



On route Advertising Information

What is it? ... The Bathurst Explorer Bus is an exciting new tourist bus starting Autumn 2019. It's a 7 day a week hop on, hop off service that travels around the CBD area and Mount Panorama, showcasing everything Bathurst offers including parks, gardens, museums, architecture and local businesses.

Starts 10am daily. Each loop covers more than 20km and takes approximately 50 minutes. There are 5 loops a day, 7 days a week, 51 weeks a year. Hop on, or off at any stop. Buy a ticket on line, at the Bathurst Visitors Centre or on the bus.

Hop on, hop off bus tours are popular around the world. Tourists love a good tip on places to eat and drink, things to see and do. If you rely on tourists, the Bathurst Explorer Bus is an ideal, measurable advertising opportunity to bring tourists into your business.

What is the route? ... The Explorer Bus starts at the Bathurst Visitors Information Centre then; GWH, Bentinck, Howick, George, Russell, William, Panorama Ave, Mount Panorama Racing Circuit, Wahluu Aboriginal Grounds (McPhillamy Park), Rydges Hotel, Panorama Ave, Browning, Bentinck, Brilliant, Bishops Court stop, Busby, Bant, Rocket, Havannah, Keppel, William, Stanley, Rankin, Henry, Kendall Ave.

If your business is located on any of these streets, you may benefit from advertising on the Bathurst Explorer Bus.

What do I get? ... The bus will have a professionally recorded audio commentary covering sites and businesses. It's a GPS tracked system so as it passes your business, you will receive a 5-7 second audio highlighting what makes your business great.

- It's your moment to tell tourists *Your point of difference*. Guests will be directed to look at your business as we pass your door and encouraged to visit.
- You will also have DL brochure space within the bus for your unique brochures.
- You will also receive live driver endorsements and
- You'll receive exposure on the Bathurst Explorer Bus web page with a link to your web or Facebook page for added impact.

What does it cost? ...

- On route advertising is .75c per mention, 5 endorsements a day, 7 days a week, 51 weeks a year*.
- That's **1785 direct endorsements a year** to tourists as they pass your door.
- One off \$50 production fee, no lock in contracts, no worries.

If you are 'off route' and rely on the tourism dollar and would like to advertise, give us a call to discuss whether this advertising is right for you.

How do I start? ...

Give us a call: 1300 728 321 **Send an email:** BXexplorer@BathurstTours.com.au or **Message us:** on facebook.com/BXexplorer or Instagram.com/BXexplorerBus

Explore with us. Get on the Bathurst Explorer Bus

*Advertising is based on 5 endorsements a day, 7 days a week, 51 weeks a year.

*Billed monthly in advance as \$111.56 (inc GST). No minimum term, No lock in contracts. Cancel anytime.

*One off \$50 production fee. Annual increases with CPI or as indicated