

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Tuesday, 15 April 2025

BOOST FOR TOURISM ACROSS REGIONAL VICTORIA

The Allan Labor Government is backing Victoria's regions through new projects to help boost the visitor economy.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the successful recipients of the *Regional Tourism Investment Fund 2024*.

The grants of between \$100,000 and \$5 million will support new and innovative tourism infrastructure projects designed to attract more visitors to Victoria's regions.

The announcement was made at Sovereign Hill, which has received funding to deliver 22 new and 13 improved accommodation options to encourage day trippers to stay overnight, boosting local businesses.

Other projects to receive funding include the Snowy River Yacht Accommodation and Charter project in East Gippsland, delivering a luxury three-cabin sailing yacht for overnight and day trips on the Snowy River estuary.

There will also be five new mountain bike trails built at Mt Buller. Alpine Resorts Victoria will deliver nearly 10km of new single-track mountain bike trails that will improve connectivity through the Mt Buller and Mt Stirling trail network.

The *Regional Tourism Investment Fund 2024* is part of the \$170 million Regional Tourism and Events Fund to create more jobs, support our important tourism businesses and attract more visitors to experience all that is on offer across regional Victoria.

The Fund will help strengthen and grow Victoria's tourism industry and is a key part of the Labor Government's *Experience Victoria 2033* strategic plan that outlines five priority areas including First Peoples-led experiences, wellness, arts and culture, food and drink, and nature.

To see a complete list of the projects, visit tourism.vic.gov.au.

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

"Victoria has always been a great place to visit and explore - these grants will make regional Victoria even more enticing, which is great for local jobs and the economy."

Quote attributable Member for Eureka Michaela Settle

"This investment will bring even more visitors to Sovereign Hill but also the region - creating jobs and boosting the local economy."

Quote attributable to Member for Wendouree Juliana Addison

"Ballarat has so much on offer for visitors and these grants will only strengthen that further giving our local businesses and tourism a boost."

Quote attributable to Member for Ripon Martha Haylett

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“These grants will bring a boost to tourism in our region by upgrading accommodation and facilities and supporting our tourism industry to grow.”