



## **Welcome to a new tourism future for the Murraylands.**

Welcome to our new operator driven **Murraylands - it's unexpected!** brand and website

[www.VisitMurraylands.com](http://www.VisitMurraylands.com)

This brand and website has been carefully created to address several urgent and important needs in our region. As you're fully aware, the impact of the drought in the Murraylands and a subsequent tourism downturn in the region has forced our operators to begin searching for real, long-term solutions for future challenges. Compounding this is the economic downturn we're facing. **We need fresh, bold and innovative strategies to showcase our region's pride and create a platform to grow sustainably into the future.**

**The Murraylands Regional Tourist Association (MRTA)** has long identified that certain efforts to market and promote our region are not working. The messages are disconnected, sterile and no longer working. **As operators we have everything on the line and need industry leadership, innovation and something new that will encourage visitors to see and experience the Murraylands in a new light...something different!**

Did you know that the Murraylands has the least recognised brand value in South Australia and the least recognition of all regions in Australia? Yet so much money has been spent over the years with little improvement in our brand recognition or delivering innovation for our operators. **It's time for urgent industry action!**

The recent MIRSTP Strategy has acknowledged these weaknesses. As the MRTA represents the tourism industry and operators in the Murraylands we need urgent and innovative solutions to head off our future challenges, before it becomes really dire. The MRTA has partnered with the **Discover Murray River website** ([www.MurrayRiver.com.au](http://www.MurrayRiver.com.au) - the largest website in the world for the Murray and Mallee - with over 720,000 visitors per year / 60,000 per month) and brand experts **Design Train** ([www.DesignTrain.com.au](http://www.DesignTrain.com.au) - 2008 Small Business Service Champions) to come up with solutions that will deliver us many benefits. Discover Murray has developed similar strategies for [Morgan](#) and [Cadell](#).

Most importantly these are **powerful, innovative and community managed** (Web 2.0) strategies which benefit all our tourism businesses, regional stakeholders economic development and communities long-term. It's bringing the Murraylands region into the 21st century and positions us uniquely with our own identity and feel.

**Some key features and benefits with the new Murraylands brand and website are:**

- **Vibrant, exciting and new visual identity and brand** that boldly gives our region a **story and character**...something to experience that's new
- The **brand flows** through to all **print and web based mediums** and materials to reinforce our new message and story
- **Unique visual content** from one source online that **promotes the Murraylands both locally and nationally**. Our unique content unlike the over 40 national websites with the same ATDW content makes us more appealing to Google because we are unique
- **Strong Google alliance and search engine optimisation** with Discover Murray which is **100% focused on the Murray and Mallee** and perfectly matches our target audience (over 1100 pages indexed by Google daily)

- **Our community can create their own events and festivals listings** that will be seen on both [MurrayRiver.com.au](http://MurrayRiver.com.au) and VisitMurraylands.com
- **Content is dynamic** so it means [VisitMurraylands.com](http://VisitMurraylands.com) is always **fresh, current** and **easy to manage** which gives our region **online credibility** and **balance** with **whole community inclusion**
- **Cost is very low** to promote our region on two websites with **unlimited changes** to your business listing and **genuine sales leads**
- **Links in with the Discover Murray River Trail** which encourages **increased visitation** from our target audience
- Gives our region a **sense of spirit** and **soul** with a focus on the **simple things in life**

### **How much does it cost?**

**As a member of the MRTA** you automatically receive a basic line listing on the new VisitMurraylands.com website but there are 2 extra options:

- 1. Website link listing:** Basic line listing as above plus a link to your business website for an additional \$100 per annum
- 2. Dynamic listing:** Normally \$440 per annum on Discover Murray. **MRTA members receive a 20% discount.** Advertise on VisitMurraylands.com and MurrayRiver.com.au for **only \$352 per annum**. You get national exposure, free alterations, change your photos, text and much more.

### **Where to from here?**

**The MRTA is fully committed to giving our region credibility, opportunity and a fresh future.** This is the only innovative tourism marketing plan in our region. It is a strong and sustainable partnership driven by the operators for the industry and our community. Government tourism bodies constantly refer to industry leadership and so this is our time to really make a difference and bring visitors to our beautiful part of the world. I'm sure you'll see this is as powerful, confident and bold direction we need as nothing else is making the difference during this difficult time. Thanks for your continued support. If you have any questions please contact me at anytime.

Yours sincerely,

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