

A scenic view of a river with tall, thin trees and a couple in a red canoe. The couple is wearing life jackets and paddling. The water is calm, and the sky is a soft yellow, suggesting sunset or sunrise. The trees are tall and thin, with some bare branches. The overall atmosphere is peaceful and adventurous.

# Murray River Adventure Trail

A world first long distance river adventure trail

Murray Regional Tourism Board [www.murrayregionaltourism.com.au](http://www.murrayregionaltourism.com.au)  
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# Murray River Adventure Trail



## Vision

To develop an iconic, world-first multi-mode adventure trail, creating a new nature-based experience for the Murray River.

## Project proponents

Murray Regional Tourism (MRT) unites the Murray region's tourism industry, creating memorable and complementary visitor experiences throughout this beautiful river destination.

MRT was established in November 2010 in partnership with Destination NSW, Visit Victoria and local government councils in the Murray. Since the NSW Government local council amalgamations there are now 13 local government councils in the Murray region.

Providing an overarching tourism strategy, a clear developmental direction, focused product development and support for infrastructure, MRT has set about realising its goal of making the Murray a must-visit destination for local and international visitors alike.

Through energetic, cohesive leadership, MRT improves the supply and quality of tourism experiences and increases awareness of destinations, products, experiences and events within the region for our member councils and the region's tourism industry.



## The region

The Murray River is Australia's longest river and the world's third longest navigable river after the Nile and the Amazon. The river flows 2508 kilometers from the mountains of the Australian Alps to the Southern Ocean in South Australia.

The Murray River is recognised as Australia's national iconic river. It is an area with a rich indigenous heritage and was pivotal to opening up inland Australia after colonisation. It is an environmental asset of national significance, and features internationally recognised habitats along its course.

## Murray visitor economy indicators

- **Direct expenditure:** \$1.4 billion
- **Direct and indirect expenditure:** \$2.1 billion
- **Estimated FTE jobs:** 24,112
- **Tourism sector employment contribution:** 17% (direct and indirect)
- **Total visitors to the region:** 5.3 million (year ending March 2017)
- **Total visitor nights:** 8.7 million (year ending March 2017)



## The project

The Murray River Adventure Trail is a multi-sport adventure trail which extends along the length of the Murray River within the Murray tourism region in Victoria and NSW, using land and water to incorporate walking, cycling, kayaking/canoeing and other forms of water transport.

The trail extends from Lake Hume, near Albury Wodonga in the east to Mildura Wentworth in the West. The Trail traverses secluded River Red Gum forests and major settlements along the length of the Murray River and provides opportunities for visitors to experience the Murray River in its natural setting, allowing immersion in the environment through active recreation.

The land-based trail (for cyclists and walkers) is around 1,040 kilometres, while the water-based trail (for kayakers and other craft) is 1,390 kilometers. Trail users can enjoy sections or the entire length of the trail.



# Murray River Adventure Trail



## Project deliverables

This new trail will drive economic growth to the region through increased visitation and expenditure. The trail will:

- attract investment in both public and private infrastructure
- create employment opportunities in the initial construction and through the attraction and development of new tourism products associated with the trail
- attract and extend the length of stay of 110,000 visitors to the Murray Region annually
- be used 200,000 times per year by local residents
- generate annual output of \$12.8 million and 71 jobs per annum in the Murray Region economy
- deliver a Net Present Value (NPV) of \$34 million and a Benefit Cost Ratio (BCR) of 2.3.

## Project objectives

MRT initiated this project because it saw the potential for the trail to:

- drive economic growth via direct expenditure of trail users, support investment in infrastructure, diversify tourism products, create new employment opportunities and encourage year round visitation
- strengthen the Murray River journey with renewed ways to interact with the river and experience the natural environment, to attract new visitor markets and to encourage visitors to extend their length of stay
- link towns along the Murray more clearly with the river, improve river access, develop partnerships between landowners, land managers and the community and to disperse visitation to secondary tourism destinations
- enhance the natural environment, manage access to sensitive areas and disperse visitors along the length of the Murray rather than unsustainable concentrations in single locations.

**LEGEND**

- Additional Spurs or Loops
- - - - - Walking/Cycling
- Canoeing/Kayaking/Watercraft



## Project stakeholders

- Murray Regional Tourism Board (lead)
- Local Government (Vic and NSW)
- State Government Tourism and Parks Agencies (Vic and NSW)
- Murray Region nature-based and indigenous tourism operators

## Strategic context

The Murray River Adventure Trail is a priority project in the Murray Region Destination Management Plan. The Trail was nominated as a priority project for the region because:

- it extends the length of the Murray Region and therefore all Murray communities can benefit from it
- it encourages dispersal of visitors across the Murray Region
- it strengthens the nature-based product of the Murray Region
- it helps position the Murray in new nature-based and experience seeker markets
- it addresses the lack of riverfront tourism and river access in the Murray Region.

Policy at the national, state and regional level provide strong support for nature-based tourism product development.

# Murray River Adventure Trail



## Project estimates

The total trail cost is estimated at \$27.3 million for development of trail sections, experience loops, overnight camping sites, signage, furniture, toilets and jetties. The route maximises existing trail networks, with only 300km of new trail required to link existing trails.

Maintenance costs are estimated at \$1.4 million per annum. This could be substantially reduced if community organisations such as friends groups took responsibility for maintaining sections of the trail.

## Implementation

A detailed three-stage 10-year plan has been developed to deliver the trail. The establishment of a Murray River Adventure Trail Management Committee will be driven by Murray Regional Tourism. The role of the group will be to advocate for funding to develop the trail and guide the project's strategic direction and implementation.

1. Establish the Murray River Adventure Trail Management Committee
2. Seek and secure funding for detailed trail design and construction
3. Establish 'Friends of the Murray River Adventure Trail' groups
4. Prepare a marketing strategy;

## Contact

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## Investment

Murray Regional Tourism is seeking partner investment to create this world-first long distance adventure trail. To advance the project, we need to funding to complete the detailed design and construction of this exciting, iconic tourism experience.

A full feasibility study and business case is available for this project.



## Development Schedule

STAGE		DELIVERY TIMEFRAME	COST
Stage 1	8 Picnic Point to Barmah	1-2 Years	\$6.5 Million
	9 Barmah to Echuca/Moama		
	10 Echuca/Moama to Torrumbarry Weir		
	11 Torrumbarry Weir to Koondrook Barham		
	"Experience" 1 Loop: Koondrook Barham – Torrumbarry Weir (back to Koondrook Barham)		
	"Experience" 3 Loop: Barmah – Picnic Point (back to Barmah)		
Stage 2	"Experience" 4 Loop: Barmah – Morgans Beach (via Picnic Point)(Back to Barmah)	3-6 Years	\$10.9 Million
	"Experience" 6 Loop: Kerang to Koondrook		
	"Experience" 2 Loop: Koondrook Barham – Murrabit (back to Koondrook Barham)		
	14 Swan Hill to Nyah		
	15 Nyah to Tooleybuc		
	7 Tocumwal to Picnic Point		
	1 Lake Hume to Albury Wodonga		
	6 Cobram/Barooga to Tocumwal		
	20 Mildura to Wentworth		
	2 Albury/Wodonga to Howlong		
	3 Howlong to Corowa/Wahgunyah		
"Experience" 5 Loop: Cohuna Connection – MRAT to Cohuna			
Stage 3	19 Colignan to Mildura	7-10 Years	\$9.8 Million
	4 Corowa/Wahgunyah to Mulwala Yarrawonga		
	5 Mulwala/Yarrawonga to Cobram Barooga		
	13 Murrabit to Swan Hill		
	16 Tooleybuc to Boundary Bend		
	18 Euston Robinvale to Colignan		
	17 Boundary Bend to Euston/Rbinvale		
	12 Koondrook Barham to Murrabit		