

Media Release, 26 March 2026

“Other Ways to the West. Keep the Holiday”

Tourism leaders launch 'Other Ways to the West' campaign to keep visitors coming.

Central NSW Tourism leaders have launched a bold new tourism campaign reassuring travellers that the region is accessible, open and ready to welcome visitors - despite a road detour on the Great Western Highway at Victoria Pass.

The '**Other Ways to the West**' campaign, developed by the Central NSW Joint Organisation in collaboration with its member councils and other key stakeholders such as Destination Network Central West, directly addresses community and visitor confusion about ways to get to the region, and reframes the routes as a scenic road trip opportunity.

“On the eve of the peak Autumn holiday period, we want to reassure travellers there are other ways to the West, they are spectacular and can create an opportunity to discover a different route with experiences along the way,” said Cr Kevin Beatty, Mayor of Cabonne and Chair of the Central NSW Joint Organisation.

The Bells Line of Road and the Darling Causeway offer one of the most stunning ridge-top drives in NSW, while travellers from the north can use the Golden Highway, and those from Sydney's south-west and Canberra use the Hume Highway.

“The coming weeks are the best time to visit Central NSW for our world-class events and gardens, festivals, attractions and experiences from Oberon and Orange to Bathurst and Parkes.” added Cr Beatty.

The campaign aims to counter mixed messages with a clear, strong and positive message. It will highlight multiple routes into the region for travellers from Sydney and NSW.

“We want anyone who has already booked - or is thinking of booking - to know that the Central West is absolutely accessible. Consider adding an extra night, because once you arrive you won't want to leave,” said Cr Beatty.

Importantly, trains, buses and flights are unaffected, with additional services added by Transport for NSW.

A Unified Regional Response

The 'Other Ways to the West' campaign is designed to be adopted by all Central West LGAs, tourism operators, event organisers and businesses as a unified voice. It includes a free campaign toolkit made available to all regional stakeholders to join the campaign, a dedicated site at www.otherwaystothewest.com.au, social media #otherwaystothewest, public relations and paid media partnerships across Sydney-targeted channels.

About Central NSW

Central NSW is a diverse regional area located west of the Blue Mountains and within a few hours' drive of Sydney. The region includes the Local Government Areas of Bathurst Regional, Blayney, Cabonne, Cowra, Forbes, Lachlan, Lithgow, Oberon, Orange City, Parkes and Weddin Shire. Together these communities form a connected visitor destination known for its heritage towns, food and wine experiences, major events, natural landscapes and welcoming regional hospitality.

For more information go to www.otherwaystothewest.com.au

ENDS

Images – [click here](#) for a selection of campaign images, a Central NSW map and logo assets.

Media contact for interviews and more information:

Gabrielle Brewer

Destination PR Manager, Central NSW Joint Organisation

M: 0419 986 528 E: gabrielle@gabriellebrewer.com