



Media Release: FRIDAY, 20 JULY, 2018

**Minister for Agriculture and Regional Development Jaala Pulford officially opens
Mitchelton Hotel & Day Spa**

Six months after its foray on the luxury hotel scene, the Mitchelton Hotel and Day Spa was officially opened yesterday by Minister Jaala Pulford, Victorian State Government Minister for Agriculture and Regional Development.

Located in the picturesque Victorian countryside near Nagambie, the \$16 million development of the Mitchelton Hotel and Day Spa is a personal project of caravan magnate Gerry Ryan and his son Andrew.

Boasting 58 rooms and a luxurious Day Spa, the Hotel was developed to enhance the current tourism offering at the iconic Mitchelton Winery and greater Nagambie region.

Andrew Ryan, Managing Director of Mitchelton said the Hotel and Day Spa was a development that had been planned since the Ryan's early acquisition of the estate.

"An accommodation offer has always been the missing piece of the puzzle for Mitchelton" said Mr Ryan.

"Goulburn Valley and Nagambie have so much to offer and now the addition of a high-end accommodation facility is helping to open the region up to visitors who previously would visit just for the day. Our aim was to attract more visitors to the region for longer which we hoped would boost local tourism" said Ryan.

The response to the property in its first six months of operation certainly appears to positively reflect these aspirations, with consistently high occupancy percentage achieved across the hotel, particularly on weekends.

Visit Victoria Chief Executive Officer Peter Bingeman said that the Mitchelton Hotel and Day Spa was a great asset for regional Victoria and further boosts the state's high-end accommodation offering.

"Visit Victoria is proud to be working alongside the industry, promoting hotels and other key tourism infrastructure to highlight the benefits to all travellers."

"Developments like the Mitchelton Hotel and Day Spa are what the market is seeking - luxury hotels offering a range of immersive experiences, fine food and wine and high levels of service that give even more travellers the chance to experience regional Victoria," Mr Bingeman said.

The Official Opening also coincides with the announcement of Mitchelton Hotel and Day Spa joining MGallery by Sofitel. MGallery by Sofitel is part of the AccorHotels network and is the 10th MGallery by Sofitel hotel in Australia.



Strathbogie Shire Mayor Amanda McClaren was delighted to attend the official opening of what she describes as a game-changer for Nagambie and the region.

“The Mitchelton Hotel raises the bar for accommodation in the Goulburn Valley, capturing modern luxury in picturesque Nagambie, surrounded by beautiful waterways and wildlife,” Cr McClaren said.

“It is yet another reason to spend a few days exploring all that the Strathbogie Shire has to offer, and will have significant economic benefits for the region.”

-ENDS-

Editor Information

About Mitchelton

Just 90 minutes from Melbourne, yet a world away from the city, Mitchelton Estate is a spectacular winery and tourism destination in the Goulburn Valley. On the banks of the Goulburn River, surrounded by native bushland and river gums, the Mitchelton property comprises Mitchelton Winery, The Mitchelton Hotel, The Spa at Mitchelton, Muse Restaurant, the iconic Tower and Cellar function spaces and the Ministry of Chocolate.

Since its inception in 1969, Mitchelton has developed a proud history of quality amassed around a portfolio of world-class wines crafted from the main vineyard. The extension of the winery to include other tourism-based propositions has, and will continue, to draw visitors to the Mitchelton property and greater Nagambie region.

For more information see: www.mitchelton.com.au

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