

Monday, 20 January 2025

New Visit Griffith Visitor Guide 2025 - 2026 Out Now

The Griffith Tourism Team is delighted to launch the new, vibrant and engaging *Visit Griffith* Visitor Guide 2025 - 2026. This 84-page publication is a key marketing tool for Griffith and region, in driving increased visitation and tourism spend.

In NSW alone, year ending June 2024, the visitor economy delivered \$52.9 Billion in visitor expenditure, as a result of 101.6 million visitors. Visitor spend in NSW continues to grow and creates 1 in every 26 jobs (which is in excess of 292,000 jobs) in the tourism and hospitality sector (accommodation providers, eateries, visitor experiences/ attractions, transport services, retail, cultural, arts and recreation sectors, business events suppliers and so much more).

The Griffith Tourism Team is excited to partner with over 100 ambassadors from Griffith and neighbouring Local Government Areas who are featured in this edition. The new guide continues to deliver key aspects of the local tourism industry such as where to shop, stay, eat and drink, as well as the many amazing experiences on offer, whilst highlighting our significant and growing industries.

Griffith City Council Tourism Manager, Mirella Guidolin said, in this edition we truly tell the story behind our tag line - *'Taste our Culture'* and the significance our seasons play.

"I really feel that we have delivered a beautiful story through this guide, it has a deep sense of meaning through the panoramic spreads and beautiful images that capture the true essence of Griffith," she said.

"Our major events and festivals are deeply connected to the changing seasons, which aligns perfectly with the heart and soul of Griffith - our vibrant multiculturalism and the abundance of produce from our rich agricultural base. This is what sets Griffith apart, and I believe we've truly captured this in the new guide."

Forty thousand hard copies will be produced over the two-year life span, circulated locally through the tourism network, throughout Australia through the Visitor Information Centre Network and at various tradeshows. The Visitor Guide is included in all conference delegate bags, new resident/welcome packs, tour group operator guides and available at local accommodation houses and all council facilities.

Local businesses and residents are all welcome to have the guides available - so please come and grab a box or a bundle. Just pop in and see the team at the Griffith Tourism Hub and make sure you have a copy ready for your visiting family and friends.

Media Information:

Francine Barbaro
Marketing & Promotions Coordinator
Griffith City Council
02 6962 8258
0400 092 670
Francine.Barbaro@griffith.nsw.gov.au
www.visitgriffith.com.au
www.facebook.com/visitgriffith

Mirella Guidolin
Tourism Manager
Griffith City Council
02 6962 8254
0409 871 016
Mirella.Guidolin@griffith.nsw.gov.au
www.visitgriffith.com.au
www.facebook.com/visitgriffith

You can also view a copy of the guide online at visitgriffith.com.au or call the Griffith Tourism Hub to have one posted to you – 1800 681 141.

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