

30 July 2021

Warrumbungle Region set to become part of a tourism hub

Coonamble, Gilgandra and Warrumbungle Shire Councils are actively working together to develop a tourism hub across these three amazing regions.

“This is an exciting collaboration to be a part of, formulating common themed experiences and attractions across the regions to market and promote the regions together,” said Warrumbungle Shire Council Mayor, Councillor Ambrose Doolan. “Delivering a collaborative promotional campaign across the three regions is aimed to gain a wider audience increasing attraction levels for people to visit, work and live.”

“The aim of creating a tourism hub across these three (3) regions is to capture the common themes across the regions including, nature, arts/culture, and aboriginal heritage. Rather than competing with each other the aim is to work together to encourage visitors to come and explore all three (3) regions,” Cr Doolan explained.

“Travellers and holiday makers don’t necessary holiday just within one (1) Local Government Area and are not concerned where boundaries start or finish. Visitors travel to attractions which suit their interests, and more often than not, will travel through various regions with similar themed attractions and sites,” said Cr Doolan.

“Creating a comprehensive digital tourism campaign should allow a board range of content to showcase these three (3) incredible regions,” Cr Doolan concluded.

Expression of Interests (EOI) are open for a consultant to manage, coordinate, and deliver a collaborative promotional campaign across our three region. EOI’s close 11:00am Friday, 30 July 2021.

More information and how to submit an EOI can be found on the Gilgandra Shire Council website at www.gilgandra.nsw.gov.au/Your-Council/Tenders-Quotations

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