



TOURISM

The Mildura Region boasts a large number of quality Hotels, Motels, Caravan & Cabin Parks and Backpacker accommodation. Quality hotels such as Hotel Mildura, Wentworth Grande Resort and the Mildura Grand Hotel provide amenities and services that are world class. The Mildura Grand Hotel is well known for its multi award winning restaurant Stefano's, owned and operated by local celebrity cook and author Stefano de Pieri. The region has the capability and facilities to host major festivals events and conferences.

The region is well-positioned to meet growing interest in authentic destinations. Visitors can enjoy river, nature and outback experiences, the region's unspoilt character, its indigenous links and quality lifestyle.

The Mildura Murray Outback region features diverse natural landscapes and ecosystems, all of which are easily accessible. The region is ringed by National Parks, including the World Heritage-listed Mungo National Park.

There are several exciting tourism ventures on the horizon for the Mildura Region. A multi-million dollar marina development has been approved for the Mildura riverfront. New ecotourism projects include the Barkindji Biosphere and the Enviromission Solar Tower. These will provide niche markets, where a visitor's primary motivation is participation and involvement in a particular activity.

Backpackers are a growing market for the Mildura Murray Outback region. A desirable destination for work, the region also appeals to their sense of adventure, with opportunities to discover and explore less-travelled areas.

TOURISM FACTS YEAR ENDING MARCH 2004 FOR MILDURA MURRAY OUTBACK

TOTAL VISITORS	869,000
TOTAL NIGHTS	2,666,000
AVERAGE STAY	3.1
TOTAL DAY VISITORS	582,000
TOTAL INTERNATIONALS	21,000

BACKPACKERS: YEAR ENDING JUNE 2002

447,000 backpackers in Australia or
10% of all internationals

46% visited Victoria or 17% of internationals

4.9 million backpacker nights spent in Victoria
Represents a 71% increase over June 2000

Average number of nights spent in Victoria
was 24

Average spend per trip whilst in Australia
\$5,469

CULTURAL TOURISM: YEAR ENDING JUNE 2002

164,000 international visitors to Victoria experienced Aboriginal art/craft or cultural display whilst a further 94,000 international visitors experienced an Aboriginal site/community.

CONTACT

Mildura Murray Outback Tourism

62 Madden Ave
Mildura VIC 3500
Tel 61 3 5021 0599
Fax 61 3 5021 0588
Email admin@milduramurrayoutback.org.au

Consumer links www.visitmildura.com.au
www.australia.com
www.visitnsw.com.au

Industry links www.tourismvictoria.com.au
www.tourism.nsw.gov.au
www.tourism.australia.com

VISITOR INFORMATION

Mildura Visitor Information

& Booking Centre

The Alfred Deakin Centre
180-190 Deakin Ave
Mildura VIC 3500
Tel 61 3 5018 8380
Freecall 1800 039 043
Email tourism@mildura.vic.gov.au

Wentworth Visitor Information Centre

66 Darling St
Wentworth NSW 2648
Tel 61 3 5027 3624
Email tourism@wentworth.nsw.gov.au
Website www.wentworth.nsw.gov.au



SLOW RIVER

A NEW TOURISM STRATEGY FOR THE FOOD AND WINE INDUSTRY ALONG THE MURRAY RIVER

Slow River transcends traditional state borders in a campaign designed to promote the food and wine industry along the length of Australia's Greatest River and undisputed food bowl - the Murray.

"Slow River", is the heart of a wide reaching strategy encouraging visitors along the entire Murray River to savour and appreciate food and wine that has been grown in a responsible manner and prepared for the plate with passion! It follows a national Slow Food Congress held in Mildura in 2003.

Mildura Region celebrity cook and author Stefano de Pieri is ambassador for the "Slow River" campaign to put Murray produce on the world stage - contributing to the river's health and providing much needed professional assistance to develop industry talent.

The Slow River Program also includes a range of support projects, which include:

- Creation of the long awaited "Chef's of the Murray" Program
- Participation in select consumer and trade food and wine shows
- Development of a touring guide featuring the river's food and wine industry
- Development of a Murray River Food and Wine Calendar
- A coordinated and national promotional program identifying the river's local food and wine events and festivals.

The campaign addresses a desire to see the Murray River reinstated as Australia's Greatest River.

CONTACT

Helen Healy Organisation

PO Box 3276 Mildura VIC 3502

Phone 61 3 5021 5100

Fax 61 3 5021 5133

Email info@helenhealy.com

Website www.slowriver.com.au

AGRICULTURAL TOURS

MILDURA DISCOVERY TOURS

Mildura Discovery Tours was established in 2000 to educate and promote the Mildura Region's diverse and well established horticultural industries. The tour offers a choice of coach or river touring along the mighty Murray River and surrounds in New South Wales and Victoria.

Horticultural and agricultural touring throughout the Mildura Region is the main theme of the tour, together with sampling delicious local fare for lunch and visiting local wineries for wine tastings.

The tour visits horticultural properties producing asparagus, wine grapes, table grapes, citrus and much more allowing visitors to experience industry procedures and their production systems.

A running commentary of local history about the Mildura Region is provided by the local tour guide, the commentary explains the arrival of the Chaffey Brothers from California in the 1880s to commence an irrigation colony.

Mildura Discovery Tours offers a choice of tours throughout the week, for singles, couples or groups. Corporate and group tours can be arranged to suit any requirements.

CONTACT

Mildura Discovery Tours

104 Walnut Ave

Mildura VIC 3500

Tel 61 3 5023 6486

Mobile 0419 127 995

Email berka@ncable.com.au

Website www.erskineenterprises.com.au

