

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



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PLAN SUPPORTS GROWTH OF VICTORIAN TOURISM AND JOBS

The Andrews Labor Government has released a roadmap that will help revitalise and grow Victorian tourism after the impacts of bushfires and the global pandemic.

Minister for Tourism, Sport and Major Events Martin Pakula today launched the four-year *Visitor Economy Recovery and Reform Plan* at the Victorian Tourism Conference.

The Plan details support for a quick recovery for the domestic market and a framework to build a resilient sector that enables long-term growth. It is underpinned by an investment of \$633 million and serves as a whole-of-state strategy, with a goal of achieving \$35 billion in annual visitor expenditure supporting 300,000 jobs by June 2024.

Informed by the findings of the *Regional Tourism Review*, the Plan will strengthen the state's nation-leading tourism offering through the development of new experiences, products and infrastructure.

The plan outlines strategies to attract more international, interstate and intrastate visitors by making the most of marketing expenditure, transforming Regional Tourism Boards and ensuring statewide collaboration.

Victoria's tourism industry suffered an estimated net loss of \$19.5 billion in 2020 due to the effects of the pandemic and the early-year bushfires, representing a decline of 60 per cent from the previous 12 months.

The \$633 million investment in the sector and its workers includes \$465 million in initiatives announced in the *Victorian Tourism Recovery Package* – a centrepiece of the *Victorian Budget 2020/21* – and a \$152 million boost to the Major Events Fund to secure more crowd-pulling attractions.

Investments include \$149 million in flagship projects in locations including Wilsons Promontory, the Grampians, the Great Ocean Road and the High Country announced last November and \$46 million for 30 shovel-ready infrastructure projects confirmed in March.

They are complemented by Visit Victoria's *Stay close, go further* campaign to promote intrastate travel, and *Visit Melbourne* campaign currently enticing visitors from interstate to explore Victoria.

The *Visitor Economy Recovery and Reform Plan* is available at djpr.vic.gov.au/visitor-economy-recovery-and-reform-plan.

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

"Victorian tourism supports thousands of workers – that's why we have developed a strategy to ensure the sector can continue to rebound strongly from the serious buffeting it took last year."

"New and improved attractions will bring more visitors, and clear planning and strong promotion will ensure a swift recovery of the domestic market and build resilience for the future."

Quotes attributable to Minister for Regional Development Mary-Anne Thomas

"As Special Adviser to the Regional Tourism Review, I travelled to all corners of the state – the insights gained from the review have been crucial in setting the roadmap for the sector's recovery and development."

"This is about supporting jobs and creating new opportunities for businesses, workers and regional communities."

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