

Media Release

The Hon Martin Pakula MP

Minister for Jobs, Innovation and Trade
Minister for Tourism, Sport and Major Events
Minister for Racing



**DELIVERING
FOR ALL VICTORIANS**

Thursday, 14 March 2019

NEW CAMPAIGN SHOWS GIPPSLAND IS OPEN FOR BUSINESS

A new tourism campaign will encourage visitors to choose Gippsland for their next day trip, overnight visit or longer stay, as the community continues to manage ongoing fires and the recovery effort.

Minister for Tourism, Sport and Major Events Martin Pakula visited Cannibal Creek Vineyard today to launch the new tourism brand for Gippsland- *GIPPS all kinds of wonder LAND*.

Despite the impact of the bushfires and the persistent drought and dry conditions, Gippsland is open for business and ready to welcome visitors.

One of the region's most popular destinations, Wilsons Promontory, will reopen to the public from tomorrow, Jindivick is set to host the Melbourne Food and Wine Festival at the end of the month and work has commenced to return the Gippsland Lakes to an iconic recreational fishing destination.

The Andrews Labor Government is investing \$3.2 million to help Destination Gippsland promote the region and provide visitors with more opportunities to explore all that the region has to offer.

The new campaign led by Visit Victoria and Destination Gippsland, will showcase the region's hidden attractions, food and wine experiences and lesser known areas from historic towns and lush vineyards to pristine beaches and alpine forests.

The campaign will build on the success of Visit Victoria's *Your Happy Space* and *Wander Victoria* campaigns which feature key destinations including Mt Baw Baw and Walhalla.

The Gippsland region welcomed 5.4 million visitors in the year ending September 2018, who spent \$907 million in the region.

The Labor Government has committed to growing Victoria's visitor economy to \$36.5 billion by 2025 and is investing in a range of tourism initiatives designed to grow and enhance the liveability of regional communities. The *GIPPS all kinds of wonder LAND* campaign will launch in April 2019 and continue through until June 2020.

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

"The Gippsland community has faced many challenges including bushfires over summer and it's vital that we give them all the support we can."

"There are so many great experiences waiting to be discovered in Gippsland. That's why we're investing in this new campaign to showcase all that the region has to offer."

Quote attributable to Member for Eastern Victoria Jane Garrett

"Regional communities rely on tourism and the economic benefit it generates – that's why it's so important that we support local tourism operators and promote the Gippsland region."

Quote attributable to Member for Eastern Victoria Harriet Shing

"Gippsland is a region that has it all - natural and cultural brilliance, a foodie's paradise, and some of the warmest hospitality you'll ever experience - and we can't wait to see more visitors discover all that's on offer."

Media contact: Tom Whitty 0488 084 717 | jobsmedia@minstaff.vic.gov.au