

Media Release
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THE MURRAY'S PEAK TOURISM BODY SEEKS INSIGHTS ON THE INDUSTRY TRENDS THAT MATTER

Tourism business owners and managers in the Murray region are being asked to keep the peak cross border tourism organisation informed about the current business environment and emerging industry trends.

Murray Regional Tourism (MRT) has created a new confidential online survey called the Murray Tourism Industry Barometer to gather insights about the industry's performance and challenges.

Murray Regional Tourism (MRT) works in partnership with Visit Victoria, Destination New South Wales, Destination Riverina Murray, 13 Local Government areas and Regional Tourism to grow the visitor economy across the Murray region.

Survey questions cover hot topics such as the impact of water levels and water quality on business; real life experiences in attracting and retaining staff; persistent mobile phone reception black spots and internet connectivity issues.

The survey also provides an opportunity for businesses to give feedback on how MRT can better support tourism businesses in the future through improved industry development programs and communication.

The Murray Tourism Industry Barometer will be an annual online survey that takes less than ten minutes for operators to complete.

Murray Regional Tourism Chief Executive Officer, Mark Francis, encourages tourism businesses to provide their insights on how the industry is performing:

"This survey is the industry's opportunity to have direct involvement in how our region's tourism priorities are shaped," Mr Francis said.

"It's vital that we engage with the industry through activities such as this to get a real understanding of the mood and health of the tourism market so that we can better respond, assist and support the industry," he said.

Everyone who fills out the online survey will also go into the draw to win a Murray region food and wine hamper, worth more than \$200.

The link to the Murray Tourism Industry Barometer survey can be found at:
<http://www.murrayregionaltourism.com.au/industry-development/murray-tourism-industry-barometer/>

The survey will be open until 5pm, Friday, April 12.

For questions about the survey, please contact Murray Regional Tourism on (03) 5480 7110 or email info@mrtb.com.au.

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