

Media Release

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New tourism maps to inspire visitors and locals

Mildura Tourism has released a colourful suite of eight on-line maps to help visitors make the most of holidaying in the region.

School holidays in three States stretch over the next four weeks, with an expected increase in visitor numbers complemented by Mildura's popular Country Music Festival.

During this period 'visiting friends and relatives' (VFR) are likely to account for around 30% of tourists to the region, hence the maps' intent to inform and inspire both locals and visitors to make the most of our region's attractions and experiences.

Three of the eight maps are dedicated to more than 45 attractions throughout the entire region. Two maps list local picnic spots and golf courses; while a sixth map lists wineries and cellar doors, produce outlets, produce tours, plus regular markets. A further map outlines Mildura's shopping, restaurant, riverfront and marina precincts. The eighth map provides an excellent awareness guide to 18 nearby towns and villages – ideal for planning day trips.

Six of the maps are fully interactive, enabling click through to even more detailed information when accessed on line.

"The maps have been tailored specifically for visitors, locals, as well as tourism and retail businesses," said Mildura Tourism CEO, Rod Trowbridge. "Visitor questions most frequently asked include 'what is there to do?', 'where do I go?' and 'what else of interest is nearby?'

"These maps provide all the answers. Locals and visitors can access them online or they can be downloaded by tourism and retail businesses for hard copy use by visitors.

"Locals play a vital role hosting, inspiring and educating visiting friends and relatives, hence we urge locals to really utilize these maps to help grow our very important VFR market. We all have a part to play in creating experiences that exceed visitor expectations.

"This school holidays everyone now has access to first-class information on everything there is to see, do and enjoy in our region," Mr Trowbridge concluded.

The maps can be accessed via Mildura Tourism's website homepage, visitmildura.com.au, or directly via the link : <https://www.visitmildura.com.au/exploring/Tourism-Maps.aspx>

Ends.