

BRIEFING SESSIONS TO SUPPORT MURRAY TOURISM BUSINESSES

Murray Regional Tourism is hosting a series of bushfire recovery briefing sessions for tourism businesses in the eastern Murray region.

The briefing sessions are an opportunity for tourism operators to provide feedback on how the bushfires have impacted their business and learn about the national, state and local marketing activities they can participate in to encourage visitors back to the region.

The bushfire recovery briefing sessions will be held as follows:

Albury Wodonga

Monday 10 February 2020
10.30am - 11.30am
Robert Brown Room
Albury City Council
553 Kiewa Street, Albury

Corowa Region

Tuesday 11 February 2020
10am - 11am
Murray Room
Federation Council
100 Edward Street, Corowa

Greater Hume

Monday 10 February 2020
3pm - 4pm
Holbrook Library
Library Court, Holbrook

Cobram Barooga

Tuesday 11 February 2020
3pm - 4pm
Cobram Civic Centre
14 Punt Road, Cobram

Murray Regional Tourism is also encouraging tourism operators in the Murray region to complete a business impact survey. The survey will assist in ensuring the region's tourism industry is well supported and retains its strong visitor numbers.

Tourism operators can register to attend a briefing session or complete the business impact survey at www.murrayregionaltourism.com.au

Quotes attributable to Murray Regional Tourism Board CEO, Mark Francis

"While the bushfire crisis hasn't affected the Murray region to the extent it has some of our neighbours and our thoughts are with those regions, we are experiencing substantial impacts."

"Consistent with what is happening across the nation, people are cancelling or delaying their travel plans to the Murray."

"We urge tourism operators in the eastern Murray region to attend a bushfire recovery briefing session and complete our business impact survey to provide us with solid evidence about how our region has been impacted, as this information is critical to our advocacy efforts."

About Murray Regional Tourism:

Murray Regional Tourism works in partnership with Visit Victoria, Destination New South Wales, 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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