



Media Release

Date: 3/11/2022

Heading: Murray Regional Tourism Launch Key Strategic Reports.

Content

Murray Regional Tourism have recently launched two key strategic reports developed to enable destinations within the Murray to understand the changing face of consumer demand and with collaboration grow the visitor economy.

Murray Region Accommodation Diversification Gap Analysis and *Murray Region Cruising Strategy* documents have been developed as part of the “Revitalising the Murray” project.

The **Accommodation Diversification Gap Analysis** details key accommodation typologies for future investment in the Murray. This analysis outlines trends in consumer preferences and investment opportunities for growth and development to meet consumer demands.

The **River Cruising Strategy** highlights the consumers demand for a variety of cruising options across the whole Murray region, the challenges, barriers, and complexities of navigating the waterways and the governance around the management of the waterways that sit within the Murray region.

These two strategic documents sit within the “Revitalising the Murray”, a strategic project consisting of five components that collectively reactivates the visitor economy within the Murray region. In developing the strategies, we are grateful for the funding support by the Victorian State Government and the significant consultation and engagement with a broad range of stakeholders.

Prior to COVID-19 the region would welcome annually 6.5 million visitors across our river communities with around 2,500 tourism businesses providing fabulous experiences. Visitors spent nearly \$2 billion in direct expenditure and enjoyed 10 million nights in the region. Over 18,000 people were employed in tourism related businesses and the sectors was the second largest employer in the region.

These Revitalising the Murray project components provide a range of outcomes and benefits responding to the needs of both industry, large and small, and government with a view grow the visitor economy above and beyond pre COVID-19 visitation

Quotes attributable to Murray Regional Tourism Chair, (Wendy Greiner)

“These two strategic documents sit within the “Revitalising the Murray”, a strategic project consisting of five components that collectively reactivates the visitor economy within the Murray region”

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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