, analysed anonymous mobility data to understand Australian's movement habits across regional tourism areas. This data was compared to pre-pandemic statistics to identify trends in the regional tourism industry.

Data showed that New South Wales residents prefer to holiday within their own state, and that the Central NSW region is now ranked in their top 10 preferred regional holiday destinations in Australia. Of note, Central NSW saw a visitation increase rate of 11.7 per cent for tourists under 30 years of age.

The report also highlighted that the Dubbo Region has become the most visited Local Government Area in Central NSW.

Mayor Mathew Dickerson said the report is great news for the Dubbo Region residents and businesses.

“Residents have long known that our region is a fantastic part of Australia to live, work, play and invest, so to see a substantial increase in visitation is great. This data should prove exciting for businesses and the community at large, and highlights Dubbo Region as a top-tier destination of choice,” Cllr Dickerson said.

The report coincides with the launch of Council’s new Dubbo Region Visitor Guide, which features 107 local partners and aims to continue to boost visitation to the Dubbo Region.

“With the TTF report showing increasing visitation numbers, the new Dubbo Region Visitor Guide is an invaluable asset in driving tourists to all of our great businesses, including leisure providers, accommodation options, retail outlets, cafés and restaurants,” Cllr Dickerson said.

The guide highlights a strategic partnership with neighbouring Local Government Areas with the Great Western Plains Great Big Adventures collaboration. This collaboration, featured in the guide, aims to encourage visitors to extend their stay and explore the wider region.

Tourism is a major contributor to the local economy with visitors spending approximately \$380 million in the Dubbo Region every year, according to a Tourism Research Australia report.

To view the new Dubbo Region Visitor Guide, head to www.dubbo.com.au or visit the Dubbo or Wellington Visitor Information

Centres.

To view the TTF report, head to www.ttf.org.au/regional-rush-top-10-hotspots-revealed/

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