



PRESS RELEASE

Tuesday 17 November, 2020

**MURRAY WELCOMES
\$10.3MILLION FOR MURRAY RIVER ADVENTURE TRAIL**

The Murray region welcomes the recent announcement by the Andrews Labour Government of a \$10.3 million investment to assist to deliver the Murray River Adventure Trail, which has been a priority project that sits within the Murray Region Destination Management Plan.

The Murray Region Destination Management Plan seeks to develop and increase visitation, yield and dispersal along the length of the Murray. The adventure trail is an iconic world-first multi-mode adventure trail, creating a new nature-based experience for the Murray River.

As we rebuild and recover from COVID-19, new infrastructure and experiences will be critical to increasing our competitiveness whilst supporting the return of existing visitors and developing new markets.

The funding will see the Victorian stage of the trail between Koondrook / Barham and Barmah / Picnic Point being developed and available for visitors over the next two to four years and is testament to the commitment to this project by Murray Regional Tourism and our partners to continue to drive game changing projects such as these for the region.

Quotes attributable to Murray Regional Tourism Chair, Wendy Greiner

“This investment will help to turbo-charge the visitor experience and will enable the development of a world-first multi-mode adventure trail, creating a new nature-based experience for the Murray River.”

“This has been a challenging year for the Murray – with the impact of COVID, reduction in visitation to our popular destination and border closures and restrictions and we welcome such investment to assist again in growing the visitor economy and creating local jobs along the mighty Murray”.

“This investment along Australia’s national iconic river is an environmental asset of national significance, and features internationally recognised habitats along its course and will bring more people out into nature to enjoy the landscapes that make this area so treasured.”

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.