

**9 August 2011**

## **\$10,000 for Indigo Gold Trail marketing project**

The Member for Benambra Mr Bill Tilley is pleased that a \$10,000 Victorian Government grant will assist with additional marketing of the Indigo Gold Trail.

The Indigo Gold Trail is a new touring route that linked the historic towns and gold sites within the Indigo Shire, with stage 1 of the Trail developing sites in and around Beechworth, Chiltern, Rutherglen and Yackandandah.

Mr Tilley said "This funding will enable Indigo Shire Council to develop a new website for the trail with Chinese content and multi-media storytelling content and audio /pod scribing."

He said "Ultimately, the project will specifically target Chinese inbound tourism with Mandarin and Cantonese translation capability."

The project marketing plan will represent the first integrated approach to encompass tourism based on history and discovery of gold in the region.

It will identify with preserved streetscapes, miners' cottages, mine shafts, mullock heaps, Chinese burning towers, pioneer graves, historic government buildings, schools and museums.

It will also create a new tourism experience and provide a stimulus for additional visitor stays, including a new educational experience relating to gold discovery.

Tourism contributes \$73 million to the Indigo Shire economy annually and supports about 4600 jobs.

Developing the Indigo Gold Trail will deliver increased economic prosperity for the region through attracting new visitors to Indigo.

It will encourage visitors to stay longer with greater opportunity to explore the immediate and surrounding region including villages supporting the trail experience.

Incorporating the area's significant Chinese gold history into the Trail, including the intention to develop the website in Cantonese and Mandarin, will open channels for the region to be promoted to the rapidly emerging Chinese market, particularly on structured visitation.

The project is expected to take up to 12 months.

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