



# **Daryl Maguire MP**

*Member for Wagga Wagga*

## **PRESS RELEASE**

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20 November 2017

### **WAGGA WAGGA HOSTS INTERNATIONAL MANAGERS**

The Wagga Wagga electorate will be showcased on a global stage when international managers head down under to experience the best of the Riverina Murray.

Member for Wagga Wagga, Daryl Maguire MP said it was the first time Destination NSW's International Managers have travelled to the electorate with the visit aimed at driving more international visitors to rural and regional NSW.

"This program allows our International Managers to not only engage with local tourism operators, but provides the chance for them to also offer valuable feedback and product development advice to the industry operators they meet as part of the visit," Mr Maguire said.

"Whether it's sampling the region's fresh local produce or taking in the beautiful natural scenery, the group will experience everything the Wagga electorate has to offer so they can share their amazing first-hand experiences with industry partners and media back home."

Minister for Tourism and Major Events Adam Marshall said the visit was part of the annual familiarisation program conducted for the International Managers.

"We know that these visits help drive visitation that puts money into local businesses' pockets which in turn boosts the local economy and creates jobs," Mr Marshall said.

"Export-ready products continue to grow in rural and regional NSW and we want to ensure they're being marketed appropriately to each international market.

"This special visit will no doubt help ensure that the Riverina Murray is on more travellers' must see lists."

International Managers will come from South Korea, Taiwan, Hong Kong, Mainland China, Singapore, Indonesia Malaysia, India, Japan, USA, New Zealand, UK, Europe, Germany and France.

Destination NSW has a strong presence overseas, with 13 offices located in key international source markets who represent and promote NSW tourism products in markets as well as at international trade events.