

# Growing the Visitor economy



## REASONS TO WORK WITH COUNCIL

**Blayney Shire Council has an experienced team focussed on maximising Brand, Marketing and Communications to attract visitors to the region. Council services available to local tourism businesses at no cost includes:**

Accredited Visitor Information Centre and brochure displays

visitblayney.com.au website listings

Online links to regional, state partner websites

Social media

PR + Familiarisation tours

Tourism e-newsletter subscribe via Council Connect portal on Council's Facebook page or website

Australian Tourism Data Warehouse (ATDW) Listings, collaborative marketing campaigns eg. Winter Wonderland

Support with skills development, industry events, workshops and functions

Advice and information on community events

If you would like to know more about any of these services, please contact Council on 6368 2104.

### VALUE ADD FOR LOCAL GROWTH

- › Collaboration to maximise destination promotions
- › Destination partners as a gateway to local villages eg. Orange Regional Tourism, CENTROC Tourism Group (Central NSW Tourism)
- › Connect with a local and regional team of professionals
- › Expand your network and meet like-minded operators
- › Share a common vision and grow your business



#### CONTACT US

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