

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



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NEW MASTER PLAN TO STRENGTHEN VICTORIA'S VISITOR ECONOMY

The Andrews Labor Government has released its vision to grow Victoria's tourism industry and create jobs over the next 10 years with *Experience Victoria 2033*.

Supporting and growing experiences in five key pillars – First Peoples-led experiences, Wellness, Arts and Culture, Nature, and Food and Drink – will be central to the 10-year plan.

Minister for Tourism, Sport and Major Events Steve Dimopoulos launched *Experience Victoria 2033* at Helen & Joey Estate in the Yarra Valley.

The plan will provide certainty for businesses and investors within the industry, encourage new and innovative tourism products and engage with local communities. Building a highly skilled local workforce is also a major focus of the plan.

Experience Victoria 2033 builds on the Labor Government's \$633 million *Visitor Economy Recovery and Reform Plan*, which aims to achieve \$35 billion in annual visitor expenditure and 300,000 new jobs by June 2024.

The Helen & Joey Estate expansion was supported by a \$3.5 million investment under the *Regional Tourism Investment Fund*.

It will help boost tourism in the Yarra Valley and includes a 110-seat restaurant and event space, conference facility, a larger cellar door for tastings, and 16 new luxury boutique hotel rooms. Construction is due to be complete by the end of the year.

To view the *Experience Victoria 2033* strategic plan, visit djsir.vic.gov.au/experiencevictoria2033.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Thousands of Victorians rely on tourism for their jobs and we know how critical the sector is to the state's economy."

"We've developed this plan to provide certainty to the industry and ensure that we grow investment and jobs in tourism right across Victoria."

"Victoria is one of the best places in the world to visit – from natural wonders, to the biggest events in the world or iconic food and wine experiences – and we're setting up our tourism industry to continue to thrive for years to come."

Quote attributable to Victoria Tourism Industry Council CEO Felicia Mariani

"It's an exciting time for our industry as recovery ramps up and visitation returns to Victoria. This plan helps us move in the right direction as a stronger industry so we can service growing demand. We look forward to working with the Victorian Government to put Experience Victoria 2033 into action."