

MEDIA RELEASE

NEW TOURISM MANAGER APPOINTED FOR MID MURRAY

The Mid Murray Council's new Tourism Manager, Andy Glen, has hit the ground running with a focus on continued growth for the district's tourism industry.

With decades of experience in the tourism sector, Mr Glen is looking forward to working with Council and operators to grow the potential of the visitor economy within the Mid Murray region.

"This is an area full of untapped potential – I can't talk enough about the natural landscapes, cliffs, wildlife, and of course the mighty Murray River," Mr Glen says.

"The region is already well known for its laid-back lifestyle among those who like to escape to the river, with fantastic diversity in accommodation from camping to luxury holiday homes and houseboats.

"There's also attractions like the River Murray International Dark Sky Reserve, the incredibly special cultural heritage sites of our Traditional Custodians in the Ngaut Ngaut Conservation Park, and our unique historic riverboats – all of which add to the rich visitor experiences Mid Murray has to offer.

"I look forward to working with operators to increase capacity and desire to attract even more visitors, building on already-successful projects such as the creation of new trails, beautification of our reserves and new open space plans."

As the former Tourism Development Manager at the Mount Barker District Council, Mr Glen was responsible for tourism marketing and visitor servicing through the Hahndorf Visitor Centre, as well as community and major events within the Mount Barker area.

In addition, Mr Glen is currently the Chairperson of the SA Accredited Visitor Centre Network and serves on the Tourism Industry Council as a tourism award judge.

Mid Murray Council CEO Ben Scales said Mr Glen will be a valuable asset to Council, complementing the existing tourism team.

"On behalf of Council, I welcome Andy to the Mid Murray team," Mr Scales said. "His extensive tourism background has him well-placed to deliver Council's tourism based strategic objectives and plans.

"Council recognises the unique potential for the growth of tourism in our region, given the diversity of attractions, accommodation and experiences we have to offer, and we will continue to look for ways to support the ongoing development of a strong visitor economy."

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