

Note: Also see no. 63

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Comments:
Comments on tourism in regional and rural Victoria.

Echuca-Moama is situated on the Murray River and is a member of the Murray Campaign Committee, a two state government funded marketing body. The destination is considered a peak tourism destination in its own right and has an annual budget in excess of \$750,000.

Currently the main issues affecting the growth and development of tourism are the negative impacts that media in all forms have in portraying the 'dying Murray River"! We are experiencing a downturn in inquiry, visitation and in fact these forms of causing potential clients to cancel pre-made and pre-paid holiday bookings even as far out as Christmas 2007.

As a destination we are currently promoting in the Melbourne media and attending a number of consumer shows in an effort to counteract this negativity.

Whilst we accept that the Murray water flows and indeed the health of the Murray is an issue, the consideration needs to be given that there are many small business operators operating (directly and indirectly) along the length of the river whose livelihoods are affected by negative publicity.

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