



MEDIA RELEASE

Tuesday 9 June

Media Release – New ‘Start here’ TV Campaign to reactivate tourism

Mildura Regional Development will commence a TV campaign (TVC) in Adelaide and Regional Victoria next week, urging people to ‘start their journey’ here in sunny Mildura when they’re ready.

The 30-second TVC will reach more than 1 million viewers across the Seven, TEN and PRIME7 Networks plus over 150,000 impression on Broadcasting Video on Demand during June and July, and has been enhanced by featuring the voice over of Actor, Samuel Johnson.

Mildura Regional Development reached out to Samuel on the back of his talented work for Tourism Australia’s (TA) ‘With love from Aus’ campaign. CEO Brett Millington added, “We wanted consumers to make a connection with Samuel which in turn would form a beautiful connection with our region and Australia”.

“Adelaide and surrounds such as Murray Bridge and Port Lincoln are vital for tourism to Mildura; it’s a growing source market of ours for domestic overnight visitors, and while borders remain closed, now more than ever is a great time to get our region out there so they can plan their future interstate holiday, while still remaining close to home.” Mr Millington added.

Imagery included in the TVC has been repurposed from existing materials and showcased in a very emotive and sensitive style. The experiences include our big open-spaced natural landscapes such as Mungo National Park, bold night skies, bountiful fresh and local produce, the city vibe appeal and the Murray River. These experiences are a glimpse of what people have been dreaming about for quite some time while restrictions were in place.

“This campaign will generate far broader benefits to all visitor segments within capital city and regional markets. The Mildura region will be reinforced as a distinctive and refreshing tourism destination with vibrant and modern tourism experiences and attractions,” Mr Millington concluded.

Mildura’s PRIME7 office have kindly provided additional support and our local community will also see the commercial during this campaign.

Ends.

Link to TVC - <https://www.youtube.com/watch?v=YeCTbk4JTMc>

For all media enquiries:

Brett Millington

MRD CEO

0400 520 400

58 Pine Ave Mildura | PO Box 10105 Mildura VIC 3502





Image – Mungo National Park (Mungo is featured in the TVC)

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