

# DESTINATION GIPPSLAND LTD

## **The Hon John Eren, Minister for Tourism and Major Events is inspired by Gippsland**

**Media Alert. August 26, 2015. For immediate release**

Destination Gippsland hosted the Hon John Eren, Minister for Tourism and Major Events on Tuesday August 25 for an afternoon in Gippsland where he met with industry stakeholders from the Bass Coast, South Gippsland, Latrobe City and Wellington Shires.

It was an opportunity for the Minister to experience the Gippsland region, meet with industry and discuss key priorities within the Gippsland tourism sector.

Destination Gippsland hosted a lunch at RACV Inverloch Resort followed by a tour of the Cowwarr Art Space in Cowwarr and a visit to Narkoojee Winery in Glengarry. There he met with stakeholders from South Gippsland, the Bass Coast, Latrobe City and Wellington.

Destination Gippsland CEO, Terry Robinson discussed the importance of hosting the Minister in the region as an opportunity to share the region's offering and highlight key priorities for tourism in Gippsland.

"The Minister highlighted the contribution of regional tourism to Victoria's visitor economy and assured stakeholders that regional tourism and events will become more important in the coming years. We will continue to work with the Minister and the new Visit Victoria organisation to generate benefits for Gippsland and our tourism industry", said Mr Robinson.

Tourism in Gippsland generates \$2.8 billion in total economic benefits, supports over 3,000 small businesses and employs 15,000 people across Gippsland.

- Ends -

### **Media enquiries**

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*\*High res images attached in email. Caption to include: Steve Hibbard, Destination Gippsland Chairman; Hon John Eren, Minister for Tourism and Major Events and Terry Robinson, Destination Gippsland CEO.*