



Greg Aplin MP
Member for Albury

MEDIA RELEASE

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RIVERINA SET TO WELCOME MORE VISITORS THROUGH FIRST-EVER EVENT CAMPAIGN

All eyes will be drawn to the Riverina with the NSW Government launching its first *It's ON! in NSW* campaign for the region, showcasing some of the best events and local festivals.

Member for Albury Greg Aplin said the 10-week campaign, which kicked off on 8 September, will be rolled out across the region, luring tourists to spring events across the Riverina.

"The Riverina has so much to offer visitors and is well known for its gourmet food and wine experiences, historic towns and heritage trails, and camping and outdoor activities.

"*It's ON! In NSW* will help drive more overnight visitation and highlight some of the region's best events, including the Tumbarumba Tastebuds festival on 27 and 28 October."

Minister for Tourism and Major Events Adam Marshall said the campaign will target travellers from Sydney, the ACT and regional NSW to encourage more people to book a trip to the Riverina.

"This co-operative campaign between the State's tourism and major events agency, Destination NSW, and Destination Riverina Murray is further proof that we are committed to turbocharging regional tourism.

"Last month, we announced our first-ever regional NSW tourism target for the State. We have set an ambitious target of \$20 billion in visitor expenditure in rural and regional NSW by 2025, rising to \$25 billion by 2030.

"The tourism sector in NSW has never been stronger – we are by far the number one destination for domestic and international tourists by every measure, and it's initiatives such as the *It's ON! In NSW* platform that help us maintain our dominant position."

To view the digital videos, click [here](#).

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