

Media Release



Wednesday 27 May 2020

FREE MARKETING SUPPORT FOR MURRAY REGION TOURISM BUSINESSES

Murray Regional Tourism is providing all businesses in the Murray region with free marketing support via the Australian Tourism Data Warehouse (ATDW) digital platform for a limited time.

ATDW is Australia's national platform for digital tourism information, providing businesses with the opportunity to reach millions of potential visitors through official local, regional, state and national tourism websites including www.visitthemurray.com.au, www.visitvictoria.com, www.visitnsw.com, and www.australia.com.

This initiative has been developed by Murray Regional Tourism in collaboration with Visit Victoria to provide businesses with a strong base platform from which they can engage with visitors and encourage them to visit.

Victorian tourism operators in the Murray region who take out a new ATDW business listing or re-activate an expired listing between now and Tuesday 30 June 2020 will receive a free 12 month listing valued at \$295.

Those with an existing ATDW business listing as at Thursday 14 May 2020 will have their listing automatically extended for an additional 12 months at no charge.

Victorian event listings and NSW business and event listings continue to be free on an ongoing basis.

For more information visit www.murrayregionaltourism.com.au

Quotes attributable to Murray Regional Tourism CEO, Mark Francis

"Providing free ATDW listings is just one way we're helping our industry partners during this challenging time and playing a key role in reactivating the Murray region's visitor economy."

"It's critical businesses take advantage of this exciting opportunity as this is a key pathway to engaging with visitors through a range of online channels."

"Now is the perfect time for tourism businesses to establish or update their ATDW listing, with people at home planning their next holiday and in readiness for when travel restrictions are lifted."

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.

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