

ABOUT WANDER VICTORIA – KEY MESSAGES

- Regional Victoria is the ideal place for an easy, short break in nature – where passions can be indulged and where visitors are left feeling relaxed, enriched and invigorated.
- Within only 1-2hrs drive, Melburnians can enjoy a weekend away in nature and unwind from city life.
- Regional Victoria has fun events and outdoor activities in nature that are worth leaving Melbourne for.
- Whether it's with a partner, family or friends, regional Victoria allows time to appreciate simple pleasures and connect with one another in a natural environment.
- There's so much yet to see and do in Regional Victoria whether it's for a few hours or a few days, the more often you go, the more you realise there is to explore.
- Stunning natural landscapes provide the backdrop to sophisticated but welcoming food and wine experiences; the most exciting and innovative regional art and culture in Australia; and indulgent and rejuvenating spa and well-being destinations.
- Visit Victoria's new 'wander victoria' campaign will help Melburnians' re-discover their own backyard and re-ignite the enjoyment of piling into the car and exploring the nature that is on their doorstep.
- Melburnians can visit visitvictoria.com.au to see Visit Victoria's latest television commercial and research their next trip to regional Victoria.