

Media Release

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Bright new future for Murraylands tourism

A new and innovative tourism partnership was launched last night at the Murraylands Regional Tourism Association (MRTA) AGM in Murray Bridge. Discover Murray and the MRTA are working together to deliver new tourism marketing opportunities that aim to improve visitation, create regional economic growth, reduce marketing costs while allowing local operators to promote their business cooperatively both locally, nationally and internationally using advanced new Web 2.0 internet technology.

Shane Strudwick from Discover Murray : MurrayRiver.com.au the largest website in the world for the Murray River, believes that although the region is currently facing challenges, the Murray and mallee regions are still amongst the best and most unique Australian tourism experiences in the world.

"The philosophy of new tourism marketing for the Murray River and mallee is based on whole community participation that attracts new tourism opportunities while creating a sustainable future through operator education. The internet has opened amazing ways for communities to work together and connect with the savvy travelling visitor who expect much more than a brochureware website, they want a unique tourism experience and value for money that gives them a reason to visit" Shane said.

The new direction for the Murraylands is based around a revitalised brand and website to be launched in late January 2009. Content is drawn from Discover Murray that averages over 720,000 visitors per year and fed into the new Murraylands website. *"Operators can fully edit their own content, photos, specials, packages, news and more. These changes are flowed into both Discover Murray and to the new Murraylands website. Morgan and Cadell have piloted this concept with great success and now the Murraylands and ultimately South Australia will stand to create a bright new future"* Shane said.

Jenny Whitehorn the Chairperson of the MRTA said *"Representatives from Murray Bridge and Mid-Murray Council along with Murraylands Regional Development Board, politicians, operators and guests were treated to the most up-to-date technology to hit our region in years. Murraylands operators will have access to cutting edge technology and develop skills to update their own content keeping it fresh vibrant and current, ultimately delivering the best Murraylands experience for the visitor."*

"Linking the Murraylands in with the national Discover Murray Trail connects us to the whole of the Murray including Victoria and New South Wales which gives us a new market to attract. Our community can create events, show water update information, and assist our operators through tourism education using online forums and much more. This will improve our competitiveness while reinvigorating our resilient members who've been hurt by a decline in tourism. Despite reports, there's lots of water in the Murray for a great holiday and we're finding new ways to get the message out." Jenny said.

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