

-FOR IMMEDIATE RELEASE-

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CONSTRUCTION OF NEW GUNDAGAI VIC NEARS COMPLETION:

The newly renovated Gundagai Visitor Information Centre (VIC) will be a larger, more inviting space designed to enhance the visitor experience. It will feature an expanded souvenir display, a dedicated local wine section with supplier storyboards, and a broader selection of regional products. The Rusconi Marble Masterpiece exhibit will be improved to tell more of the story of its creator, Frank Rusconi, and his role in Gundagai's growth in the early 1900s.

Accessibility to the Centre has been increased with three main entry points. The largest section of the VIC will be dedicated to the retail section, with a much wider product range. The space will include improved displays to create a natural flow, as well as interactive displays showcasing Gundagai's attractions and experiences.

The lighter more open space will be welcoming and will encourage more engagement with staff and visitors. The VIC will feature improved lighting, heating and cooling, creating a more comfortable environment for both visitors and staff. Improved workspaces and private rooms will enhance staff efficiency and comfort. The new Centre will bring the VIC into the digital era, providing an immersive experience for visitors. It will also continue to serve as an agent for Trainlink, V/Line, Murrays, and Firefly Express. Free Council Wi-Fi will be available inside the VIC and in the park next door. The addition of VIC flags, A-frame signs, and other directional signage has ensured that visitors can locate the Centre easily.

Despite the temporary relocation, visitor numbers have remained strong. From January to December 2024, the Centre recorded 47,100 walk-in visitors, compared to 17,638 in the last half of 2023 before the renovations. While sales have dropped slightly, staff are still fully able to serve both visitors and the local community.

Picture and caption:

The refurbishment and renovation of the Gundagai Visitor Information Centre will see an enhanced visitor and staff experience. New flooring upgraded heating/cooling and lighting, along with an expanded retail section are among many of the improvement's visitors will enjoy.



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