

Plan your 2025 Wagga Wagga + Surrounds visit

A new 68-page Wagga Wagga + Surrounds visitor guide has been launched, showcasing the diverse and unique visitor experiences our destination has to offer.

The 2025 Wagga Wagga + Surrounds Visitor Guide is a complete guide for visitors, highlighting signature attractions, places to dine, boutique shopping and accommodation in our city and surrounding region.

Through stunning imagery, Wiradjuri language and design, itinerary suggestions and inspirational storytelling, the guide encourages visitors to uncover the best adventures, produce, dining, culture, shopping, events and more on a visit to the region.

Wagga Wagga City Council Destination and Events Coordinator Kimberly Parker said the region has a diverse variety of offerings for all travellers – from holiday makers to families and business travellers – which is evident in the more than 160 tourism listings featured in the 2025 guide.

“Tourism is a key economic driver for our city, with Wagga Wagga welcoming 1.2 million visitors each year, contributing \$385 million to the city’s economy,” Ms Parker said.

“The guide puts our best foot forward, showing visitors and those planning on visiting, exactly what they can uncover and experience across our city and surrounding region, and helps build on our visitation and economic footprint year-on-year.”

The guide highlights that the Wagga Wagga and Surrounds region is a great destination to visit any time of the year, with strategic partnerships in place with neighbouring shire council areas including Coolamon, Temora, Junee, Cootamundra-Gundagai, Snowy Valleys, Lockhart Shire, Greater Hume and Narrandera encouraging visitors to extend their stay and explore further.

“No matter what time of year you plan to visit, there is something for all to enjoy across our region – from the beautiful Murrumbidgee River during the warmer months, fresh produce to pick and try during spring, great indoor activities when skies are grey, or major events throughout the year, like our amazing 16-day Festival of W in winter,” Ms Parker said.

Owner of Wagga Wagga’s Vortex Entertainment Adam Drummond said the release of the guide is perfect timing for the festive and school holiday period, which always results in an influx of visitors.

“As a new business in Wagga Wagga, one-year in, we’re pleased to have products and promotion like the visitor guide showcasing what’s on offer across our region and helps attract new and repeat visitors through our doors and other businesses across the region,” Mr Drummond said.

“While our offering is a great family-friendly indoor activity, it’s also really important to know what else is in our region so we can recommend visitors to other great attractions while staying here – which is what the guide achieves.”

The new visitor guide also complements the release of the updated 2025 Wagga Wagga + Surrounds Top Spots pocket guide – a handy guide and map for visitors once they land in our city.

Distribution of the 2025 Wagga Wagga + Surrounds Visitor Guide across Wagga Wagga, the region, and further afield is underway.

Copies are available now at the Wagga Wagga Visitor Information Centre, 183 Tarcutta Street, Wagga Wagga, or can be download at www.visitwagga.com

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Media opportunity

What: Launch of the new 2025 Wagga Wagga + Surrounds Visitor Guide.

Who: Wagga Wagga City Council’s Visitor Economy Development Officer Cassandra Farquharson, Director and Co-Founder of Vortex Entertainment Adam Drummond, and Murrumbidgee Turf Club’s Chief Executive Officer Jason Ferrario.

When: Friday 20 December 2024 at **11am**.

Where: Riverside: Wagga Beach.

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 \$240 million.

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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