

**Media Release**

**26 April, 2016**

## **International media spotlight shines on Mildura**

The international media spotlight will shine on Mildura this week as an influential group of European travel writers experience some of our region's natural wonders.

Six journalists plus an escort are travelling to Victoria for their first time and will be in the Mildura region Wednesday and Thursday (April 27-28) as part of an eight-day Victorian itinerary co-ordinated by Tourism Victoria.

The group flies in Wednesday morning and immediately heads out for a full day tour of Mungo National Park. A tailored morning of luxury houseboat cruising has been organised by Mildura Tourism before the party departs for Halls Gap, via a brief stop at Hattah Kulkyne National Park, on Thursday.

A range of contrasting landscapes and activities will be highlighted during their brief time in our region.

Mildura Tourism CEO, Rod Trowbridge, said that many European travellers, particularly Germans, are known for their keenness to travel through Australian regions, taking time to learn more about local destinations and culture.

Thursday's tailored morning luxury houseboat cruise along the Murray will take in the natural river environment and landscapes. Breakfast on board will be prepared by a local chef specifically highlighting current in-season local produce.

"Being able to drive a houseboat with an international driver's license, rather than the requirement of a dedicated boating license, presents a fascinating story angle for the visiting internationals," Mr Trowbridge said. "All of the group will be given the opportunity to personally drive and steer."

Internationally, Tourism Victoria has continued to work with the regions to position The Murray as "Australia's capital of houseboating", which also presents a further strong story angle for the group.

Overall theme of the Victorian visit is "Australia's secret superlatives", designed to showcase elements such as Australia's biggest river as well as other major Victorian attractions and destinations including Melbourne, Halls Gap and the Grampians, plus Sovereign Hill etc.

"This is a fabulous opportunity for Mildura with outcomes certain to include some stunning stories and images that showcase our unique landscapes and environment," Mr Trowbridge said. "We have the exact classic Australian experiences and points of difference that overseas visitors regularly seek out."

"Mildura Tourism remains grateful for the efforts of Tourism Victoria's international staff, particularly European and German marketing manager, Ms Susanne Stellberg, who has worked with Mildura Tourism to coordinate three key tourism industry visits through our region over the last 12 months," he added.

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