



# **FAR NORTH WEST**

JOINT ORGANISATION

Ross Earl  
Executive Officer  
Ph: 0409 362 307

Email: [eo@farnorthwestjo.nsw.gov.au](mailto:eo@farnorthwestjo.nsw.gov.au)  
[www.farnorthwestjo.nsw.gov.au](http://www.farnorthwestjo.nsw.gov.au)

## **PRESS RELEASE**

### **FAR NORTH WEST JOINT ORGANISATION TOURISM MARKETING CAMPAIGN**

The Far North West Joint Organisation, comprising the Councils of Bourke, Cobar and Walgett, is now in the market seeking consultants to implement a Tourism Marketing Campaign aimed at increasing both visitation numbers to the far north west region and also improving the visitor experience once people arrive in the region.

Stemming from the previous development of the Far North West Tourism Marketing Strategy, paramount to the Marketing Campaign will be the development and marketing to visitors of a unique historic hotel tour experience across the region. The wayside hotels peppered across the Far North West Region tell the story of the great Australian "Watering Hole". The Tour will seek to acquaint visitors with rich and vibrant stories that go behind the region's legends, history, heritage and culture that built the far north west.

The Tender seeks submissions for the development of content, marketing initiatives and finally, the provision of infrastructure being the installation of signage along the touring route. This signage will enable visitors to have their own 'personalised tour' by accessing QR codes on their iPhone such that they have access to directions, information and a video documenting each story.

With potentially its own website, social media accounts, promotion at the Sydney Royal Easter Show, celebrity involvement, influencers and a potential annual historic hotel event, the vision is to drive more overnight visitation by not only "Baby Boomers" and "Grey Nomads" but also by the younger generation who are also taking the opportunity to travel domestically in greater numbers.

Tenders close midday on Tuesday 7 March 2023 with full documentation available from the Bourke Shire Council Tenderlink Page (<https://portal.tenderlink.com/bourkeshire/>)

End

Enquiries should be directed to the Executive Officer Ross Earl 0409362307