

RHINO ADVENTURE COMES TO WELLINGTON



The Rhino Adventure, a major visitor campaign aimed at leveraging from the Taronga Wild! Rhino Trail to entice Sydneysiders to take a journey out west, has come to Wellington.

The Rhino Adventure is comprised of rhino sculptures in Bathurst, Orange, Parkes, Cowra and Dubbo which provide a point of interest within the region while continuing the rhino conservation story of the Taronga Wild! Rhino Trail.

A new rhino statue will be installed outside the Wellington Visitors Information Centre on Friday 16 December.

“Installing a rhino sculpture at Cameron Park is just one of the ways Dubbo Regional Council is promoting Wellington as a perfect destination for tourists travelling out west,” Dubbo Regional Council Administrator Michael Kneipp said.

“We want to encourage people travelling through the region to stop and have a look at the wonderful things that

Wellington has to offer visitors.”

“Putting the rhino out the front of the Visitors Information Centre will help to lure people inside where the friendly staff can tell them all about this great town.”

“While the ultimate goal is to increase overnight stays in the town, being part of a trail like this also enables the town to capture additional day visitor expenditure, as tourists stop in our CBD, enjoy something to eat and do a spot of shopping.”

School children from Wellington took part in a competition to design the Rhino and the chosen design will be revealed to the public on 16 December 2016.

“The eye-catching design on the rhino completed by a local student will make people stop and look and is just one more way to showcase the wonderful talent we have right here in Wellington.”

PHOTO

Students from St Mary’s Catholic school in front of the designs for the Rhino at Wellington. Back row: Aiden Rutter, Liam Hilet, Toby Stevens, Phoenix-Morley Milne, Marissa Stanley. Front row: Chloe Shanahan, Emily Smith, Airlie Mason, Lilly Sheridan, Megan Connan

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