

THE
Murray



The Way We Holidayed

Campaign Toolkit

A new campaign from Murray Regional Tourism

**Many people already know and love
The Murray. But holidays change, routines
get interrupted and traditions can quietly
fall away.**

The Way We Holidayed campaign is designed to remind past visitors what the Murray region has meant to them, while giving them a reason to come back or to start a new tradition of their own.

Campaign dates:

23 September – 28 October 2026

What will visitors see?

The campaign will roll out across Visit the Murray's digital channels, including:

- Organic social content
- Paid social and digital advertising
- The 'Find your Murray tradition' quiz
- Campaign content and trip inspiration on visitthemurray.com.au
- Additional amplification supported by councils and local tourism partners across the Murray region

Get involved

We'd love your help to amplify the campaign and show what a Murray holiday looks like through your business.

You might have returning guests, an old photograph, a holiday ritual connected to your business or something new visitors can experience in The Murray today. The next few pages show you exactly what you can do, whether you have two minutes or want to go further.

Tag:

@VisitTheMurray

Tag @VisitTheMurray in relevant Instagram content and we'll look for opportunities to share it.

Got two minutes? Start here

Share

Repost a relevant **@VisitTheMurray** campaign post and add a sentence of your own.

"We see this every summer."

Or

"Who remembers Murray holidays like this?"

Tag us

Already posting something that feels like a Murray holiday? Post as normal and tag **@VisitTheMurray**

Send to someone

See a campaign story that reminds you of a regular guest?
Send it to them.

*"Saw this and thought of you!
Can't wait to have you back soon."*

Comment

Join the conversation from your business account.

"We've got families who've been coming here for 20+ years."

Or

"Still very much a holiday tradition around here."

Got 10 minutes or more? Get inspired

Share a regular

Got customers who keep coming back? Take a photo and ask: “How long have you been coming here, and what keeps bringing you back?”
Share their response or a favourite memory with the photo.

Example:

The Lock family first stayed with us in 2001. Twenty five summers later, they're still coming back and now they've got another generation in tow. Is ours the place your family keeps returning every year?

Then + now

Got an old photo of your business, town or experience? Take another one of what it looks like today and post them together.

A few things have changed since 1987. The ritual of spending summer by the river hasn't.



Share a holiday ritual

Your offer might speak to a certain holiday ritual. Perhaps it's a morning coffee, fish and chips down by the river, a photo your customers always take or a must-do experience in your town. Capture and share those moments, no matter how big or small.

Show them what's here now

There's no problem if your business is newer and doesn't have a long history. You can show past Murray visitors something they might not know exists yet or connect your experience to their next Murray holiday.

Need a caption starter?

Use these snippets to kickstart your caption writing:

- Was this part of your Murray holidays?
- What do you always do when you come back?
- Who would you bring here next time?
- Maybe this becomes your next Murray tradition.

Example social posts

Share a regular

**@caravanpark**
Your fave camping spot, The Murray







@caravanpark The Lock family first stayed with us in 2001. Twenty five summers later, they're still coming back and now they've got another generation in tow. Is ours the place your family keeps returning every year?

Then + now

**@destination**
The place you always go, The Murray





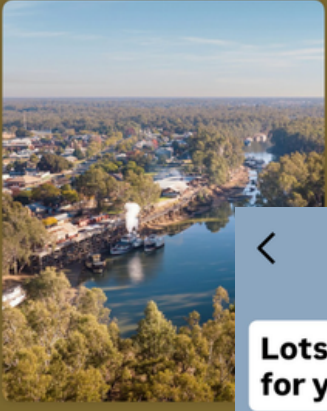


@destination Still very much a holiday tradition around here 🙄

Share a Visit the Murray post to your story



Have you seen the incredible visitor stories on [@visitthemurray](#)? This one's just down the road from us 🙄



[@visitthemurray](#)





Lots of inspiration here for your next visit!



[visitthemurray](#) Some of the best moments on The Murray don't need a destination. Just a trail, a few old red gums...



Comment on a Visit the Murray post

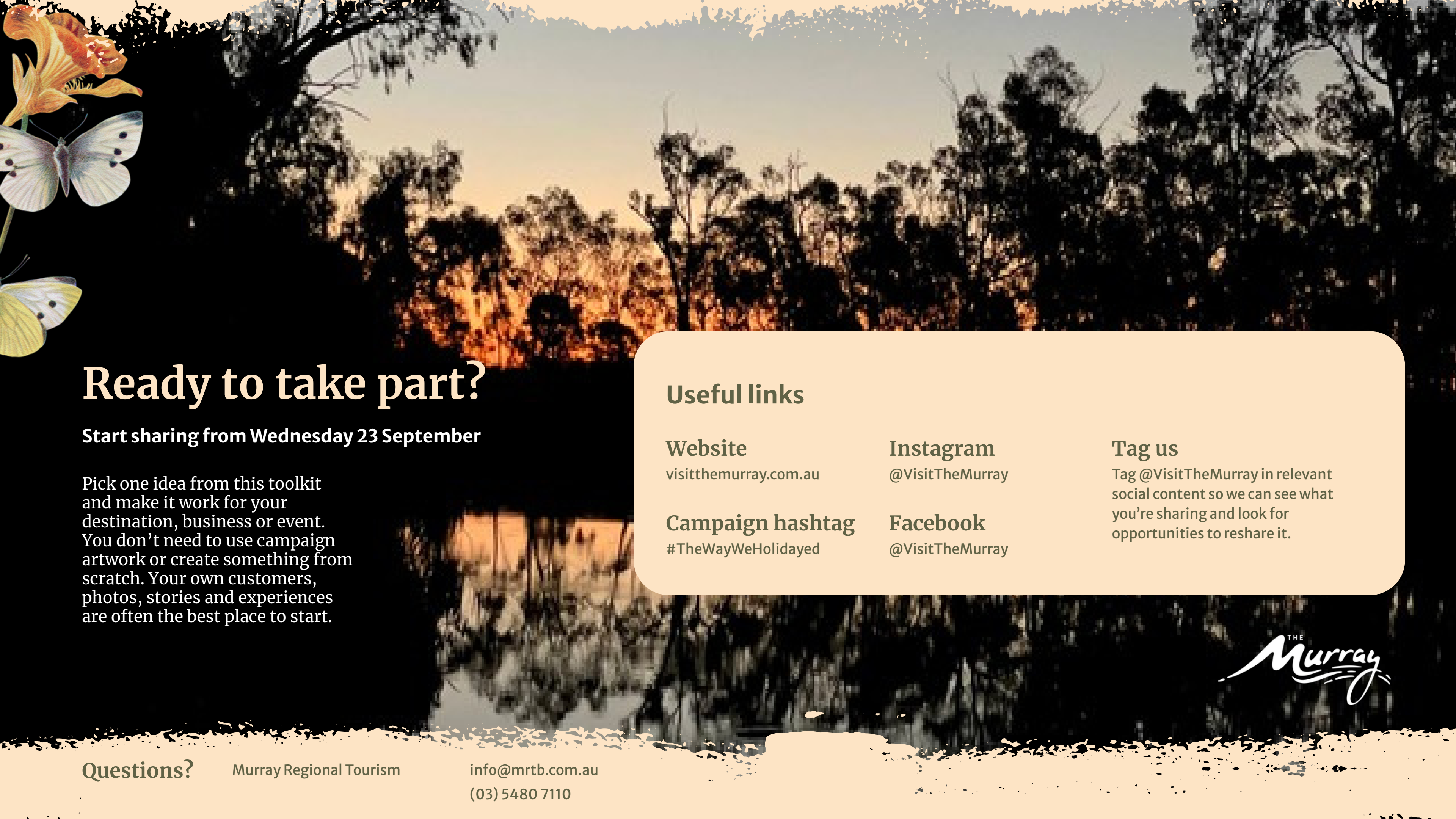
- 

@mycafe [@visitthemurray](#) you **have** to get a vanilla slice on a road trip! We don't make the rules, but we sure do live by 'em 🙄🙄
- 

@mywinetourbusiness [@visitthemurray](#) [location] is the perfect place! Tell everyone (but also keep it a secret) 🙄
- 

@destination [@visitthemurray](#) can't think of a better place for visitors to enjoy year after year!
- 

@mybusiness [@visitthemurray](#) the very best holiday tradition if you ask us 🙄



Ready to take part?

Start sharing from Wednesday 23 September

Pick one idea from this toolkit and make it work for your destination, business or event. You don't need to use campaign artwork or create something from scratch. Your own customers, photos, stories and experiences are often the best place to start.

Useful links

Website

visitthemurray.com.au

Instagram

[@VisitTheMurray](https://www.instagram.com/VisitTheMurray)

Tag us

Tag [@VisitTheMurray](https://www.instagram.com/VisitTheMurray) in relevant social content so we can see what you're sharing and look for opportunities to reshare it.

Campaign hashtag

[#TheWayWeHolidays](https://www.instagram.com/hashtag/TheWayWeHolidays)

Facebook

[@VisitTheMurray](https://www.facebook.com/VisitTheMurray)



Questions?

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