

Media Release

Friday 12 March 2021



MURRAY REGION OVERLOOKED IN FEDERAL TOURISM SUPPORT PACKAGE

Murray Regional Tourism, the peak cross border tourism organisation for the Murray region in NSW and Victoria plays a critical role in the visitor economy.

Prior to COVID-19 and border closures the region would welcome annually 6.5 million visitors across our river communities supporting around 2,500 tourism businesses and providing over 18,000 jobs in the region.

Visitors spent nearly \$2 billion in direct expenditure and enjoyed 10 million nights in the region.

Tourism operators in the Murray have endured the highest lockdown measures in Australia with over 41 weeks of interrupted trade in the past 12 months as a consequence of Coronavirus restrictions implemented by both the NSW and Victorian governments.

Quotes attributable to Murray Regional Tourism Chair, Wendy Greiner

“The Murray region’s tourism industry has been decimated by COVID-19 and the border closures unlike any other location in Australia.”

“With two regional airports servicing the Murray region from key source markets we are extremely disappointed to have again been overlooked for vital support for our region.”

“Air access is critical to the regions recovery and is responsible for driving nearly 25% of domestic overnight visitors to the Murray.”

“We implore the Federal government to review the current arrangements and urgently request Mildura and Albury are added to the list of eligible destinations in the support package.”

‘These short sighted and unfair subsidies as they currently stand will reduce visitation, net visitor spending and only lead to an alarming increase in job losses’.

About Murray Regional Tourism

Murray Regional Tourism works in partnership with Destination New South Wales, Visit Victoria, Destination Riverina Murray, 13 local government areas and several 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.

Media contact: Wendy Greiner 0419 608 239 | chair@mrtb.com.au