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Media Release:

Tourism and events industry invited to inaugural Riverina Murray Tourism Muster.

On Friday 20 July, the tourism and events industry will converge on the regional town of Deniliquin to hear expert guest speakers and panel discussions on the hottest topics in tourism marketing and events, followed by behind the scenes tours of the multi award-winning Deni Ute Muster site and the BIG4 Deniliquin Holiday Park.

The joint initiative has been created by Destination Riverina Murray and Murray Regional Tourism to bring together the region's tourism operators on the day before the Riverina Murray Regional Tourism Awards.

General Manager of Destination Riverina Murray, Richie Robinson says, "the Riverina Murray Tourism Muster is an excellent opportunity for the region's tourism businesses to join industry peers for a series of engaging speaker sessions from experts across a range of areas such as destination marketing, event risk management and social media marketing".

Murray Regional Tourism CEO Mark Francis says, "The Tourism Muster features a combination of face-to-face sessions, site visits and networking opportunities that will provide tourism businesses and event organisers the skills and knowledge required to take their tourism marketing to the next level".

It is hoped the inaugural event will stimulate significant engagement among industry peers and provide operators the opportunity to tap into valuable expertise as they keep abreast of the latest news and information across the tourism sector.

The packed program includes speakers such as Linda Tillman from the [Tilma Group](#) who will talk about leveraging destination marketing, Henry Brydon from [We are Explorers](#) on social media, influencers and blogging and Pete Docwra who will advise on risk management for tourism businesses, festivals, and events. The program also includes site visits to one of Australia's most iconic event venues at the [Deni Ute Muster](#) and a tour of the Big4 Deniliquin Holiday Park, a triple-gold award winning business at the Australian Tourism Awards.

When: Friday 20th July 2018

Where: Deniliquin RSL Club, 72 End St, Deniliquin

Time: 9.30am - 3pm

Tickets: [\\$30 per person plus booking fee](#) (includes lunch and bus transfers for site visits)

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