



# MEDIA RELEASE

from the office of... **TROY GRANT MP**

MEMBER FOR DUBBO ELECTORATE

23 October 2018

## FAMILY ADVENTURE AWAITS IN DUBBO

The NSW Government has partnered with Dubbo Regional Council through its tourism and major events agency to deliver a \$250,000 marketing campaign focused on bringing families to the region during the upcoming school holidays.

Member for Dubbo Troy Grant said *The Great Big Adventures* campaign, which targets visitors living within a five hour drive of Dubbo, will launch on Monday 22 October.

“Dubbo has been on the world-stage following the visit by Their Royal Highnesses the Duke and Duchess of Sussex therefore this campaign comes at a perfect time to continue marketing our great region,” Mr Grant said.

“We want families to pack up the car and go on an adventure to discover what’s on offer around Dubbo and the Great Western Plains.

“From places such as Sydney, Newcastle, Tamworth, Wagga Wagga, Bathurst and Armidale, the drive to Dubbo is easy and awaiting you is a vibrant regional city with a rich pastoral history, delicious food and wine, fascinating museums and galleries, and the award-winning Taronga Western Plains Zoo.”

The Dubbo region has enjoyed steady growth with 1.3 million domestic overnight and day trip visitors (+21 per cent) who stayed 1.6 million nights (+24 per cent) and spent \$390 million (+22 per cent) in the year ending March 2018.

The campaign will feature display and native advertising on catch up TV and social media as well as an extensive public relations activity to build on the paid program.

Minister for Tourism and Major Events Adam Marshall said the NSW Government is proud to support this marketing initiative through its Regional Tourism Fund, which will ensure that our regional destinations remain front and centre in the minds of potential visitors.

“The Regional Tourism Fund provides investment into the regional visitor economy on a matched dollar-for-dollar basis and is part of the NSW Government’s record \$43 million investment aimed at increasing overnight visitation and expenditure across rural and regional communities,” Mr Marshall said.



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“As a country Minister, I know the importance of fuelling our local economy by putting more heads on hotel beds, diners in our restaurants and shoppers in our boutiques, and am pleased to support activity that will drive these outcomes.”

For more information on the Dubbo and Great Wester Plains go to <https://www.visitnsw.com/destinations/country-nsw/dubbo-area/dubbo>.