



DUBBO REGIONAL COUNCIL AND BUSINESSES WORKING TOGETHER IN DESTINATION PARTNERSHIP PROGRAM

Dubbo Regional Council is inviting businesses across the local government area to join a collaborative program that promotes the region as a great place for visitors, events and new residents.

The 2019/2020 Destination Partnership Program is a holistic approach to increasing visitor appeal, driving investment and attracting events across the Dubbo Regional local government area.

Dubbo Regional Council's Manager of Economic Development and Marketing Josie Howard said the Destination Partnership Program was designed to assist regional businesses gain greater market penetration and reach new audiences by investing in one, cost-effective package.

"With support of local businesses, our local government area will be marketed as a collective, highlighting the regions capacity to attract visitors, meet the needs of new residents and support events," Ms Howard said.

"By joining the program, businesses across the local government area will automatically become a partner in destination marketing and be given the option to feature in either the New Residents Guide, Events Guide or Visitors Guide. This is also the exclusive opportunity to become an affiliate partner of the soon to launch Great Big Adventure pass for the ensuing 18 months, a really exciting activity with our industry partners," Ms Howard said.

"There is a choice of entry levels offering bundled benefits opening opportunities for businesses to leverage from destination marketing activities, brand-led and tactical marketing activity as well as new and exciting digital promotion," she said.

Council is currently undertaking a full re-development of the destination websites to combine dubbo.com.au and visitwellington.com.au into one website, reflective of the regional approach to destination marketing. The new website will be an exciting platform for increased digital functionality and opportunities available to participating partners.

Ms Howard said that the 18-month Program is supported by almost 200 businesses eager to leverage from destination marketing activity developed and supported by Council. The Dubbo + Great Western Plains Campaign achieved outstanding results for the region across social media, digital marketing, youtube and catch up TV as well as the outside broadcast in Wellington by Weekend Sunrise.

"The integrated approach to industry promotion allows for businesses to reach consumers through a diverse range of channels for an affordable package that offers extensive value for money," Ms Howard said.

Businesses interested in benefiting from the Destination Partnership Program and promoting their business in the Visitor, New Resident or Events Guide can find out more by visiting www.dubbo.com.au/Invest/destination-partnership-program

The deadline for participation is 5pm, 1 July 2019

Last Edited: 25 Jun 2019

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