

Media Release



Friday 29 November 2019

THE MURRAY STRIKES GOLD AT VICTORIAN TOURISM AWARDS

The Murray region's tourism industry is celebrating with an outstanding three businesses winning awards at the 2019 RACV Victorian Tourism Awards, held at the Melbourne Convention and Exhibition Centre on Thursday 28 November 2019.

The Murray region was very well represented with eight entrants, winning a hall of fame, two gold and one bronze award. The winners and their categories are:

Business Name	Town	Category	Award
Riverboats Music Festival	Echuca	Festivals and Events	Gold Hall of Fame
Murray Offroad Adventures	Mildura	Tour and Transport Operators	Gold
Cactus Country	Strathmerton	Tourist Attractions	Bronze
Billabong Ranch Adventure Park	Echuca	Tourist Attractions	Entrant
Lake Boga Air Show	Lake Boga	Festivals and Events	Entrant
Pacdon Park	Echuca	Excellence in Food Tourism	Entrant
Posh Plonk Cellar Door Experience	Bethanga	New Tourism Business	Entrant
Swan Hill Region Information Centre	Swan Hill	Visitor Information Services	Entrant

The RACV Victorian Tourism Awards recognise tourism businesses that demonstrate excellence, innovation, industry professionalism and collaboration.

As gold award winners, Riverboats Music Festival and Murray Offroad Adventures will represent Victoria at the Qantas Australian Tourism Awards to be held in Canberra in March 2020.

Quotes attributable to Murray Regional Tourism Board Chair Wendy Greiner

"Riverboats Music Festival, Murray Offroad Adventures and Cactus Country are testament to the high quality tourism experiences on offer right across the Murray region and Murray Regional Tourism is proud to see them recognised amongst the very best in the State."

"These results are further recognition for our extremely successful region and acknowledge the expertise and effort that goes into supporting the industry to ensure it strives for excellence."

"It's extremely pleasing to see so many graduates of Murray Regional Tourism's awards support program achieving outstanding results, demonstrating the success of our support program and the importance of providing entrants with expert coaching."

"We congratulate all award winners from the Murray region. This is a huge achievement given the calibre of entrants vying for these awards."

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About Murray Regional Tourism

Murray Regional Tourism works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray, 13 Local Government Areas and Regional Tourism Organisations to grow the visitor economy across the Murray region. The Murray region spans 1,700 kilometres of the Murray River from Albury-Wodonga to Mildura-Wentworth.