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Diamantina Shire Council

MEDIA RELEASE

EVENTS DRIVE INCREASE IN VISITOR NUMBERS TO THE DIAMANTINA

The mid-year release of visitor numbers has shown stronger than expected visitor numbers for the Diamantina Shire. Whilst it was a slow start to the season with several quiet months, the overall figures for the first half of the year show a significant increase over 2012. This strong growth in visitors can in part be attributed to the strong suite of events in the shire including the annual Birdsville Bronco Branding and Gymkhanas in both Bedourie and Birdsville. Several new events also attracted increased visitation including the 4WD Action Easter Anniversary Bash and the recent Big Red Run and John Williamson Concert.

In 2012 numbers through the Wirrarri Visitor Centre in Birdsville more than doubled to reach 25,000 and it is appears that Birdsville will again show significant growth this year. Tourism and Community Manager for Diamantina Shire Council, Steven Baldwin, says "that we have just received confirmation that James Morrison will be performing in Birdsville on 22 September with three separate charter aircraft bringing patrons from across Australia specifically to see the concert. Council is also utilising social media in our promotion of the 2013 Simpson Desert Racing Carnival with facebook advertising being used alongside the traditional print, television and radio advertisements for the first time".

The re-opening of the Birdsville Inside Track and Walkers Crossing Public Access Route (PAR) to Innamincka have also generated significant interest among 4WD enthusiasts and based on the sale of Desert Park Passes and fuel sales the crossing of the Simpson Desert is as popular as ever

The oasis in the desert, Bedourie is also attracting more visitors with the April and June figures more than doubling those seeking assistance from the Bedourie Outback Visitors Centre. Bedourie this month gained prominence by winning an award for best water in Western QLD. Council is addressing the demand for more information on the Diamantina by development of a new dedicated tourism web site and a smart phone application which will be released in time for the 2013 Birdsville races.

Ends

July, 30, 2013

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FOR ENQUIRIES PLEASE CONTACT:

IN REPLY PLEASE QUOTE:

YOUR REFERENCE:

SUSTAINABLY DEVELOPING THE OUTBACK