

Bathurst Visitor Information Centre

PARTNERSHIP PROSPECTUS 2026/27



Partner with us. Promote our region.



NSW
TOURISM
AWARDS
2023
GOLD
AWARD



2024 GOLD



2025 GOLD



2025 HALL OF FAME

The official visitor
information service
for Bathurst Region

Bathurst Region



Bathurst Visitor Information Centre Tourism Strategy 2026/27

Tourism remains a critical growth sector and a significant contributor to the economic prosperity, community wellbeing, and long-term sustainability of the Bathurst Region. As visitor preferences continue to evolve, the region is uniquely positioned to meet growing demand for authentic, experience-led travel in destinations that offer genuine connections to local culture, heritage, landscapes, and communities.

The Bathurst Region offers visitors an authentic regional New South Wales experience while maintaining the quality services, accommodation, dining, and events expected by contemporary travellers. Its rich combination of natural and cultural heritage, vibrant villages, family-friendly experiences, and annual events program creates a compelling destination that appeals to a broad range of visitor markets.

Bathurst is particularly well placed to attract the growing domestic self-drive market, especially families seeking accessible regional destinations within easy reach of Sydney. The region's diversity of attractions, experiences, and accommodation options provides a competitive advantage that few regional destinations can match.

However, tourism operates within an increasingly competitive environment. Economic uncertainty, rising household costs, and changing consumer spending patterns continue to impact travel decisions. In this landscape, collaboration across the tourism industry is essential. A coordinated approach to destination marketing, visitor servicing, product development, and industry engagement will strengthen the region's ability to attract visitors and maximise economic outcomes.

Role of the Bathurst Visitor Information Centre

The Bathurst Visitor Information Centre (BVIC) serves as the primary visitor gateway to the region and plays a pivotal role in destination promotion, visitor servicing, and industry development.

BVIC's mission is to position the Bathurst Region as the premier tourism destination in regional New South Wales through excellence in visitor engagement, strategic marketing, industry collaboration, and destination advocacy.

Each year, BVIC:

- Welcomes between 35,000 and 40,000 visitors through the Visitor Information Centre.
- Responds to more than 6,000 visitor enquiries via telephone and digital channels.
- Engages with a social media audience exceeding 31,000 followers.
- Connects visitors with local businesses, attractions, events, accommodation providers, and tourism experiences.

As the first point of contact for many visitors, BVIC plays a critical role in influencing travel decisions, extending visitor length of stay, increasing visitor expenditure, and encouraging repeat visitation.

Our commitment is to deliver best-practice visitor services while ensuring partner businesses receive maximum exposure through referrals, visitor recommendations, marketing opportunities, and destination promotion activities.

Strategic Objectives

BVIC's strategic focus extends beyond welcoming visitors. The organisation is committed to increasing overall visitation, enhancing the visitor experience, encouraging longer stays, and driving greater economic benefit across the region.

This will be achieved through strong partnerships with tourism operators, community stakeholders, event organisers, and regional businesses to create compelling visitor experiences and promote the Bathurst Region as a year-round destination.

2026/27 Strategic Priorities

1. Destination Marketing and Promotion

- Deliver targeted destination marketing campaigns aligned with the Bathurst destination brand and experience pillars.
- Promote village experiences, attractions, and events to increase regional dispersal and visitor spending across the broader region.
- Target key domestic visitor markets, with a particular focus on family travellers from Sydney and Western Sydney and the emerging Central West market.

2. Digital Engagement and Audience Growth

- Grow BVIC's social media audience to more than 35,000 followers.
- Increase digital engagement through compelling storytelling, visitor inspiration, and destination-focused content.
- Strengthen the online presence of the Bathurst Region through coordinated digital marketing and partner collaboration.

3. Visitor Experience and Product Development

- Develop new touring itineraries that encourage longer stays and increased regional exploration.
- Support the development of new visitor experiences that align with Bathurst's destination strengths.
- Work collaboratively with tourism operators to package experiences and create compelling reasons for visitors to return.

4. Industry Development and Capacity Building

- Deliver regular industry networking events, workshops, and professional development opportunities.
- Support tourism operators through information sharing, and best-practice resources.
- Foster stronger collaboration across the tourism industry to improve destination competitiveness and visitor outcomes.

5. Public Relations and Media Engagement

- Host a minimum of eight media familiarisation visits during the 2026/27 financial year.
- Generate more than 120 positive media placements through proactive public relations activity.
- Increase destination awareness through earned media coverage across key tourism, travel, lifestyle, and regional media channels.

Success Measures

The success of the 2026/27 strategy will be measured through:

- Increased visitor enquiries and visitation.
- Growth in visitor length of stay and expenditure.
- Increased engagement across digital platforms.
- Growth in social media audiences to 35,000+ followers.
- Successful publication and distribution of key destination marketing collateral.
- Delivery of industry engagement and professional development programs.
- Achievement of media visitation and publicity targets.
- Stronger collaboration between tourism operators and stakeholders across the Bathurst Region.

Strategic Vision

Through collaborative destination marketing, industry engagement, visitor servicing, and product development, BVIC will continue to strengthen the Bathurst Region's position as one of regional New South Wales' leading tourism destinations. By showcasing the region's authentic character, rich heritage, vibrant communities, and exceptional visitor experiences, BVIC will drive sustainable tourism growth and deliver long-term economic and social benefits for the region.

Visitor Economy Figures

For the year ending June 2024 – The most recent Tourism Research Australia figures available:

Annual total visitors = 1,008,000

Domestic overnight visitors = 1,109,000

Average length of stay = 2 days

Visitor spend per day trip = \$176.00

Visitor spend per overnight trip = \$519.00



Bathurst Heritage Trades Trail 2026



Penny Packham from the Australian Fossil & Mineral Museum showing one of many prehistoric skulls to JT from Channel 7 at the Bathurst Grange Distillery.

Visitor Information Centre 2025/26

- **Winner – Gold Award, Visitor Information Servicing. NSW Tourism Awards 2023, 2024, 2025 and 2025 Hall of Fame.**
- Tier One Accredited Visitor Information Centre
- Quality Tourism accredited business
- 36,000 + Annual visitors to BVIC
- **6,000+** phone enquiries answered
- 650,000 pageviews on destination website
- 31,000 social media followers
- 250+ media articles generated
- 136 Tourism Partners



Dan Cove & Melinda Hadley representing the BVIC team at the 2025 Tourism Awards.

Winning GOLD in 2023, 2024, 2025 in the Visitor Information Services Category.

"Bathurst Visitors Information Centre is more than a place for information – it's where adventures begin and visitors feel truly welcomed. As the accredited centre for the region, the passionate team supports travellers at every stage of their journey, from dreaming and planning to share lasting memories. With personalised assistance, digital tools, and genuine local knowledge, they connect visitors and locals alike to the very best the Bathurst region and surrounding areas have to offer."

NSW Tourism Association – The Voice for the Visitor Economy

Google Review:

[Dianna Weir \(Flynn Weir\)](#) Local Guide • 19 reviews • 16 photos

★★★★★ 13 weeks ago

Great wealth of knowledge, amazingly helpful staff who obviously love their city. Great job guys!

The Benefits of BVIC Partnership

Let's work together in tourism! Being a BVIC partner means that you are committing to a collaboration that will market and promote the region to increase our regional profile and boost visitation. BVIC aims to achieve economic and social benefits for the region and for our tourism partners. The professional BVIC tourism team works with all partners to ensure they stand out and attract attention, directing visitors to your business whilst working 365 days a year to market the destination. Partners can connect with a professional team, meet and collaborate with other operators and are provided with the opportunity for ongoing professional development and training and collective destination development. BVIC offers five partnership levels:

- 1. INTRODUCTORY:** Designed for new tourism-related businesses entering the Bathurst market, the Introductory Partnership provides an opportunity to experience the value of the BVIC Partnership Program and establish a presence within the regional tourism industry. Businesses contributing to the visitor economy and commencing operations within the Bathurst Region are encouraged to contact BVIC to discuss eligibility and participation opportunities.
- 2. SMALL:** The Small Partnership package provides an affordable entry point for tourism, hospitality, retail, and service businesses seeking increased exposure and engagement with destination marketing activities. Partners receive essential promotional benefits while gaining opportunities to contribute to destination development and industry initiatives.
- 3. MEDIUM:** The Medium Partnership package is designed for established businesses seeking greater visibility and stronger involvement in regional tourism activities. This level offers enhanced promotional opportunities and increased engagement with marketing, networking, and destination development programs.
- 4. LARGE:** The Large Partnership package is suited to businesses seeking a significant presence within the Bathurst tourism marketplace and a higher level of participation in destination promotion. Partners benefit from expanded exposure and stronger integration into BVIC marketing and industry development initiatives.
- 5. PLATINUM:** The ultimate package for tourism and hospitality operators looking to make the most of every opportunity and to maximise their involvement in the destination. Platinum partners are regional ambassadors and most engaged in collaborative marketing campaigns and public relations activity in addition to working most closely with the BVIC tourism team on promotion of both their own businesses as well as the region. Please contact the Visitors Centre to discuss.

CATEGORY	SMALL	MEDIUM	LARGE
ACCOMMODATION	4 Rooms or less	5-35 Rooms	35 Rooms + OR under 35 Rooms but including restaurant/events & conference facilities
ATTRACTIONS	Annual visitation under 10,000	Annual visitation over 10,000	Annual visitation over 10,000 and hosts events on site
FOOD & DRINK	Seating Capacity 1-50	Seating Capacity 51-100	Seating Capacity 100+
FUNCTIONS & VENUES	1-10 employees	11-50 employees	Over 50 employees
RETAIL / SERVICES / SPAS / OTHER	1-10 employees	11-40 employees	Over 40 employees
TOUR OPERATORS	Max. group size 1-10	Max. group size 11-50	Maximum group size 50+

Your Benefits	SMALL	MEDIUM	LARGE	PLATINUM
	\$150 GST incl	\$350 GST incl	\$650 GST incl	\$1,200 GST Inc
Direct contact and personal service with the BVIC Tourism Team – friendly support and industry knowledge	✓	✓	✓	✓
DL brochure display space at Bathurst Visitor Information Centre	✓	✓	✓	✓
Membership certificate	✓	✓	✓	✓
Listing on Bathurst Region Website	✓	✓	✓	✓
Australian Tourism Data Warehouse listing	✓	✓	✓	✓
Inclusion on information sheets provided to BVIC visitors	✓	✓	✓	✓
Listing in Bathurst Region Destination Guide	✓	✓	✓	✓
Opportunity to advertise in Bathurst Region Destination Guide	✓	✓	✓	✓
Inclusion in specialised publications such as accommodation or attractions guide	✓	✓	✓	✓
Invitation to industry workshops and seminars	✓	✓	✓	✓
Invitations to attend professional development training	✓	✓	✓	✓
One on one social media advice and online presence assessment with an experienced BVIC team member	✓	✓	✓	✓
Promotion via BVIC social media channels	✓	✓	✓	✓
Scheduled organic Facebook posts - for partners only	✓	✓	✓	✓
Promotion of YOUR events via monthly "What's On" and Annual Events Calendar.	✓	✓	✓	✓
Weekly member eNewsletter	✓	✓	✓	✓
Familiarisation visits by BVIC staff	✓	✓	✓	✓
Access to BVIC research and data via partners-only access Bathurst Region Tourism industry website	✓	✓	✓	✓
Access to BVIC image library for promotional use	✓	✓	✓	✓
Use of Bathurst Region brand assets	✓	✓	✓	✓
Funding Application Support	✓	✓	✓	✓
Itinerary inclusion for visiting journalist and travel media famils (as possible & appropriate)	✓	✓	✓	✓
Access to cooperative marketing initiatives (as appropriate)	✓	✓	✓	✓
Preferential recommendation to media/inclusion in packages and itineraries				✓
Representation at Trade Shows	✓	✓	✓	✓
Your business featured on displays at BVIC	✓	✓	✓	✓
Other benefits as directly negotiated with Manager Tourism & Visitor Services or Tourism Marketing Coordinator	✓	✓	✓	✓

Please complete the following Tourism Partner Application for 2026/27.

NOMINATED PARTNER PACKAGES

Please select	Category	Rate incl GST	<p>Payments to: Bathurst Regional Council BSB: 062504 Account Number: 10271374 Description: BVICTP_Your business name IMPORTANT: Send a copy of the receipt of payment to: visitors@bathurst.nsw.gov.au</p>
<input type="checkbox"/>	Small	\$150	
<input type="checkbox"/>	Medium	\$350	
<input type="checkbox"/>	Large	\$650	

Tax invoice required to make payment:

BUSINESS CATEGORY (Circle your business listings)

<p>Accommodation</p> <ol style="list-style-type: none"> Apartment / Cottage Bed & Breakfast Boutique & Guesthouse Caravan Park / Camping / Glamping Country Self-contained / Farmstay / Homestead Motel & Hotel Resorts / Retreats / Lodgings 	<p>Attractions</p> <ol style="list-style-type: none"> Farm Experience Gallery Museum Historic Site National Park & Reserves Sports & Recreation Other.....
<p>Clubs / Pubs / Venues</p> <ol style="list-style-type: none"> Club Pub Function Centre Theatres & Music Venues Weddings / Party Venue 	<p>Restaurants / Cafés / Wineries / Distilleries & Breweries</p> <ol style="list-style-type: none"> Cafes & Restaurants Pubs and Clubs Winery, Distilleries & Breweries
<p>Retail & Services</p> <ol style="list-style-type: none"> Art, Craft, Gallery Beauty Salons and Spas Bottle Shops Clothing, Boutique & Specialty Stores Produce Other..... 	<p>Tour Operator</p> <ol style="list-style-type: none"> Coach Trips / Hire Food & Wine Experience Gold Panning Tag-Along-Tours Other

BUSINESS DETAILS

Trading Name:
Used in advertising

Business Name:

ABN:

Business Address:

Suburb:

State:

Postcode:

Business Email to be listed on information sheets:

Business Phone to be listed on information sheets:

Yes No, do not list on information sheets

Postal Address:
(If different from business address)

Suburb:

State:

Postcode:

Website:

Social Media sites:

Facebook Instagram Other

Primary Contact Person:

Position:

Primary Contact Email
(If different from business email, this will not be shared with the public)

Primary Contact Phone
(If different from business email, this will not be shared with the public)

Copy of Certificate of Currency (Public Liability Insurance) Yes No

Has your business previously been registered as a Tourism Partner with the Bathurst Visitor Information Centre? Yes No

DESCRIBE YOUR BUSINESS

Your description will be used on the **bathurstregion** website and ATDW (Australia Tourism Data Warehouse)
Please provide a 100-500 word description and **high res images of your business**.

Tips: Describe the experiences a visitor will have with you; Highlight what makes your business unique.
Use their-person language; Short sentences = quick reading.

BUSINESS OPERATIONS AND FACILITIES

Is your business wheelchair accessible:	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Partially <input type="checkbox"/>
Does your accommodation have access needs:	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Partially <input checked="" type="checkbox"/>
Is your business pet friendly?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	With conditions <input type="checkbox"/>
Does your business have an electric vehicle charger available to guests?	Yes <input type="checkbox"/>		No <input type="checkbox"/>
STRA No. (Short-term rental accommodation)			
Accommodation Capacity:	No of rooms:	Sleeping capacity:	
Accommodation arrival & departure times:			
Business Opening Hours:			
Online booking URL:			
Please provide price range of your services: Eg: Meal range from / Accommodation range			
Does your business provide free internet:	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Other:
Please list your property facilities:	<input type="checkbox"/> Breakfast essentials included in accommodation cost <input type="checkbox"/> BBQ and tools / Outdoor dining area <input type="checkbox"/> Café / Restaurant <input type="checkbox"/> Carpark / Secure Parking <input type="checkbox"/> Cater for main meals during stay at extra cost <input type="checkbox"/> Communal Kitchen <input type="checkbox"/> Communal Bathroom <input type="checkbox"/> Conference / Function facilities <input type="checkbox"/> Family Friendly <input type="checkbox"/> Games & Recreation room <input type="checkbox"/> Indoor Fireplace <input type="checkbox"/> Laundry <input type="checkbox"/> Non smoking <input type="checkbox"/> Outdoor Firepit <input type="checkbox"/> Outdoor Furniture <input type="checkbox"/> Private Bathrooms <input type="checkbox"/> Swimming Pool <input type="checkbox"/> Undercover Parking Other facilities not listed:		

Terms and Conditions

1. Partnership remains effective until 30 June 2027.
2. Completed form must be received by BVIC for the partnership to be active.
3. All partners agree to operate their business in a manner that is lawful and will not harm the reputation of the Destination as a whole.
4. Operators confirm that they comply with all business and statutory requirements necessary to operate their business, including relevant insurance such as Public Liability, licenses and training.
5. Operators must agree to Council's requirements and compliancy and may need to show evidence of this. Acceptance of this application does not confirm that your business has the necessary relevant Council approvals in place.
6. Operators are responsible for supplying updated information and adequate stock of brochures.
7. BVIC reserves the right to reject any promotional material deemed to be unsuitable for display.
8. BVIC reserves the right to promote any product or destination that will enhance the profile of the Bathurst region.

Any images supplied to promote the partner's business may be used in the Bathurst Region Destination Guide, on bathurstregion.com.au, @VisitBathurstNSW Facebook page or in any other BVIC publication or online channel to promote the region.

Declaration

I hereby apply to become a Partner of the Bathurst Visitor Information Centre and in doing so I declare that I have read, understood and agreed to abide by the Terms and Conditions and the Code of Conduct and Ethics. I declare that the information provided by me is a true and accurate description of my business and consent to the details provided being used for the purpose of marketing my business and the Bathurst region.

.....
Print Name

.....
Signature

.....
Date

For further information on the
2026/27 Tourism Partnership
contact our staff on 02 **6332 1444**
or visit us at 1 Kendall Avenue
Between 9.30am and 4.30pm Monday to Friday and
10am and 3pm Saturday and Sunday

www.visitbathurst.com.au