

# 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



Wednesday, 31 March 2022

## INDUSTRY TO HELP DRIVE A NEW VISION FOR VICTORIAN TOURISM

Tourism operators from across Victoria are being invited to have their say on the future direction of the industry, ensuring it continues to grow and creates more local jobs.

Minister for Tourism, Sport and Major Events Martin Pakula today put out the call to industry operators and representatives for their feedback on the Visitor Economy Master Plan Directions Paper.

Tourism is a key driver of the state's economy, creating more than 232,000 jobs in 2019-20, contributing more than \$23.4 billion, and making up 6.8 per cent of the state's total employment.

The Directions Paper, developed in consultation with industry leaders, will inform the Visitor Economy Master Plan and support the sector to transition from recovery to a new phase of growth.

The Master Plan will identify how industry and government can innovate, invest and develop new offerings that will help to attract more visitors to Victoria and encourage them to stay longer and spend more.

Following the consultation period, the Visitor Economy Master Plan will be prepared and put into action, providing a blueprint to stimulate public and private investment to ensure Victoria benefits from the development of world class tourism products and experiences.

The consultation period will run from 31 March 2022 and 3 May 2022.

It is part of the Andrews Labor Government's \$633 million state-wide investment in the tourism sector – which aims to achieve \$35 billion in annual visitor expenditure and support the industry to generate 300,000 jobs by June 2024.

For more information on the Visitor Economy Master Plan Directions Paper or to have your say, visit [engage.vic.gov.au/victorias-visitor-economy-master-plan](https://engage.vic.gov.au/victorias-visitor-economy-master-plan).

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

*"This is a terrific opportunity for tourism businesses across Victoria to contribute to the future of the industry."*

*"We want a thriving tourism sector that creates more jobs for Victorians right across the state – that's why we want to hear from people who work in tourism every day to ensure we realise the industry's potential."*

### Quote attributable to Victorian Tourism Industry Council CEO Felicia Mariani

*"We are excited to work with the Victorian Government on a bold and brave new vision for the future of tourism in Victoria, and welcome others in the sector having their say on the document as it is developed in the weeks ahead."*