

Launch of the new Visitor Guide showcases local tourism

Discover the diversity of tourism experiences Wagga Wagga and the surrounding region have to offer in a new comprehensive visitor guide.

Launching today, the 2024 Wagga Wagga and Surrounds Visitor Guide is a complete guide for visitors, highlighting signature attractions, places to dine and accommodation in the area.

Encouraging visitors to uncover the best our region has to offer, the new guide features everything from nature adventures to taste testing fresh produce. It has fine-dining experiences, fascinating culture and history, events to plan a visit around, unique stays and more.

Council's Destination and Events Coordinator Kimberly Parker says the guide will help you prepare for your next trip to Wagga Wagga and surrounds.

"Whether you're coming for an overnight stay, a multi-day holiday or a business trip, the visitor guide will help you plan your time to make sure you experience the best our city and surrounding region has to offer," Ms Parker said.

"The guide is an important tool to continue to build and boost our visitor economy. Each year Wagga Wagga welcomes more than 1.38 million visitors, contributing \$385 million into our city's economy.

"The guide showcases the passionate tourism businesses we have in our local area, featuring more than 140 listings across diverse attractions, shopping, eating and drinking, and accommodation.

"The guide also showcases six neighbouring shires including Coolamon, Junee, Cootamundra-Gundagai, Snowy Valleys, Greater Hume and Lockhart Shire, encouraging visitors to explore more through day trips and potentially stay longer in the region."

The 64-page publication features captivating destination imagery to show off our best and most beautiful attractions and experiences, inspirational storytelling to share the essence of our destination, as well as 'free' and 'new' tags on listings for ease-of-use for visitors.

"Our region is evolving year after year, and we wanted to celebrate our new tourism businesses that have opened in the past 12 to 18 months," Ms Parker said.

"There are 10 new businesses highlighted with a 'new' tag in the guide, making it easy for visitors to identify and explore these new offerings.

"We also wanted to highlight the abundance of free experiences you can have when you visit us, showing that there's something for everyone."

The launch of the guide is perfect timing for the upcoming holiday and summer season, which always sees an influx of visitors into our region.

The guide will be available across Wagga Wagga and surrounds, as well distributed across the country to capture potential visitors planning to holiday and spend time here.

Copies of the 2024 Wagga Wagga and Surrounds Visitor Guide are available at the Wagga Wagga Visitor Information Centre, 183 Tarcutta Street, and or can be downloaded online at www.visitwagga.com

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MEDIA OPPORTUNITY

WHAT: Launch of the new 2024 Wagga Wagga and Surrounds Visitor Guide.

WHO: Wagga Wagga City Council's Visitor Economy Development Officer, Cassandra Farquharson, Borambola Wines' Tim McMullen, and Bar Olivette's Nick King.

WHEN: Thursday 14 December 2023 at **11am**.

WHERE: Wagga Wagga Visitor Information Centre, 183 Tarcutta Street.

Contact 6926 9190 or media@wagga.nsw.gov.au

About Wagga Wagga City Council

Wagga Wagga City Council serves more than 68,000 residents across an area of 4825 square kilometres with an overall budget of more than \$236M.

The organisation manages more than \$2.48 billion in assets, including a 2300km road network, Wagga Wagga Airport, Livestock Marketing Centre and the Oasis Aquatic Centre.

Council also provides important community facilities such as Wagga Wagga Art Gallery, Wagga Wagga City Library, Museum of the Riverina and Civic Theatre, as well as maintaining countless parks, playgrounds and sporting facilities to ensure Wagga maintains its reputation as 'the City of Good Sports'.

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