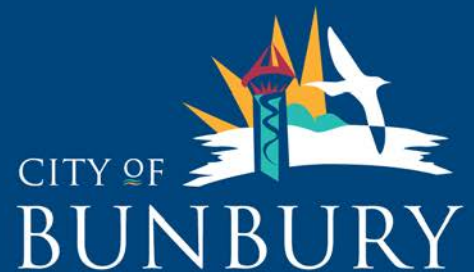


MEDIA STATEMENT



Thursday, 23 February 2017

Visitor centre to stay in CBD location

The Bunbury Visitor Centre will remain at the Old Railway Station in the CBD following a review that looked into location options for the important tourism terminal.

Bunbury City Council on Tuesday night agreed the centre should remain at its current location after the review looked closely at co-location with places such as the Dolphin Discovery Centre, Bunbury Regional Art Galleries and Bunbury Regional Entertainment Centre.

Recent consultation with centre stakeholders revealed strong support for maintaining the status quo, while 70 per cent of respondents at a workshop indicated they preferred the current Old Railway Station site.

Bunbury Mayor Gary Brennan said while the review was about investigating possible cost savings, significant consideration had to be given to how best to serve visitor centre patrons.

“Patronage at the Bunbury Visitor Centre increased from 55,899 in 2014-15 to 60,175 in 2015-16 despite a growing trend for holidaymakers to book accommodation and tours online,” Mr Brennan said.

“This shows that the centre still has an important role to play in Bunbury tourism, however we need to ensure the service continues to meet the changing needs of visitors and does not pose an increasing financial burden on the Council.”

The consultation process revealed that the Old Railway Station location was easily accessible and visible and that accommodation, restaurants and some tourist attractions were also within walking distance.

“Feedback also indicated that the Visitor Centre staff are highly valued by stakeholders,” Mr Brennan said.

ENDS

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