

North East Victoria Tourism and Destination Gippsland

Joint Press Release

Tourism Boost for Gippsland and the High Country

Marketing, events funding and business development programs form the foundations widely of the State Government's \$4 million tourism recovery package for North East Victoria and Gippsland.

Tourism Minister Tim Holding said extensive consultation with tourism operators in Gippsland and North East Victoria had led the development of marketing campaigns to be funded as part of the \$4 million bushfire recovery package.

"The importance of the tourism industry in these regions cannot be overstated, and this funding will assist not only in attracting visitors back to these areas, but also in strengthening and developing the businesses which are the backbone of these communities," he said.

Mr Chris Buckingham Chairperson, Destination Gippsland said: 'We consulted widely in the development of the recovery packages because we want to continue as we started, in a united and positive partnership between Government, Community and Business.'

The funding package will be used to strengthen branding, advertising and marketing activities over the next 12 – 18 months. A substantial Industry Development Program will also be rolled out in both regions.

Ms Helen Moran, Chairperson North East Victorian Tourism observed: 'It has been a remarkable Summer and while there has been a significant turnaround in visitor numbers during the Autumn period, formal announcement of these packages is a welcome boost.'

Ms Moran added: 'The tourism sector in North East Victoria and Gippsland have worked together closely during the longest Bushfire in Victoria's history. This package will add to the momentum gained since the fires were contained.'

Mr Buckingham acknowledged the support shown for the tourism industry: 'We have been blessed by the level of support. People came from all over Victoria and visited the regions in record numbers after the fires were contained.'

He concluded: 'We saw the direct benefits of working together in a positive and united way.'

Media representatives: For more detail information on the individual packages please contact:

Mr Will Flamsteed
Executive Officer, North East Victoria Tourism Inc.
0429 002 702

Mr Chris Buckingham
Chairperson, Destination Gippsland
0429 869 638

Cheers

Chris Buckingham

General Manager, Gippsland Tourism

Chairperson, Destination Gippsland

0429 869 638

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