



DUBBO REGION ON SHOW IN NEW VISITOR GUIDE

The new Dubbo Region Visitor Guide has been launched featuring 107 local partners and is aiming to help boost visitation to the Dubbo Region.

“The Visitor Guide is the key piece of printed collateral for destination marketing of our region and is an important tool for visitors, locals and businesses. It showcases the amazing attractions and businesses we are lucky to have in the Dubbo Region,” Dubbo Regional Council Mayor, Mathew Dickerson said.

The Visitor Guide also 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 region further.

“Every resident in the local government area will soon receive a copy of the Visitor Guide in their mailbox and we encourage our hometown heroes to play the role of tour guide and showcase our region to visiting friends and family,” Cllr Dickerson said.

According to the Tourism Research Australia's latest report in June 2023, Dubbo has experienced a 54 per cent increase in domestic overnight trip visitors compared to 12 months ago. There has also been a 104 per cent increase in the domestic day trip visitors for the same period.

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

"The Dubbo Region has been experiencing strong positive growth in the tourism sector which has greater benefits for the wider community as visitors spend money on leisure activities, accommodation as well as at retail outlets, cafés and restaurants," Cllr Dickerson said.

There are 150,000 Visitor Guides printed, which are stocked in over 160 Visitor Information Centres across New South Wales, Queensland, Victoria and the Australian Capital Territory.

The guide is also distributed to local accommodation providers and tourist attractions as well as eateries and retail shops throughout the region.

The Dubbo Visitor Guide is also available now in print at the Dubbo and Wellington Visitor Information Centres and online at www.dubbo.com.au.

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