



Motel 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 Information Centre or on the Bathurst Explorer Bus.

Why would a motel advertise on the Bathurst Explorer 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. But yes, once they are on the bus, they've already sorted their accommodation. True.

But... before making the decision to visit Bathurst, you as a local motel, have the opportunity to secure a booking you might otherwise miss, if you are linked to the Bathurst Explorer Bus web page.

Offer a discount on accommodation to Guests that book a 48 hour Explorer Bus Pass, or offer a free Explorer Bus pass to Guests who make an extended stay at your motel. Let's work together and come up with ideas to make your motel stand out.

What do I get? ...

- You will receive exposure on the Bathurst Explorer Bus web page with a link to your web/booking page or Facebook page.
- You will have DL brochure space within the bus for your unique brochures.
- You will receive 10 x free Adult Bathurst Explorer Bus Adult tickets a year (value \$350)
- Motel advertisers will appear on the website in Chronological order of acceptance

What does it cost? ...

- \$55 per month (inc GST)
- No lock in contracts, no worries.

How do I start? ...

Give us a call: 1300 728 321

Send an email: BXexplorer@BathurstTours.com.au or

Message us: facebook.com/BXexplorer or Instagram.com/BXexplorerBus

Explore with us. Get on the Bathurst Explorer Bus

** Billed monthly in advance at \$55 (inc GST). No minimum term, No lock in contracts. Cancel anytime.*

** Annual increases with CPI or as indicated*