

Experience Pillars

The Murray's experience pillars highlight the core themes that guide regional storytelling and marketing. Operators can use these pillars to select imagery shape messages and promote experiences that reflect the region's strengths.



Water-based activities

Houseboats cruising fishing and water sports that showcase life on the river.



Nature-based

National parks walking trails wildlife and red gum landscapes that define the region.



Food, beverage + produce

Local produce farmgate experiences and regional dining.



Golf

High quality courses that attract passionate golf travellers.



Festivals + events

Month to month events that shape the region's cultural life and visitor appeal.



Arts + culture

Galleries public art and creative spaces that reflect local culture.



History + heritage

Paddlesteamers historic townships and stories that connect visitors to the region's past.



First Nations

Experiences that share stories of Country led by First Nations communities.