



Media Release

15 June, 2016

Mildura's Winter Sun shines through in Melbourne

The first phase of Mildura Tourism's 2016 "Winter Sun" TV campaign has commenced in Melbourne, urging Melburnians to escape their city's cold and gloom for a holiday in sunny Mildura.

A combination of 45-second and 30-second ads will reach more than six million viewers on the Seven Network during June and July, using the closing voice-over to affirm : "Mildura's Winter Sun. It really shines through". ([Click here](#) to view 45-sec ad).

On Seven's main network, the commercial is scheduled on a range of high-profile programs including "Sunrise", "The Morning Show", "Midday Movie" and "The Chase Australia". It will also be screened on a mix of lifestyle and drama programs on the 7Two digital station.

Classic Mildura tourism experiences and imagery featured in the ads include houseboating, paddlesteamers and the river; cafes, fine dining, wineries and the farmers market; walking, cycling, golf and enjoying the outdoors; as well as historical, arts and children's activities. Using drones, new aerial footage has also been shot to provide inviting perspectives of the Murray River.

The campaign's current first phase will be complemented by an overlapping, shorter tactical second phase later in July further presenting a range of price-point packages to inspire Melburnians to enjoy Mildura's Winter Sun. The second, tactical phase leverages off Visit Victoria's current intrastate "Wander Victoria" TV campaign, presenting Mildura to Melburnians who are "ready to wander Victoria" for their next holiday.

Mildura Tourism is also using social media to reinforce all "Winter Sun" campaign elements.

Mildura Tourism CEO, Rod Trowbridge, acknowledged the generous \$50,000 financial support from Mildura Council for the "Winter Sun" campaign.

"Without this funding Mildura would not have a tourism campaign on Melbourne TV," he said.

"Melbourne and surrounds such as Geelong and Mornington Peninsula are vital for Mildura; it's our equal-largest source market for domestic overnight visitors," Mr Trowbridge said.

"This campaign will generate far broader benefits than just promoting our 'Winter Sun'. To all visitor segments within our most important capital city market, Mildura will be reinforced as a distinctive and refreshing tourism destination with abundant modern and appealing tourism experiences and attractions," Mr Trowbridge concluded.