



FOR IMMEDIATE RELEASE  
Tuesday 25 September 2018

## FUNDING A VIRTUAL REALITY FOR MURRAY REGION

Murray Regional Tourism is thrilled to have secured Victorian State Government funding through the Regional Events and Innovation Fund to develop the Murray Digital Experience, which will help to raise the profile of the region as a major tourism destination.

The Murray Digital Experience includes the development of:

- a digital hub, bringing together a range of tourism-related websites into a single 'hub' or platform
- virtual reality and augmented reality experiences, to bring the region to life and share its story through interactive digital experiences.

Murray Regional Tourism Chairperson, Wendy Greiner, said she is extremely excited about the Murray Digital Experience project and the benefits it brings for the industry.

"We are thrilled to have received the funding from the State Government, which means we can now make the Murray Digital Experience a reality," Wendy said.

"Murray Regional Tourism has been working on this project, in partnership with industry representatives as part of the visitor services project. We understand the power of digital experiences, and this project will use augmented and virtual reality to bring the region to life.

"The Murray Digital Experience is an exciting addition to our marketing strategy for the region and we are looking forward to working with the industry to show the world what the Murray has to offer," she said.

The Murray Region received approximately 5.6 million domestic and international visitors who spent an estimated \$1.3 billion in the year ending March 2018. The sector is critical to the Murray region economy and is estimated to generate employment for over 24,000 people in the region.

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.

### **Quote attributable to Minister for Regional Development Jaala Pulford**

*"We're activating our stunning Murray River region like never seen before through interactive and hands-on experiences that showcase the region to the world and beyond."*

### **Quote attributable to Minister for Tourism and Major Events John Eren**

*"Our \$2 million Regional Events and Innovation Fund ensures regional centres and towns across Victoria can build on their tourism strengths to attract visitors from Victoria, Australia and the world."*

### **Quote attributable to Member for Northern Victoria Mark Gepp**

*"The new Regional Events and Innovation Fund will provide regional communities with further opportunities to grow their visitor economy and support local businesses – including right here in Mildura."*

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