

# 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, 15 June 2022

## PUTTING YARRA VALLEY'S TOURISM ON THE ROAD TO SUCCESS

The Andrews Labor Government is supporting one of Healesville's most popular tourism operators – BIG4 Yarra Valley Park Lane Holiday Park – with a masterplan for new and improved facilities to attract more visitors.

Minister for Tourism, Sport and Major Events Martin Pakula visited the popular holiday spot today to announce that \$100,000 from the *Enabling Tourism Fund* will be used to investigate the feasibility of building a new aquatic centre, outdoor play areas, mountain bike and walking trails, which would offer more activities for visiting families and outdoor lovers to enjoy.

The viability of constructing new luxury and unique accommodation, including premium three-bedroom cabins overlooking the property's lake, will also be assessed.

The Holiday Park will also work with the local Wurundjeri People to develop options for visitors to learn about the culture, language and history of the area's Traditional Owners.

The potential project is expected to create 11 full-time jobs and boost overnight stays in the region by an additional 9,000 nights each year, providing further benefits for local businesses.

The *Enabling Tourism Fund* is helping revitalise and grow Victoria's tourism industry and is a key part of the *Visitor Economy Recovery and Reform Plan*.

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

*"The Yarra Valley is a favourite destination for camping and caravan holidays and that's why we are investing in planning and feasibility work to ensure the long-term growth of the tourism sector."*

*"We proudly back regional tourism businesses through the Enabling Tourism Fund to turn their great ideas into reality – which means more local jobs across the state."*

### Quote attributable to Member for Eastern Victoria Harriet Shing

*"The BIG4 Yarra Valley Park Lane Holiday Park has created unforgettable holidays for so many tourists, and improved facilities would ensure it continues to be a significant drawcard for the region well into the future."*