

Media Release

The Hon Martin Pakula MP

Minister for the Coordination of Jobs, Precincts and Regions – COVID-19
Minister for Industry Support and Recovery
Minister for Trade
Minister for Business Precincts
Minister for Tourism, Sport and Major Events
Minister for Racing



Sunday, 8 November 2020

STAY CLOSE, GO FURTHER: NEW TOURISM CAMPAIGN FOR VICTORIA

Victorians are being encouraged to take a break in their home state as part of a multi-million-dollar campaign to back our local tourism industry – and the thousands of jobs it supports.

The *Stay Close, Go Further* campaign will promote Victoria across multiple platforms – television, print, radio, digital and social – as the state prepares to further ease restrictions from 11:59pm tonight.

From tonight, Victorians will be able to travel between regional Victoria and Melbourne, while accommodation will open across the state for holidays.

As part of the campaign, advertisements will run across the state from tonight, highlighting the creativity, culture and unique offering of Victoria and its people.

The campaign showcases Victorian makers and creators in some of the regions hit hardest by the summer bushfires and global pandemic, including Gippsland and the High Country. Other locations, including the Great Ocean Road and the Grampians, will be featured in coming weeks.

Visit Victoria is working with regional tourism boards across the state to help spread the message and encourage more Victorians to explore their own backyard.

The new initiative complements *Click for Vic*, which encourages Victorians to buy local and support Victorian businesses and jobs. The campaign, supported by an \$8.5 million boost by the Victorian Government in September, has helped many businesses stay afloat and prepare to welcome visitors again.

More than 70 per cent of people surveyed by Visit Victoria said the *Click for Vic* campaign made them look forward to visiting regional Victoria and Melbourne once it was safe to do so.

Last year the domestic overnight intrastate market was worth \$9 billion, larger than both interstate overnight and international overnight markets.

The *Stay Close, Go Further* campaign will encourage more Victorians to experience everything our state has to offer, as our visitor economy makes steady steps towards recovery.

Quotes attributable to Minister for Tourism Sport and Major Events Martin Pakula

“By holidaying locally, Victorians can support our state’s recovery – backing local communities, businesses and jobs.”

“Victoria boasts amazing produce, places and people and we want all Victorians, if they can, to get out and explore our own beautiful backyard.”

Quotes attributable to Visit Victoria Chief Executive Brendan McClements

“What makes Victoria so special is the creative, entrepreneurial, passionate people behind our tourism businesses.”

“Our campaign tells the stories of the products and experiences that exist within our borders and we trust it will inspire Victorians to make some new discoveries.”

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