



Media Release

24 October 2017

Mildura's tourism awareness campaign encourages locals to be tourists too.

Mildura Regional Development (MRD) have recently launched the third and final phase of a tourism awareness television campaign which started earlier this year.

The third phase of the campaign, which airs locally on PRIME7, is aimed at educating viewers on the importance of the visiting friends and relatives (VFR) market and encourages them to 'be a tourist in their own town'.

MRD Marketing Project Office Sarah Gilmore said the VFR market contributes to a third of our visitor economy and locals play a vital role in influencing the travel experiences of their visitors to the Mildura region. "Locals who proudly promote our region and show visitors a good time are essential for our tourism future and prosperity," she explained.

The campaign, which has been strongly supported by PRIME7, commenced on Sunday 15 October and will continue into the new year.

Ms Gilmore said the long-term benefit of this campaign was the further cultivation of Mildura's business growth: "This will ensure our organisation and the region continues to develop business competencies and that we remain as strongly engaged as possible in the visiting friends and relatives market," she added. It will also enhance MRD's ability to devise similar campaigns in the future, which will continue to educate locals and get them actively showcasing our region to their family and friends.

Ends.