



FAMILIES DRAWN TO DUBBO REGION DURING SCHOOL HOLIDAYS

Families with young children were drawn to the region during the July School Holidays, according to the latest data provided through the 2023 July Tourism Market Report.

The majority of accommodation providers reported an increase in holiday bookings from families, while the remaining bookings were from business and corporate partners followed by travellers visiting family and relatives.

The number of Great Big Adventure Pass Tickets sold also saw an increase compared to July last year with the pass offering families a 20 per cent overall discount on tickets to the four attractions included.

“The July School holidays was the perfect time for families with the Wellington Caves offering a variety of choice for tours and the Great Big Adventure Pass available to provide a discount to those families looking to do a number of activities while staying in the region,” Visitor

Information Centre Coordinator Jane Bendall said.

The average accommodation capacity figures in Dubbo during July is the highest it has been this year with an overall capacity in Dubbo of 85.1 per cent. The next highest capacity rate in 2023 was 84.2 per cent in March.

Figures in Wellington were also boosted by the re-opening of the Cathedral Cave and Gaden Cave to the public for tours. The Cathedral Cave had previously been closed due to rising water, however it is now fully operational with the guided tour now able to access all three levels of the underground experience.

The Western Plains Cultural Centre has also continued to see a boost to its visitation figures with an increase of 50.52 per cent on the previous July.

The Archibald Prize 2022 exhibition saw approximately 3000 people purchase tickets to visit the renowned exhibition at the gallery.

“The figures we have received are showing plenty of reasons for us to be very optimistic about the spring months as our visitor numbers continue to grow,” Ms Bendall said.

The DREAM Festival, to be held in September, is also expected to be a drawcard for visitors and locals with the popular Zoocoustics, DREAM Lanterns on 9 September and new Silent Disco on 29 September expected to attract a large crowd.

Last Edited: 24 Aug 2023