

Golden partnership is down by the Riverside

By Angela Norval

As the name suggests, the Burnett Riverside Hotel continues to be a place that draws visitors looking for quality accommodation close to the CBD or also locals wanting space for special events.

This year, the Travellers Group, the Australian accommodation group that acquired the Burnett Riverside Hotel appropriately became gold members of Bundaberg Tourism.

Travellers Group managing director Craig Smith said the Bundaberg region was the kind of place that slows your shoulders the moment you arrive.

“It’s a region of wide blue skies, fertile farmland, easy-going beach towns and one of the most accessible stretches of the Great Barrier Reef in the country, and we wanted to play an active part in growing it rather than just operating within it,” he said.

“Becoming a Gold Member is a ‘destination first’ natural step — it lets us work alongside other operators and the Bundaberg Tourism to promote the region as a whole.

“When Bundaberg does well, every business here does well, and we’re proud to invest in that future.

“In fact, we have a long-term responsibility to do so.”

Craig shared that tourism works best when operators pull in the same direction.

“Stronger collaboration means we can market Bundaberg as a destination worth travelling to and staying in, rather than competing for the same pool of visitors.

“Shared campaigns, events, and referrals lift occupancy, fills restaurants and books out tour experiences across the board, and that benefits every tourism provider in the region



The Burnett Riverside Hotel continues to stand out in regards to location and services provided. (Supplied)

— not just the accommodation players.”

The Travellers Group continue to see how important accommodation is in encouraging people to spend more time in the region, because a visitor passing through for the day spends very differently to one who stays a few nights.

“Quality accommodation, restaurants/bars, and tourism experiences is what turns a quick stop into a genuine stay — and once people settle in, they explore more, eat out more and

discover everything the region has to offer.

“Quality accommodation forms an important part of the foundation that the rest of the local tourism economy fabric is built on.

“For us having the restaurant as part of our premises makes the whole experience seamless.

“After a day exploring the region, most guests don’t want to go hunting for somewhere to eat — having a restaurant on site means they can relax, unwind and dine together without

going anywhere.

“It adds real convenience for our guests, and it’s another reason for visitors to choose to stay with us and spend more of their time enjoying Bundaberg.

“In saying this though, we are thankful for the collaborations we have formed with the many other outstanding food and beverage products in the Greater Burnett Region, all of who we proudly promote as part of Bundaberg Tourism’s ‘Taste Bundaberg’ initiatives.”

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