

MEDIA RELEASE

21 July 2020

Tourism campaign to inspire locals

Now more than ever local businesses need our support, that's why Mildura Regional Development will be urging Mildura and surrounding residents to become a 'tourist in their own town'.

Locals understand that the Mildura region is an important tourism destination. And they appreciate all the reasons why; river activities, houseboats, food and wine, arts, music and sporting festivals as well as the camping and natural environments of our Victorian national parks.

"Current restrictions surrounding COVID19 are impacting local businesses each and every day and by losing visitors means losing a primary source of their business income" said CEO, Brett Millington.

He added, "That's what our 'tourist in your own town' campaign is about: getting out there, supporting local businesses and experiencing all things wonderful about the Mildura region."

Prior to COVID the 'visiting friends and relatives' (VFR) market attributed to around 30% of tourists to the region. Having locals educated on all there is to offer, will not only immediately support struggling businesses, it will also inspire locals to promote these products to their friends and families when they're ready to return to us.

It is so important that locals embrace and help to promote our great tourism destination. There is no stronger influence than word-of-mouth recommendations from proud and knowledgeable regional ambassadors.

Whether it's a staycation, enjoying a local attraction or meal from somewhere you don't usually dine, come and join in, be part of the fun, and then spread the word that you're delighted to be a tourist in your own town!

#touristinyourowntown

Ends.

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