



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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NSW GEARS UP FOR DENI UTE MUSTER

The Deni Ute Muster is set to amaze visitors to the Riverina once again this year with the NSW Government announcing its support for the event for another three years.

Minister for Trade, Tourism and Major Events Stuart Ayres said the NSW Government continues to support the many beautiful regions across the State and this announcement is another great achievement for Regional NSW.

“We are delighted to be continuing our support through our tourism and major events agency, Destination NSW,” Mr Ayres said.

“Events such as the Deni Ute Muster are a vital contributor to regional tourism which attract visitors from outside NSW and Australia, showcasing a unique side of our diverse regional communities.

“With a sensational program scheduled across two days, I encourage everyone to begin planning their visit to the Deni Ute Muster so they don’t miss out on this exciting event that demonstrates all things Australian.”

Member for Murray Adrian Piccoli said the Deni Ute Muster encapsulates the uniqueness of Australia’s rural heritage and culture.

“Since its inception in 1999, the event has grown steadily and is expected to attract over 28,000 international and domestic overnight visitors who will spend over \$18 million across the three year period,” Mr Piccoli added.

“This year we’re set for one of our greatest musical line-ups, headed by superstar Keith Urban, along with James Reyne, Adam Brand and The Outlaws, John Williamson, Troy Cassar-Daley and Shannon Noll.

“Generating significant economic benefits to our community, we look forward to showcasing this region to a global audience and welcoming visitors to Deniliquin later this year for a wonderful experience.”

The 2016 Deni Ute Muster will be held on 30 September and 1 October.

For further details and to purchase tickets visit www.deniutemuster.com.au