



ANOTHER RECORD SCHOOL HOLIDAY PERIOD IN THE DUBBO REGION

Records are tumbling, with 10,142 visitors to the Old Dubbo Gaol during the April school holidays, and 7,142 visitors to the Wellington Caves. It was only October last year that Dubbo Regional Council (DRC) reported its busiest school holiday period on record, and the latest figures are a positive sign ahead of the June long weekend, with 80% of accommodation providers already booked out.

Accommodation providers hit record occupancy rates, with 85% of rooms booked out across the region during April. There was also a 378% increase in traffic to dubbo.com.au, where holidaymakers can see what there is to see and do in the Dubbo Region, and create their own itinerary. Manager Economic Development and Marketing, Josie Howard said Dubbo Regional Council, together with the Dubbo Region's key attractions has worked hard to ensure everything is ready for high volume visitation in the coming weeks.

"The Dubbo Region is perfectly positioned to take advantage of

increasing regional travel. With significant tourist investment across the region's key attractions, our supporting industries such as hospitality and accommodation have also grown to provide a great platform for this increased visitation," said Ms Howard.

Manager Regional Experiences Jamie Angus said Old Dubbo Gaol would normally have about 50,000 visitors pass through the gates throughout the year, and so far for the first four months of the year, there have been more than 23,000 people who have visited the gaol. Similarly, Wellington Caves would normally expect 30,000 visitors a year, but as so far had 16,000 people discover the underground through the new Visitor Experience Centre.

"Old Dubbo Gaol recently unveiled its \$1.4 million refurbishment, which included upgrading and replacing majority of exhibitions, and utilising technology to modernise the displays, bringing prisoner stories to life. And while the Wellington Caves was significantly affected by COVID-19 restrictions, things have now reopened in line with Public Health Orders. We're now seeing great patronage of existing tours and new developments such as the Fossil Discovery Lab," said Mr Angus.

DRC records tourism numbers monthly, across key attraction facilities, as well as occupancy rates from a cross section of accommodation providers in the Dubbo Region, with data dating back to 2001. Operators are now gearing up for the June Queens Birthday public holiday, as the next expected peak visitation period, with accommodation already being booked well in advance of the long weekend.

Last Edited: 17 Jul 2023