

# Media Release

**Steve Dimopoulos MP**

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Monday, 28 July 2025

## MORE SUPPORT FOR REGIONAL TOURISM

Regional tourism businesses across the state will receive more support to upskill and boost their business, thanks to the Allan Labor Government's *Regional Tourism Network Industry Strengthening Program*.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced additional funding for the *Regional Tourism Network Industry Strengthening Program*, which supports Victoria's Visitor Economy Partnerships (VEPs) to deliver training and support regional tourism businesses.

Under the program, VEPs will be eligible to receive up to \$100,000 each in additional funding, ensuring regional tourism businesses continue to benefit from tailored training programs that will give them the skills to grow their business and improve visitor experiences.

Nearly 1,000 Victorian tourism businesses have already benefited from the program with training and support in areas including accessibility, sustainability, revenue management and artificial intelligence.

Murray Regional Tourism will use their funding for their *AI for Tourism and Hospitality Businesses* program to help local businesses to understand how to use artificial intelligence and technologies to assist their business.

The program aims to continue growth across the state's record \$40 billion visitor economy and bolster the significant role tourism and hospitality businesses play in Victoria's economy.

Data from Tourism Research Australia shows that in 2024, there were 56.8 million visitor trips to and within regional Victoria, injecting \$16 billion into local economies.

The *Regional Tourism Network Industry Strengthening Program* is part of the *Regional Tourism Industry Development Program* ensuring regional tourism businesses have the skills to grow and meet modern visitor needs.

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

*"We're backing local experts to deliver targeted support for local tourism operators and support the continued growth of Victoria's world-class tourism offerings."*

*"We continue investing in our tourism sector to give visitors unique experiences across the state and to ensure regional Victoria's visitor economy continues to thrive."*