

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**

Wednesday, 12 June 2019

FIND YOUR HAPPY SPACE IN REGIONAL VICTORIA THIS WINTER

The Andrews Labor Government's tourism campaign *Your Happy Space* is urging Melburnians to cosy up to winter in regional Victoria, supporting tourism businesses and boosting regional jobs.

Minister for Tourism, Sport and Major Events Martin Pakula today launched the winter campaign, which showcases the drama of winter landscapes, warming food and wine, scenic drives and cosy accommodation all within easy reach for a short break.

Led by Visit Victoria, the winter campaign has been developed with input from industry and market research and will be featured on television, radio, social media, digital platforms and outdoor advertising.

The winter activity for *Your Happy Space* is part of Visit Victoria's work to grow visitor spending to \$36.5 billion by 2025, which will create thousands of local jobs.

It is complemented by the Labor Government's investments in the *Victorian Budget 2019/20* to boost tourism in our regions, including:

- \$106 million for 30 new campsites, 30 upgraded campsites, better 4WD tracks and walking trails, a new coastal park on the Bass Coast and reduced camping fees
- \$32 million to attract international, interstate and intrastate visitors
- \$3.8 million to return steam trains to the Yarra Valley for the first time in 40 years
- \$3 million to enhance Hanging Rock with stronger environmental protections and upgraded facilities
- \$1 million for improvements to the Gippsland Plains Rail Trail.

Tourism is pivotal to the strength of Victoria's local economies and communities – that's why the Labor Government is investing in both marketing and infrastructure to encourage more Victorians to explore their state.

Since 2014/15, Victoria's visitor economy has generated 22,400 jobs, with total visitor expenditure growing from \$20.4 billion in 2014 to \$28.7 billion last year.

For more information about the campaign, visit yourhappyspace.com.au.

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

"Forty per cent of our tourism workforce is outside Melbourne and alongside our investments to make regional Victoria a great place to visit, we're proud to be encouraging Victorians to get out and explore the state."

Quote attributable to Minister for Regional Development Jaclyn Symes

"So many regional communities rely on the money and time tourists spend in their communities – that's why we're working to bring even more people to every corner of our state, year-round."

Quote attributable to Visit Victoria chief executive Peter Bingeman

"Victoria is the perfect winter playground. We have stunning natural landscapes, top quality wineries, exquisite regional dining and unique cosy accommodation right in our backyard – this campaign will remind Victorians of the happy space awaiting them in regional Victoria."

Media contact: Matilda Edwards-Jezequel 0447 422 464 | matilda.edwards-jezequel@mstaff.vic.gov.au