



Media Release

Date: 2nd November 2022

Murray Regional Tourism's Rapid Impact Assessment to gain valuable insights into flooding across the Murray Region.

Murray Regional Tourism has developed an industry wide survey to gain valuable insights into the most recent flooding events across the Murray Region. The "Rapid Impact Assessment" survey will initially be sent out via 13 local government Tourism and Economic Development partners to their affected tourism business, after which the survey will be distributed to key industry stakeholders via Murray Regional Tourism and Destination Riverina Murray.

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

Murray River Regional Tourism Interim CEO, Will Flamsteed, stated that the survey has been developed with input from the Victorian State Government and will help assist businesses hit hard in this most recent crisis to impact the Murray Region.

"We're playing it day by day right now; however, we know many of our operators across the region are really struggling, this most recent natural disaster following on from a really challenging two years with border closures and restrictions on trade are going to have a significant impact on the Murray Region's visitor economy"

"The information and insights we gain from this survey will enable Murray Regional Tourism to elevate the plight of our regional tourism partners at both State and Federal Government levels; advocacy is key ensuring that not only are our voices heard, but any recovery assistance is appropriate, timely and all encompassing".

The Rapid Impact Assessment Survey will open on Wednesday 2nd November 2022 and close for submissions on Wednesday 16th November 2022.

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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