



Greg Aplin MP
Member for Albury

MEDIA RELEASE

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LOCAL TOURISM OFFERINGS CELEBRATED IN NEW RIVERINA CAMPAIGN

Local tourism attractions and operators will be showcased in a new tourism marketing campaign aimed at increasing awareness and promoting overnight travel to The Riverina.

Co-funded by the NSW Government, Destination Riverina Murray and a number of local councils, the *Go with the Flow* campaign will kick off on February 18 and is primarily targeted at a domestic audience of couples aged 45 to 65 years.

Member for Albury Greg Aplin said the \$250,000 NSW Government funding injection for the campaign, delivered through the Regional Tourism Fund, would help put The Riverina on the map for potential visitors.

“With wine tasting at cellar doors, abundant fresh produce and intriguing heritage trails, The Riverina in [country NSW](#) is a wonderful destination for travellers from far and wide,” Mr Aplin said.

“Visitors to our region can enjoy the fine [food and wine](#) as they explore the rolling hills, vast plains, charming towns and meandering rivers in the largest wine-producing region in NSW.

“I encourage everyone to go to [visitnsw.com](#) to plan a Riverina experience.”

Minister for Tourism and Major Events Adam Marshall said the campaign celebrates unique food, agritourism and nature based experiences on offer in the region and would be in market until late April 2019.

“The NSW Government is committed to supporting tourism in The Riverina because when people visit overnight, they stay in local accommodation, visit local attractions, buy from local shops and eat at local restaurants and cafes, putting more tourist dollars in the pockets of local businesspeople and creating more jobs,” Mr Marshall said.

“The Regional Tourism Fund allows the NSW Government to match industry contributions to campaigns, dollar for dollar, and partner with local stakeholders to deliver a tailored and collaborative approach.”

In the year ending September 2018 Riverina received nearly 1.2 million domestic overnight visitors (up 16.1 per cent) who stayed over 2.9 million nights in the region (up 11.1 per cent) and spent \$479 million (up 56.6 per cent).

Local destinations, tourism attractions and Tumbarumba operators like Courabyra Wines, Boggy Creek Show, Nest Cinema Café Books and many more local

businesses listed on www.visitnsw.com, will benefit from the increased exposure as a result of the campaign activity.

The marketing campaign has been shared widely with local stakeholders and tourism representatives through a series of workshops where an industry toolkit was provided to assist businesses with how they can use the new Riverina branding and get the most out of the campaign.

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