



MEDIA RELEASE

SENATOR NICK SHERRY

SENATOR DANA WORTLEY

Minister for Small Business
Minister Assisting on Deregulation and
Public Sector Superannuation
Minister Assisting on Tourism

Senator for South Australia

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FEASIBILITY STUDY FOR GPS TOURISM IN MURRAY REGION

The Minister Assisting on Tourism, Senator Nick Sherry, and Labor Senator for South Australia, Dana Wortley, have launched a \$23,000 feasibility study on the potential of using global positioning system (GPS) based tourism audio guides in the Murraylands region.

An Australian Government grant of \$10,000 under the *TQUAL Grants* program contributed towards the study, which examines new ways to share the region's history and points of interest with visitors.

The Murraylands region follows the Murray River from Morgan to Meningie and inland to the township of Pinnaroo.

The study also examines a number of delivery options for the guides, including providing GPS units for hire at visitor centres, downloadable maps and programs, and mobile phone applications.

Senator Dana Wortley congratulated local tourism operators on the completion of the study in Mannum today.

"The feasibility study is forward thinking and looks at new ways to provide visitors with better services and information," Senator Wortley said.

"I am sure if visitors have the opportunity to discover more of the history and attractions of the Murraylands region they will be keen to spend more time exploring this fascinating part of Australia."

Senator Sherry said the project showed how the *TQUAL Grants* program was empowering local communities to develop their tourism industry.

"These *grants* support innovation in our tourism industry," Senator Sherry said.

"TQAL gives communities and businesses the chance to bid for funding to turn plans for exciting new attractions and services into a reality.

"The program has provided more than \$8 million towards 70 projects to date and will continue for the next four years thanks to a further commitment of \$40 million announced by the Gillard Government."

Tourism is worth \$1.4 billion to local economies in the Murray River regions of South Australia, New South Wales and Victoria.

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