

## **MEDIA RELEASE**

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### **New Direction for Visitor Information in Wollondilly**

Wollondilly Council will soon embrace a new way of providing tourist information, as the visitor information service enters an exciting new phase.

Acting CEO Michael Malone said that Council would be launching the new model of service delivery on 1 July.

“Tourism these days is digitally based, with most people going online to research and plan their holidays and their visits to new destinations,” he said.

Between now and 30 June Council will be transitioning to a new online service, with the Visitor Information Centre scaling down its shop front opening hours to 10am - 2pm each day.

“As the online system is developed, touchscreens will be installed on Council premises to make sure the service is accessible to everybody,” said Mr Malone.

“This signifies a move towards a more dynamic and interactive way of working for our organisation and reflects the direction in which the tourism industry is heading.”

The realignment of visitor information services is being implemented to transform the service into a “contemporary, virtual VIC which will replace the current centre.”

Council’s Tourism & Business Investment section is currently developing a new strategy focused on digital marketing, including re-designing the Visit Wollondilly website.

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