

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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HELPING LOCALS SHAPE TOURISM SECTOR'S FUTURE

A free, step-by-step guide will help Victoria's tourism operators to capture and consider the views of locals as the sector works towards more sustainable tourism practices.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today launched the Allan Labor Government's Visitor Economy Community Engagement Framework – a new guide developed to help the operators work with local communities when they are developing new tourism products and initiatives.

Community engagement is a key factor in growing our state's visitor economy, as identified in Experience Victoria 2033 – the Labor Government's strategic plan to shape the future of Victoria's tourism sector.

The new Visitor Economy Community Engagement Framework arrives as Victoria's tourism sector enjoys record growth. In the year ending March 2024, total tourism expenditure in Victoria reached a record high of \$39.3 billion – up 12 per cent from last year.

During the same period, Victoria welcomed 88.8 million visitors, who spent a total of 143.6 million nights in Victoria, representing an 18 per cent increase on the year before.

As our tourism sector continues to gain momentum, the Framework has been developed to guide Victorian councils, Regional Tourism Boards, Visitor Economy Partnerships and industry as they engage with local communities, to uncover opportunities and meet challenges associated with strengthening tourism in their local areas.

The Framework helps focus tourism businesses outline strategy, set objectives, define scope and identify stakeholders for future growth.

For more information on the Framework, visit <https://tourism.vic.gov.au/grants-and-support/tourism-project-facilitation>

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Our state's tourism sector is continuing to enjoy record growth, making important contributions to our local economies and creating jobs for Victorians."

"The Visitor Economy Community Engagement Framework will help the sector not only continue that growth but grow more sustainably."

"I'm excited to see this Framework support Victoria's tourism operators, so that our tourism offering reflects the insights and character of local communities – ultimately making Victoria a unique and exciting destination for holidaymakers."

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