

# Media Release



Wednesday 31 March 2021

## **MURRAY REGION WELCOMES FINANCIAL SUPPORT FROM THE VICTORIAN GOVERNMENT**

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 and welcomes today's funding announcement of \$290,000 by the Victorian government.

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.

With the region's visitor economy decimated enduring the highest lockdown measures in Australia with over 41 weeks of interrupted trade in the past 12 months, this funding will be vital to enabling Murray Regional Tourism to support industry through implementing dedicated marketing initiatives to increase awareness and drive visitation into the future.

### **Quotes attributable to Murray Regional Tourism Chair, Wendy Greiner**

"Murray Regional Tourism is extremely pleased to receive this critical support for all of the tourism industry and partners. The funds will go directly to the implementation of a range of dedicated marketing campaigns to drive visitation and assist business recovery".

"The Murray Region is a large part of Australia's "Food Bowl" and this support will also allow us to showcase our produce, renowned chefs and an array of food and drink offerings to over 20,000 visitors who will attend the November Melbourne Good, Food and Wine Show".

"Murray Regional Tourism are also thrilled to acknowledge that the Victorian Government will invest \$850,000 to support Mildura Airport's recovery after a devastating 2020. Air access is critical to the regions recovery and is responsible for driving nearly 25% of domestic overnight visitors to the Murray."

### **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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