



MEDIA KIT 2021



**VICTORIA'S
HIGH
COUNTRY**

victoriashighcountry.com.au

ACKNOWLEDGEMENT OF OUR TRADITIONAL OWNERS

WE ACKNOWLEDGE THE TRADITIONAL OWNERS OF VICTORIA'S HIGH COUNTRY.
WE PAY OUR RESPECTS TO ELDERS PAST, PRESENT AND EMERGING. WE ARE
COMMITTED TO BUILDING STRONGER RELATIONSHIPS AND FOSTERING MUTUAL
RESPECT FOR CULTURAL PRACTICES.



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WELCOME TO VICTORIA'S HIGH COUNTRY



VICTORIA'S HIGH COUNTRY IN THE STATE'S NORTH EAST IS ONE OF AUSTRALIA'S MOST SCENIC AND VARIED GETAWAY DESTINATIONS.

Renowned for its physical beauty as well as a rich diversity of visitor experiences, the North-East boasts beautiful landscapes, big blue skies, clear starry nights and clean, fresh air. Victoria's mightiest rivers – the Murray, Mitta Mitta, Ovens, King and Goulburn are the lifeblood of this stunning region, rising high in the Australian alps and watering the lush, fertile valleys and surrounding plains.

From Melbourne, the High Country is just a short hop into the foothills of the Great Dividing Range, taking in Kinglake and Marysville, Alexandra, Yarck, Yea and Eildon then north and east to the farthest reaches of the State via the Hume Freeway and Great Alpine Road. Benalla, Wangaratta, Mansfield, the King Valley, Rutherglen, Myrtleford and Bright, Mt Beauty and Beechworth, Tallangatta and Corryong all belong to Victoria's High Country.

The climate here, with its four distinct seasons, is perfect for growing all kinds of fresh, quality fruits, vegetables and nuts, including berries, olives, citrus, saffron, asparagus, peaches, nectarines, apples and cherries, grapes, walnuts, chestnuts and hazelnuts as well as hops for locally crafted ales.

Prime beef and lamb, goat, as well as trout, mushrooms, honey, artisan cheeses and sensational ice-cream are also produced here in the High Country.

Warm, genuine hospitality is a hallmark of the many buzzing cafes, craft breweries, pubs, distilleries and bars, cellar doors and excellent restaurants where award-winning chefs make full use of the regional seasonal bounty. We're also known for turning an amazing array of cool climate grape varieties into stonking reds, crisp, delicious whites and award-winning muscats at six distinct wine regions. The High Country's King Valley is also the spiritual and physical home of Australian Prosecco.

Year-round, we are Australia's number one cycling destination. There are safe, off-road trails for leisurely pedalling, mountain peaks to conquer, 10 separate parks for MTB riders and back roads galore for gravel grinding.

In winter, the High Country is *the* place to experience all the thrills and exhilaration of snow sports at Victoria's premier alpine resorts – Falls Creek, Mt Hotham and Mt Buller – as well as the relaxed cross country and family snow fun of Dinner Plain, Mt Buffalo, Mt Stirling and Lake Mountain.

So shake off the city and hit the road for a long weekend (or take the week!) indulging in all the good things of life. Bring the bikes (or the skis!), pack an appetite and get set to explore this beautiful pocket of Victoria.

VICTORIA'S HIGH COUNTRY AT A GLANCE



KEY TOWNS, VILLAGES AND LGAS

Bright, Myrtleford, Porepunkah, Harrietville,
Mt Beauty (**Alpine Shire Council**)

Beechworth, Chiltern, Yackandandah,
Rutherglen (**Indigo Shire Council**)

Tallangatta, **Corryong**, Mitta Mitta
(**Towong Shire Council**)

Wangaratta, Milawa, Eldorado, **King
Valley**, Whitfield (**Rural City of Wangaratta**)

Benalla, Glenrowan, Swanpool, Samaria
(**Benalla Rural City**)

Mansfield, Jamieson, Bonnie Doon,
(**Mansfield Shire Council**)

Eildon, Yea, Yarck, **Marysville**, Alexandra,
Kinglake (**Murrindindi Shire Council**)

VICTORIA'S ALPINE RESORTS

(For snowy winter fun and
summer adventures):

Mt Buller

Mt Stirling

Mt Hotham

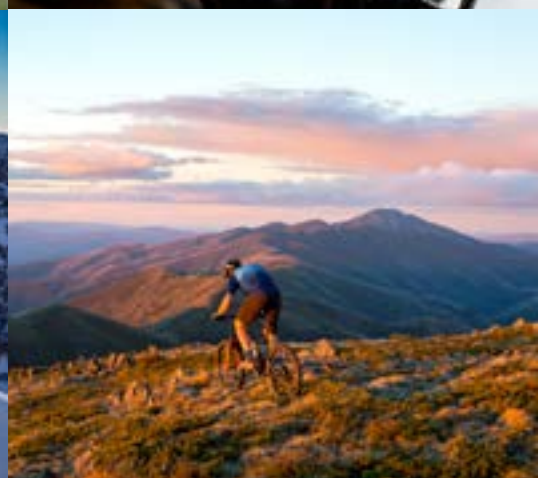
Falls Creek

Mount Buffalo

Dinner Plain





Lake Mountain

VICTORIA'S HIGH COUNTRY AT A GLANCE



GETTING HERE

Our location – North-East Victoria

-  From Melbourne head north via the M31 Hume Fwy
-  Train from Southern Cross Station to Benalla or Wangaratta or Wodonga
-  Fly Sydney to Albury Airport
-  Melbourne to Kinglake, 1 hour 30 mins
Melbourne to Mansfield – 2 hours 30 mins
Melbourne to the King Valley – 3 hours 10 mins
Melbourne to Bright – 3 hours 40 mins
Melbourne to Corryong via the Great River Road – 4 hours 50 mins
Melbourne to Falls Creek Resort – 4 hours 40 mins

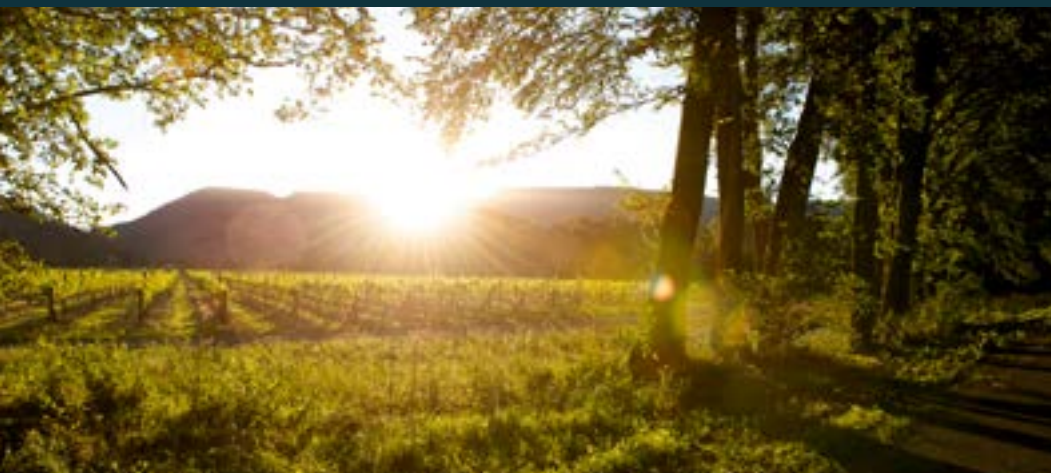
USEFUL FACTS & FIGURES

High Country tourism contribution to the regional economy – \$905 million

Percentage contribution of tourism to the regional economy – 22.4%

(Regional Tourism Summary to year end December 2019)

Number of annual visitors – 4.2 million
(Regional Tourism Summary to year end December 2019).



POPULATION CENTRES

Alexandra: 2700

Benalla: 14,000

Beechworth: 3900

Bright: 2400

Corryong: 1400

Mansfield: 4800

Myrtleford: 3200

Rutherglen: 2100

Tallangatta: 1100

Wangaratta: 30,000

SIX DISTINCT WINE REGIONS



Rutherglen: 21 wineries including All Saints Estate, Jones, Scion, Chambers, De Bortoli, Stanton and Killeen, Morris of Rutherglen

Beechworth: 24 wineries including Giaconda, Savaterra, Castagna, Indigo, Weathercraft

The Alpine Valleys: 32 wineries including Gapsted, Feathertop, Ringer Reef, Mayford, Billy Button

King Valley: including Chrismont, Dal Zotto, Pizzini, Brown Brothers

Glenrowan wineries: Baileys, Morrison's, Taminick Cellars

Upper Goulburn: Delatite/Ros Ritchie Wines, Sedona Estate

RAIL TRAILS TO PEDAL



Murray to Mountains Rail Trail, Wangaratta-Bright:

94km (plus side branches Beechworth to Everton, Wangaratta to Milawa, Rutherglen to Wahgunyah)

High Country Rail Trail:

Wodonga-Shelley via Lake Hume – 78km

Great Victorian Rail Trail:

Tallarook to Mansfield – 134km

RAGGED MOUNTAIN RANGES



The Warby Ranges:

Glenrowan/Wangaratta

Cathedral Range: Buxton/Taggerty

Chiltern-Mt Pilot National Park

Burrowa-Pine Mountain National Park:

Cudgewa, Upper Murray

Alpine National Park: Mt Bogong,

Mt Feathertop, Mt Buffalo



MIGHTY BIG RIVERS

The Murray
Mitta Mitta
Ovens
King
Goulburn

...AND VERY COOL LAKES

Lake Eildon: Bonnie Doon/Eildon
Lake William Hovell: Cheshunt, King Valley
Lake Catani: Mount Buffalo
Rocky Valley Dam: Falls Creek
Lake Sambell: Beechworth
Lake Hume: Upper Murray
Lake Moodemere: Wahgunyah
Lake Nillahcootie: Barjarg
Lake Benalla: Benalla

WATERFALLS TO SNAP

Fainter Falls: Bogong Village
Steavensons Falls: Marysville
Keppel Falls: Marysville
Bindaree Falls: Mansfield
Snobs Creek Falls: Eildon
Ladies Bath & Eurobin Falls: Mt Buffalo
Falls Creek Falls
Paradise Falls: Cheshunt
Woolshed Falls: Beechworth
Carmichael Falls: Dinner Plain

VICTORIA'S HIGH COUNTRY MAP



WHEN TO VISIT VICTORIA'S HIGH COUNTRY

THE HIGH COUNTRY IS A **YEAR-ROUND DESTINATION** BLESSED WITH FOUR VERY DISTINCT SEASONS.

Winters are cold and perfect for rugging up and getting outdoors for a hike or a pedal on a rail trail lit with the colour of wattles in bloom. Our alpine resorts are snow-covered winter playgrounds and mornings in the valleys and on the plains are often clear and frosty.

Summers are long and hot and made for lazy picnics under shady trees or a paddle down the river or a dip in the cool waters of a mountaintop lake.

Autumn and spring are spectacular with warm sunny days, cooler nights, incredible autumn colour (and Insta opps!), blooming wildflowers and bountiful harvests. This is a perfect time for cycling or walking.



WHAT'S NEW IN 2021



WHAT'S NEW IN 2021 FOOD & DRINK



Vera restaurant at Glenbosch Wine Estate, Beechworth:

Complimenting the beautiful cellar door which offers estate-grown and distilled wine and gin, Hatted chef Doug Elder (Wardens Beechworth, Patricia's Table at Brown Brothers Milawa) is now working his magic at Vera, serving up fine food and amazing views

Backwoods Distilling Co, Yackandandah:

Leigh and Bree Attwood are making waves with their superb, small batch whisky. Opening a brand new distillery door at the Arts Space early 2021. Also new to this space is TINY of Beechworth's Yackandandah cousin, The Guard.

Barking Owl Distilling Co,

Wooragee (near Beechworth):

Handcrafted vodka, gin, seasonal spirits and beautiful bitters produced with local ingredients in small batches.

Delatite Wines, Mansfield:

Incredible new cellar door with breathtaking views to Mt Buller and Mt Stirling.

Swiftcrest Distillery, Mansfield:

Artisan vodka and gin, distillery door tours on a stunning off-grid property.

Kinglake Distillery, Kinglake:

Artisan whisky and distillery door on a stunning off-grid property which also grows beautiful proteas.

Bonfire Station Brewery, Taggerty:

craft brewery on a 608 hectare farm and cherry orchard.

Posh Plonk on Main, Chiltern:

Gourmet platters and cellar door experiences in the historic former Masonic Hall in Chiltern.

Milawa Kitchen, Milawa:

Now baking using a variety of grains grown on a 200 acre property in nearby Eldorado and milled onsite at the historic **Milawa Mill**.

James & Co has launched a new outdoor wine bar space in central Rutherglen.

Brand new gourmet bakery, cafe and pantry, **Schoolhouse Thornton:**
In a teensy village near Eildon.

WHY VICTORIA'S HIGH COUNTRY?

"It's packed with beautiful places to visit and explore. Endless activities to suit all interests and all in the most picturesque landscape. There is nothing that beats our mountain views! Favourite High Country experiences? Sitting on the deck at Bright Brewery with a cold beer, enjoying the views at Ringer Reef Winery and walking the Gorge Creek Trail in Yackandandah with the kids."

Bree Attwood – Backwoods Distilling Co.,
Yackandandah with Leigh Attwood



WHAT'S NEW IN 2021 ACCOMMODATION



The Borrowed Creative, Chiltern
Accommodation & creative art space
packages for artistic souls.

The Benev: Luxe new accommodation
at **The Spa Beechworth**

Hotel Granya & Farmstay
Granya (Upper Murray)

Jones Winery Tiny House, Rutherglen
Gorgeous eco accommodation in the vines

Omaroo High Country Retreat
Bonnie Doon

Sambar Hills, Cheshunt

A View to a Hill, Mansfield

Mansfield Glamping

3BlackSHEDS, King Valley

Eco Villa, Mt Beauty



WHAT'S NEW IN 2021 OUTDOOR ADVENTURES



Alpine Nature Experience's Jean-Francois Rupp extends his beautiful winter snow experiences to curated summer adventures including fully inclusive **Tree Tent Eco Camping** at Mt Hotham and guided **Falls to Hotham Hiking experiences**.

Falls Creek Guides: fully inclusive summer and winter guided experiences for solo or group adventures exploring the amazing trails around Falls Creek. In summer by e-bike, ski-touring in winter.

Diana Lodge, Falls Creek: new tailored summer experiences across MTB skills workshops, mountain bike (MTB) Shuttle weekend, Hiking with transfers, Yoga Weekend and Alpine Glamping

Peak Adventure at Falls Creek offering guided water sports experiences and rentals at Rocky Valley Lake.

Platypus River Tours on the Goulburn with Goulburn Valley Fly Fishing Adventures is an amazing way to see up close Australia's unique native monotremes on a tranquil drift down the river.

New fully inclusive gourmet experiences in the High Country with **Hedonistic Hiking**.

3 Peaks in 3 Days with Park Trek: fully inclusive guided hike of Mt Stirling, Mt Feathertop & Mt Bogong. Comfortable accommodation and all meals included. No heavy packs!

WHY VICTORIA'S HIGH COUNTRY?

"I love the feeling that you can just walk out the door and feel far away and free of the everyday life in the moment. I have been skiing since I was seven and living in a snow resort for over 25 years. It has become my absolute passion. I can step outside my back door into the skis and be on International Poma within moments to access Summit and International Runs and what's more, they have the best views of Falls Creek."

Lisa Logan, owner, Diana Lodge
at Falls Creek Resort.



WHY VICTORIA'S HIGH COUNTRY?

"It's got everything! The mountains are amazing and so accessible, the air is pure and you are never far from local produce. I feel like more than anywhere in Australia you can feel connected to nature, the food, the wine and the beer but also the local characters that make the place so special. Above all the people are really welcoming and passionate about their region, to the same degree regional French are proud of their terroir! My favourite experiences include paragliding with Wally at Bright Flight, having a beer at Bright Brewery, relaxing at the Hub café in Dinner Plain."

Jean-Francois Rupp, founder
Alpine Nature Experience.



WATCH THIS SPACE!

Australia's first hotel for adventurers and cyclists: **Bright Velo** – launching summer 2021/22

Wine & Wellness Hotel at **Dal Zotto Wines**:
King Valley – launching 2021

New sealed Murray to Mountains Rail Trail
extension from **Beechworth to Yackandandah**

Cooperage and whisky making
demonstrations at **Kinglake Distillery**:
Spring 2021

New region-wide Festival of Walking:
November 2021

Beechworth Bitters Company:

Provenance's Michael Ryan is turning his considerable talents to concocting and blending bittersweet herbal elixirs like amaro and bitters from extracts of roots, leaves, flowers and bark.



STORY STARTERS/THEMES



STORY STARTERS/THEMES FOOD & DRINKS



CULINARY HEROES OF VICTORIA'S HIGH COUNTRY

The High Country offers a plethora of amazing dining choices, with many talented chefs calling the region home. Here are a few of our culinary regional heroes:

Michael Ryan: The Provenance, Beechworth

Doug Elder (pictured right): Vera Restaurant at Glenbosch, Beechworth

Hamish Nugent: Reed & Co Distillery, Bright

Adam Pizzini: Rinaldo's Casa Cucina, Wangaratta

Patrick Browning: Alexandra Hotel, Alexandra

Emma Handley: Templar Lodge, Mount Beauty

Tristan Keene (pictured above): The Fields, Mansfield

Briony Bradford: Jones Winery Restaurant Rutherglen



STORY STARTERS/THEMES SERIOUS COFFEE



Great coffee can be found throughout the High Country with most villages boasting locally sourced or house roasted specialty blends. For true aficionados, here's our selection of the region's crème de la crème:

Mat Picone's excellent all-day cafe and roastery, **Mansfield Coffee Merchant**.

Blynzz Coffee Roasters, Beechworth: Lyn and Ben's award-winning coffee roastery now doing all-day breakfast/licenced diner on Saturday nights.

Sixpence Coffee, Bright: local institution offering house-roasted coffee blends and mouthwatering pastries.

Tiny, Beechworth: Liv and Jake's super funky and very tiny cafe serves fab coffee, sensational jaffles and donut waffles. Their new sister cafe, **The Guard**, is coming soon to an original train guard's van at Backwoods Distillery door in Yackandandah.

Coffee Chakra, Myrtleford: Vivek and Leonie's fabulous little cafe and micro roastery serving not just great coffee and Chai but a winning fusion of modern Indian and Australian food.

Zeus, Benalla's new and very cool coffee haunt and cafe inside the old main street cinema.

Brand new, **Madem Espresso** Coffee Roasters & Cafe, Wangaratta's first small batch roastery.

Sixty Four Degrees in Tallangatta is now open and serving up tasting treats and bites to match its excellent Sixpence Coffee flavours.

Caffeine N Machine Rutherglen, for breakfast, brunch and craft beer in a funky industrial space that pays homage to its roots as a Holden dealership with a display of vintage motorbikes and cars.

WHY VICTORIA'S HIGH COUNTRY?

"We love living in Myrtleford as everything is on our doorstep. Nature, great food, coffee and wine, shopping and the amazing community spirit and resilience of the local people. Some of our favourite activities include walking the **Mosaic Trail** along the Ovens River in Myrtleford with our kids and Friday afternoon wines and cheese platters at **Billy Button & Bush Track** Cellar door Myrtleford. And riding Vik's Harley Davidson around our beautiful valley."

Leonie & Vik Sharma – Coffee Chakra, Myrtleford



STORY STARTERS/THEMES

THE HIGH COUNTRY

BREWERY TRAIL

Exploring this **tasty trail of ales** is a very neat way to discover all corners of Victoria's High Country with craft breweries dotted throughout the region including Ben Kraus' legendary **Bridge Road Brewers** in Beechworth and Scott Brandon's **Bright Brewery**.

Ingrained Culture specialises in guided tours of many of the High Country's breweries taking visitors behind the scenes to meet the makers and taste the incredible range of delicious craft beers currently being produced.



WHY VICTORIA'S HIGH COUNTRY?

"The region offers so much in the way of both outdoors activities and the food, wine and beer produced right here in our own backyard. The Warby Falls heritage walk in the late winter or spring, especially after good rain, is one of my favourite things to do locally. I also really enjoy the local MTB trails in the Warby Ranges, especially the Alpine Views descent trail which has some good technical XC/enduro style riding where you can really test your skills. The trails at Yack Tracks (Yackandandah MTB Park) are also great fun, followed closely by a steak and bacon pie from Gumtree Pies with a Two Pot Brewing APA at the Star Hotel.."

James Booth, Black Dog Brewery Taminick



STORY STARTERS/THEMES

SPIRIT OF THE HIGH COUNTRY

DISTILLERIES

BOUTIQUE DISTILLERIES SPECIALISING IN ALL KINDS OF SMOOTH SPIRITS CAN NOW BE FOUND ACROSS THE HIGH COUNTRY.

Visitors can meet the passionate, knowledgeable owners and makers and taste these pure artisanal drops at stillhouses that range from cosy and rustic to sleek and chic. Here are some highlights:

BEECHWORTH AND SURROUNDS

Glenbosch Wine Estate: Dirk and Nika Bester's elegant cellar door offers estate-grown and distilled wine and gin. Restaurant with fine food and gorgeous views.

Nathan and Felicity Cowan's historic **Billson's Brewery** is now producing a range of house-crafted vodka, gin and liqueurs (as well as their mixers and cordials) which can all be tasted at their beautifully renovated bar as well as the cosy weekend Speakeasy.

YACKANDANDAH

In Yackandandah, Leigh and Bree Attwood **Backwoods Distilling Co.** are making waves with their superb, small batch whisky. A brand new Backwoods distillery door opens at the Yack Arts Space this March.

Also in Yackandandah, Jamie Heritage's **Yack Creek Distillery** crafts small batch award-winning whisky, rum, gin and vodka, available for tasting and sales at his very cute cellar door.

Barking Owl Distilling Co., Wooragee (near Beechworth) offers handcrafted vodka, gin, seasonal spirits and beautiful bitters produced with local ingredients in small batches.



BOBINAWARRAH
(NEAR MILAWA/KING VALLEY)

One of the High Country's pioneering distilleries, **Hurdle Creek Still**, is the love-child of Simon Brooke-Taylor and Wendy Williams, who produce delicious small batches of award-winning gin infused with local and native botanicals.

BRIGHT

Chefs turned distillers, Hamish Nugent and Rachel Reed, have created a very cool distillery door space to showcase their artisan gins and delish cocktails to match a mouthwatering selection of bar snacks at **Reed & Co Distillery**.

MANSFIELD

Swiftcrest Distillery's Hank and Carrie Thierry hand craft a range of spirits and offer tours and tastings at their stunning off-grid property.

KINGLAKE

Tucked away on a beautiful off-grid property, Chantal Daniels and Sam Lowe, have created something truly special at **Kinglake Distillery**, making classic, single malt whisky newly released to the public in 2021. Visit their small but perfectly formed distillery door to taste their smooth, sophisticated range.



STORY STARTERS/THEMES

BOOKABLE GUIDED, IMMERSIVE EXPERIENCES & CLASSES

THERE ARE MANY WAYS TO EXPLORE THIS BEAUTIFUL REGION AND NONE MORE ENJOYABLE THAN LEARNING FROM A LOCAL EXPERT.

Guided, immersive experiences and classes are available to book all year round, whether tasting wine, gin, beer or coffee with the makers, learning the fine art of handmade pasta or mastering the art of staying upright on a mountain bike or a pair of skis.

Here's a selection:

FOOD AND DRINKS

Beyond Cellar Door: a range of bespoke experiences for the serious wine enthusiast.

A Tavola! Cooking School with Katrina Pizzini at Pizzini Wines: super enjoyable onsite and online classes including the Art of Gnocchi Making.

The irrepressible Sally Lynch's **Big House Cooking School** is a chance to learn new skills in the unique environment of the Old Beechworth Gaol.

Learn all there is to know about the King Valley's most famous drop from a great range of bookable tasting, pairing and other guided cellar door experiences at wineries following the **Prosecco Road**.



ON A BIKE

Skill up with an expert **Bright MTB** instructor and take a guided tour of the Bright Mystic trails or join a **Ride Republic** E-MTB Adventure in Beechworth.

Or for guided tours that combine leisurely Rail Trail cycling with the amazing food, wine and craft beer of the High Country, head to **Tour de Vines, Follow my Wheel** or Myrtleford Cycle Centre's **Cook Cycle Feast**.

Gravel grinding is the next big thing in cycling and Beechworth's **Gravel Mob** offers a great range of tailored tours of the scenic back roads of the High Country as well as overnight bikepacking options.

OUTDOORS

In the depths of winter or the hot days of summer, Jean-Francois Rupp offers a range of amazing **Alpine Nature Experiences** – Snowshoe to Fondue or Skidoo to Igloo anyone? How about a fully supported hike on the Falls to Hotham trail?

First-time rock climbers and abseilers can conquer the magnificent Cathedral peak of Mt Buffalo with the experts of **Bright Adventure Company** on a thrilling half-day adventure.

On horseback, **Bogong Horseback Adventures** near Mt Beauty offers a fantastic range of guided tours, overnight and multi-day packhorse adventures and Mansfield's **Hidden Trails by Horseback** offer daily trail and overnight rides to the summit of stunning Mt Stirling.

WHY VICTORIA'S HIGH COUNTRY?

"What moved us here five years ago was that Bright had everything we needed, for work and for play. This region is perfect for people who like adventure, and for me, the rock climbing on Mount Buffalo and incredible mountain bike trails of Bright Mystic were key to our decision to relocate. The longer I've stayed here the more I realise there is to explore and I'm still only scratching the surface! The plan was to stay for five years or so before heading off to some other exciting place but now we can't see ourselves moving in a hurry. What's keeping us here is everything else on offer that doesn't always go together with an adventure destination. Great food, coffee, beer and wine? Check. Swimming holes and relaxing short walks in nature? Check. Physio and health services? Check. (I don't bounce as well as I used to!) It's surprising just how infrequently we need to make the 'big drive' all the way out of our little valley to find other services, so much is on offer right here."

Rowan Blakers, Bright Adventure Company



STORY STARTERS/THEMES



STORY STARTERS/THEMES

AUSTRALIA'S PREMIER CYCLING DESTINATION: RIDE HIGH COUNTRY

VICTORIA'S HIGH COUNTRY IS OFFICIALLY THE NUMBER ONE DESTINATION FOR CYCLISTS IN THE COUNTRY, WITH RELAXED RAIL TRAILS, CHALLENGING ROAD CLIMBS, HIGH OCTANE MOUNTAIN BIKING & ENDLESS GRAVEL TO EXPLORE.

There are about 200 tourism businesses around the region catering to the needs of cycling visitors via a dedicated Ride High Country Preferred program across shuttles, hire, servicing and accommodation.

AT A GLANCE

300km + MTB trails across 10 distinct parks

Bright Mystic, Mount Beauty Big Hill, Falls Creek, Dinner Plain, Yack Tracks Yackandandah, Beechworth, Mt Buller Bike Park, Eildon, Buxton, Lake Mountain

Three outstanding off-road Rail Trails

- 100km+ sealed **Murray to Mountains**
- Australia's longest continuous trail, the **Great Victorian Rail Trail**
- The **High Country Rail Trail** hugging the shores of Lake Hume and the Upper Murray River

7 of Australia's most challenging alpine road climbs – The 7 Peaks Challenge

Gravel riding in the High Country

For cyclists searching for adventure on the roads less travelled with stunning gravel roads meandering through valleys, over epic mountain passes and following undulating ridgelines.

Ride High Country Preferred

A fantastic range of guided cycle tours, bike servicing, bike hire and bike friendly accommodation.



RIDE HIGH COUNTRY – FAMILY FRIENDLY HIGHLIGHTS

For those who like to feel the wind in their hair, the section of the Murray to the Mountains Rail Trail from Beechworth to Everton stations is a lovely free-wheeling descent for nearly 15km. It's a very popular ride, but remember, what goes down must come back up!

Falls Creek MTB Park recognises that everyone needs to start somewhere. The Nordic Bowl and lakeside trails feature nearly 10km of berms and rollers that are great for kids and beginners to get the feel of riding singletrack.

In the 1950s the town of Tallangatta "moved" 7km to the west in order to expand Lake Hume. You can still see remnants of the historic old town by riding the High Country Rail Trail from Tallangatta to Old Tallangatta. It's a flat 8km along Lake Hume and a great ride with kids.



WHY VICTORIA'S HIGH COUNTRY?

"The region has the ultimate combination of relaxed living, but with heaps of things to see, do and enjoy. Cycling, skiing, hiking, breweries, wineries, fine dining, great events are all readily available without the stress of an inner city crowd. Being a wine lover, I am partial to the local vino so that's handy! I love the walk up Reform Hill in Myrtleford – the views from the top are stunning. And it can be done in 30-40 mins. When I am really energetic I will ride a mountain bike up the back track, and finish with a coffee at Chakra or Alpine Gate when done. I am loving that Billy Button has a cellar door in Myrtleford now and the food at Gapsted Wines along with the views are always top notch."

Damian Cerini, founder Tour de Vines
guided gourmet cycling tours



RIDE HIGH COUNTRY – MTB AND OFF-ROAD HIGHLIGHTS

The three mountain bike parks of Murrindindi Shire are relative newcomers but offer an excellent High Country riding weekend close to Melbourne. **Lake Mountain's Cascades** trail in particular is an adventure like no other – covering 29km from Lake Mountain down to Marysville, the trail starts at 1300m and climbs to the summit of Lake Mountain before descending 900m into Marysville.

Take the road less travelled and ride an incredible gravel loop from the **King Valley to Lake Buffalo**. The amazing Mount Buffalo vistas and serene forest riding will distract you from the 80km distance and all the punchy climbs.

Serious gravity lovers are spoilt for choice in Victoria's High Country. Mount Beauty, Mt Buller and Bright Mystic have all hosted national championships and are a foundation part of Australia's downhill and gravity scene. For flat out fun, combine Bright's Hero trail with Shred Kelly's Last Stand, then shuttle back up and do it again and again.



WHY VICTORIA'S HIGH COUNTRY?

"I grew up in Mount Beauty and have ridden bikes in every corner of the world, yet the Victorian High Country is so unique and special! There's such a variety of landscapes with stunning towns throughout. There's so much to do that it's hard to choose one favourite experience but I love mountain biking at Falls Creek or going for a cheeky post-ride beer at the Bridge Road or Bright breweries. I also really enjoy exploring the swimming locations in summer like the magical 'gorge walk' near Mount Beauty."

Paul van der Ploeg, 2013 World Champion,
official Ride High Country Ambassador.
Click [here](#) to watch Paul van der Ploeg in action.



COMBINE GREAT CYCLING EXPERIENCES WITH GREAT FOOD & DRINKS AND SPECTACULAR SCENERY

Pedal the short section of trail between **Oxley and Milawa** and you might find yourself off the bike more than you're on it. Mustards, cheeses, cafes, bakeries, vineyards...the only dilemma is how you'll carry it all home.

The iconic **Rutherglen Wine Bottle** towers over the township of Rutherglen. Only a short spin from the Rutherglen-Wahgunyah section of the Murray to Mountains Rail Trail, with its high vantage point it has a spectacular outlook over the surrounding vineyards and countryside.

Some say you're not a proper road bike rider until you've conquered one of the **High Country's 7 Peaks**. Base yourself in Bright with its cafes, restaurants and craft brewery and attempt the alpine climbs of Mount Buffalo, Mount Hotham, Dinner Plain or Falls Creek. They offer a European level of difficulty with an Aussie après scene.

WHY VICTORIA'S HIGH COUNTRY?

"I didn't know how much I loved cycling, until I moved to the High Country almost 20 years ago. There are world class bike trails and alpine roads that deliver knockout views around every corner and a community sharing a love of bikes and the journeys they take you on. Plus there's always a smiling barista smashing out top-notch coffees at the end of a ride!

My favourite road ride is the 70km Warby Range loop, starting and finishing in Wangaratta, meandering through farmland, beautiful bushland and villages, with a couple of challenging climbs and rewarding descents. There's a halfway caffeine option at the Vintage Hall Cafe in Glenrowan or finish at Cafe The PreVue in Wang. (Did I mention their almond croissants?!)"

Michelle Armstrong, Co-founder High Country Women's Cycling Festival



STORY STARTERS/THEMES ON YOUR FEET! WALK HIGH COUNTRY

FROM SHORT VILLAGE STROLLS TO MULTI-DAY MOUNTAIN TREKS FOR HARD CORE HIKERS, VICTORIA'S HIGH COUNTRY OFFERS A PLETHORA OF OPTIONS FOR VISITORS LOOKING TO EXPLORE THE UNIQUE BEAUTY OF THE REGION THE SLOW WAY.

Here's a snapshot of some sensational guided walk experiences around the region, including:

Jean-Francois Rupp's fully guided and supported **Alpine Nature Experiences** now include Falls to Hotham hikes in summer and snowshoe tramps to an eco village in the snow at Mt Hotham in winter.

A **High Country Hiking Tour**, guided, multi-day walk in and around Mt Stirling including Craig's Hut, Eagle Peaks and Crosscut Saw.

At Falls Creek, **Trails, Tales and Tucker** takes in historic High Plains huts and superb scenery on an easy guided walk and picnic, suitable for any age.

A unique, fully guided and supported premium pack-horse walking holiday through the Victorian Alps with Park Trek and Bogong Horseback Adventures.

Park Trek also offers **3 Peaks in 3 Days**.

Hedonistic Hiking all inclusive luxury walking holidays including the King Valley and Mount Buffalo and Bright-based **Alpine Walking Guides'** three and five day walks from Mt Hotham to Falls Creek.

Monnie from **Mansfield Bushwalks** offers pack-free guided walks of her favourite trails in and around Mansfield to suit all ages and levels of fitness.



STORY STARTERS/THEMES

HIGH COUNTRY HISTORY

GOLD, NED KELLY AND THE MAN FROM SNOWY RIVER.

The 19th century Victorian gold rush gave birth to many of the villages of the High Country and today the architectural heritage of those heady days can be seen in the quaint village streetscapes shaded by verandahs and lofty trees that turn all shades of red and gold in autumn.

There's no better place to explore the gold history of the region than Beechworth and its little sister towns of Yackandandah and Chiltern. Discover the National Trust collection of government buildings that make up Beechworth's **Historic & Cultural Precinct**, dating from the mid to late 1850s, as well as the fascinating **Robert O'Hara Burke Museum** and the **Old Beechworth Gaol**. **Daily walking tours** leaving from the original Town Hall are a great way to take a deep dive into the town's colourful past.

Ned Kelly and his associates also left an indelible mark on not just Beechworth, which the bushrangers and their families frequented (and spent time in both the local courthouse and gaol) but also **Glenrowan**, site of the infamous Last Stand and shootout with police, **Stringybark Creek** near Tolmie where police were killed by the Kelly gang and the hills surrounding each of the towns used as hiding places before their eventual capture.

Banjo Patterson's Man from Snowy River lives on in Corryong in the Upper Murray where an **annual festival** celebrates bush skills and the legendary High Country horsemen. In 2021 the festival returns from 8 to 11 April.



WHY VICTORIA'S HIGH COUNTRY?

"If I'd told my university friends that I would one day be working in Beechworth, famed haunt of Ned Kelly, I don't think they would've believed me! I made the move 300km north of Melbourne to make the High Country my home, and now work to preserve and interpret the Beechworth Historic Precinct. I haven't looked back since. Living in this region is fascinating and humbling. On a day off I love going to Yeddonba in the Chiltern Mt Pilot National Park to see the 5000 year old Aboriginal rock art which includes a painting of a thylacine. It's a powerful reminder of the history and connections to country here that stretch back millennia. Every day here is a learning experience for me, uncovering lost stories of people on the gold diggings or working with historic collections to highlight life here through the years. There's so much to see and do that I'm always finding new adventures and stories."

Cameron Auty, Projects and Strategy Manager,
Cultural Heritage, Indigo Shire Council



STORY STARTERS/THEMES

GLAMPING IN THE HIGH COUNTRY

VICTORIA'S HIGH COUNTRY HAS A MULTITUDE OF GREAT PLACES TO PITCH A TENT OR PARK THE CARAVAN BUT FOR THOSE YEARNING FOR CAMPING WITH A TOUCH OF LUXURY, GLAMPING IS DEFINITELY THE ORDER DE JOUR.

Click [here](#) to find out more.



STORY STARTERS/THEMES SPAS, YOGA & WELLNESS



From massage, skin and beauty treatments to natural, locally crafted and sourced wellness products, luxury retreats for blissful relaxation and therapeutic immersion, magnesium pools, Japanese onsens or yoga in beautiful places, Victoria's High Country offers some deliciously indulgent experiences to recharge and rebalance.

Click on the links to find out more:

SPA THERAPIES AND RETREATS

Spa Beechworth/The Benev: Beechworth

White Lotus Spa & Retreat: Narbethong

Astra Day Spa: Falls Creek

Breathtaker Hotel & Spa: Mt Buller

Onsen at Dinner Plain

YOGA AND MEDITATION

Mountain Wellness @418: Wandiligong

Bright Yoga Space: Bright

Yoga in the Vines: Dal Zotto Wines, King Valley

Uschi Steedman: Movement & Massage – Mansfield

WELLNESS PRODUCTS

Gather & Harvest: Mt Beauty

Dindi Naturals: Yarck

STORY STARTERS/THEMES SUSTAINABILITY

SUSTAINABILITY IS MORE THAN A BUZZ WORD FOR A GROWING NUMBER OF HIGH COUNTRY TOURISM BUSINESSES.

A few examples/angles here:

Delatite Wines' stonking new cellar door (opening autumn 2021) will be powered by 100kW of solar panels and a 75kW battery. It will harvest rainwater and offer three Tesla charging stations.

Sustainability also underpins everything **Scion Wines** in Rutherglen does, from biological management of the soil to solar power and rainwater to run the winery and cellar door. The winery also offers a Tesla charging station.

In Beechworth, **Pennyweight's** David and Elizabeth Morris take an environmentally holistic approach to producing their award-winning, certified biodynamic, organic wines which are grown free of synthetic chemicals.

New distillery, **Swiftcrest** in Mansfield is entirely off-grid, producing standout spirits using biodynamic and organic ingredients. Timber from their property runs a wood-fired steam boiler to heat their stills and water from a pure spring fed by snow melt from Mt Buller.

The brand new **Kinglake Distillery** is also run entirely off-grid.

Bright Brewery takes its green credentials seriously, its initiatives including 50kw solar power at its production facility in Bright, no use of plastic straws or sale of water in plastic bottles and reuse of grain products and food waste to feed local cows and the community garden.



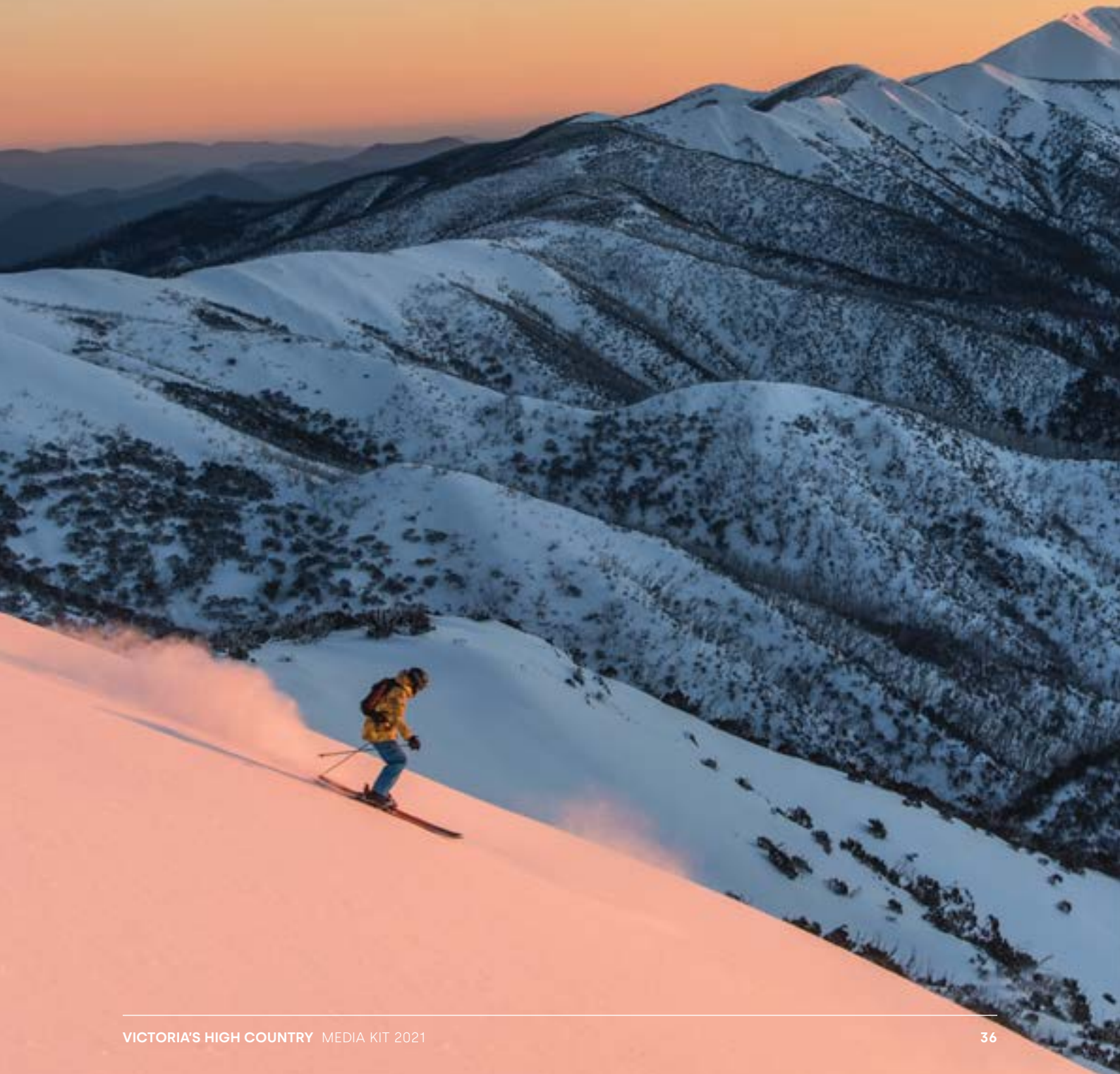
WHY VICTORIA'S HIGH COUNTRY?

"One of my favourite things about living here is that when you go into town there are still farm dogs on the back of utes, but you can now get great coffee. We are really lucky that the food and wine industry here is coming into its own but the towns still have the farming community feel and values. I love to get on the Delatite River with my fly rod as much as I can. I don't always catch anything but just being there, especially at dusk, is peaceful and stunning. I also love to take a day off on the best day of the snow season. There is nothing like skiing at Buller on a bluebird day after a big dump of snow. My favourite run is Men's Downhill. We are lucky to be based at the bottom of Buller so I can be up there by early morning. I'm an early bird so I love to get to the winery before anyone else and watch the sun rise over the mountains as I prune or train the vines. The solitude and quiet is the perfect way to start the day, as long as I'm home in time to cook breakfast!"

David Ritchie, Delatite Wines, Mansfield



ONLY IN THE HIGH COUNTRY SNOW



ONLY IN THE HIGH COUNTRY SNOW



ALPINE RESORTS

Whether it's a peaceful cross country ski or **Husky sled dog ride** through the snow gums or the thrill of a downhill run on skis or a snowboard, the fabulous alpine resorts of Victoria's High Country have all kinds of winter snow experiences to suit any age, taste, style or ability. During the warmer months these beautiful places transform into hubs for cyclists, hikers, bushwalkers and nature lovers with accommodation options from lodge-style to high end to suit any pocket.

Click the links to go straight to the resort sites for comprehensive information/media centres.

Falls Creek – nearest town: Mt Beauty

Mt Buller – nearest town: Mansfield

Mt Hotham – nearest town: Harrietville/Bright

Mt Stirling – nearest town: Mansfield

Lake Mountain – nearest town: Marysville

Dinner Plain – nearest town: Omeo/Harrietville

WHY VICTORIA'S HIGH COUNTRY?

"The High Country has it all in terms of outdoor activities. There is always something to do and never a dull moment. I liken it to the alps in Europe where you can be on the mountain skiing in winter, and in summer be on the lake or in a spring fed creek catching wild trout. The people are relaxed and there is also some of the best produce right at your doorstep. My favourite experiences include skiing three or four laps on the first lift of the day on a Mt Buller bluebird day then heading into Koflers for an Apricot Mogul for morning tea. It doesn't get much better! Also, fishing at dusk with no-one else in sight watching the orange sun setting over the valley whilst the trout are rising on the evening hatch. For a fisherman this is very hard to beat...And afternoon swimming in a deep hole in the Delatite River followed by a late afternoon lunch and vino at the Delatite Winery. Magnificent views, great food and very tasty wine!"

Winter Olympian, Anton Grimus,
Hotel Pension Grimus at Mt Buller



VICTORIA'S HIGH COUNTRY DESTINATIONS BEECHWORTH & SURROUNDS

#BEECHWORTH



THE LOWDOWN

Gold-era villages featuring National Trust buildings, links to Ned Kelly, fresh seasonal produce, artisan bakers, home of internationally renowned wine from Giaconda, whisky from Billson's Brewery, gin from Glenbosch Estate and craft beer from Billsons and Bridge Road Brewers. Chiltern-Mt Pilot National Park walks to explore by bike or on foot, Lake Sambell or Woolshed Falls for summer swimming, tree-lined boulevards for autumn colour, guided tours.

Great for romantic getaways, family holidays, gourmet adventurers, history buffs.

Eat & drink at Michael Ryan's award-winning fine dining restaurant, **Provenance**. Superb Japanese inspired flavours and a stellar wine list.

Ben Kraus' **Bridge Road Brewers** for an amazing range of award-winning ales and extraordinarily good pizzas either indoors at the Old Coach House or outside under shady umbrellas in the busy beer garden.

Sean Ford's **Ox & Hound Bistro** for delicious, classic Italian and French fare, a fabulous wine list and signature dishes highlighting seasonal flavours and home-grown vegetables.

House-roasted coffee at **Blynzz**, simple, rustic Italian fare at **Project 49** and delicious Sri Lankan cuisine from **Amandhi's**.

Historic **Billson's Brewery** for small batch whisky, gin, vodka and beer plus a classic range of cordials and sodas. Cosy, intimate Speakeasy for weekend drinks.



Cycle the sealed and scenic Beechworth to Everton leg of the **Murray to Mountains Rail Trail** downhill to the valley (and a steady uphill back to town!). The Flametrees MTB track running parallel is perfect for family adventures. Great MTB parks with tracks to suit all levels at both Yackandandah and Beechworth. Gravel roads and fire trails heading off in all directions for the explorers.

Experience sweeping views from the summit of Mt Pilot, Murmungee Lookout or the Beechworth Gorge. Take a Ned Kelly walking tour and explore Beechworth's Historic Precinct including the excellent Burke Museum. Picnic or paddle a canoe with the kids at Lake Sambell. Learn to cook at Sally Lynch's **Big House Cooking School** at the Old Beechworth Gaol.

WHY VICTORIA'S HIGH COUNTRY?

"The mountains and hills, the sunsets, the produce, the people. Fantastic bike rides, especially Beechworth to Stanley and Beechworth to Dederang. Mt Buffalo...I am not a spiritual person, but there is something powerful about this mountain. The diversity and quality of the drinks produced in the region, from beer, to wine to gin and whisky."

Michael Ryan,
Founder/Chef Provenance, Beechworth



VICTORIA'S HIGH COUNTRY DESTINATIONS BENALLA & SURROUNDS

#ENJOYBENALLA



THE LOWDOWN

Bustling regional city which has become a hub for visual artists. Amazing street and silo art, and an annual **Wall to Wall** street art festival featuring a curated real-time program featuring leading Australian and international artists. Nearby is the **Gooramadda Silo Trail**. The **Benalla Regional Gallery** is one of the best in Australia. Nearby **Winton Wetlands**, a nationally significant wetland restoration project offering outstanding bird watching, peaceful walks and incredible **stargazing**.

The area is also home to the famous and fabulous **Swanpool Cinema** as well as the classic country pub, the Tatong Tavern.

Great for art lovers, nature lovers, family holidaymakers, a base for exploring the Goulburn Valley.

Eat & drink at **Rustik Cafe & Food Store** in Benalla, a local institution for healthy gourmet foods and locally made produce.

The Northo, for elevated pub food and great atmosphere, cosy open fire in winter and gorgeous garden courtyard for summer drinks.

The sleek **Mokoan Hub Cafe** for views over the Winton Wetlands, good coffee, delicious breakfast and lunch menus and local wines to enjoy on the terrace outside.

Taminick, between the Winton Wetlands and the Warby Ranges, is home to **Booths Taminick Cellars** and James Booth's **Black Dog Brewery**, a founding member of the High Country Brewery Trail as well as **Baileys of Glenrowan**, home to famed labels such as the 1920s Block Shiraz and Founder Series Classic Muscat. The cosy cafe inside the historic cellar door is perfect for winter pizza and tastings of the sumptuous range of fortifieds this winery has been producing for 150 years.

Head off the well worn track to boutique, family-run wineries around Swanpool taking a fully chauffeured, bespoke **Broken River Behind the Wine Tour**.

Experience the whoosh! The Gliding Club of Victoria is home to the largest club in Australia, offering joy flights to visitors.

Benalla also has links to Ned Kelly and is the place to view the bloodstained sash for bravery Ned wore under his armour at the Gang's last stand in Glenrowan.



WHY VICTORIA'S HIGH COUNTRY?

"It's hard to go past the picturesque landscape, whether you're at the peaks or in the beautiful valley towns. A 4.25km walk around serene Lake Benalla takes in not only the lake, but also rivers, the beautiful Botanical Gardens, remnant river red gum forest, the Gaudi-esque Ceramic Mural, and Jaycee Island with its towering Moreton Bay figs and Bunya Bunya pines. I relocated to Benalla for the art – there's always something incredible to see at the gallery as well as the city-wide collection of street art murals from Wall to Wall festivals by artists such as Adnate, Sofles, Fintan Magee and Elle. The Winton Wetlands are great to explore and to enjoy a coffee or meal at the café and for weekend escapes, I head to Bright or Beechworth where a Peach Sour at Bridge Road Brewers is high on my list of favourite things to do in the High Country!"

Eric Nash
Director Benalla Art Gallery

Photo of Eric Nash (in front of a tapestry of Sidney Nolan's 'Glenrowan') courtesy of the Benalla Ensign.



VICTORIA'S HIGH COUNTRY DESTINATIONS BRIGHT & SURROUNDS

#BRIGHTANDSURROUNDS



THE LOWDOWN

Loved, iconic High Country destination famous for stunning autumn displays, scenery and the epicentre of regional cycling. Attractions include the Murray to Mountains Rail Trail, Mystic Mountain Bike Park, adventurous abseiling and rock-climbing experiences at Mount Buffalo, standout food and wine. Many Ride High Country Preferred businesses – cycle-friendly accommodation, bike hire and guided tours. Off-mountain winter base for skiers at Mt Hotham & Falls Creek. Picturesque Alpine and Kiewa Valley villages offer an excellent range of accommodation, scenic landscapes, wineries, farm gates.

Great for family camping holidays, mountain biking, leisurely rail trail cycling, high adrenaline adventuring, foodie getaways, Instaworthy mountain and valley vistas.

Eat & drink at award-winning chefs & distillers, Hamish Nugent and Rachel Reed's **Reed & Co** in Bright. Luscious house-distilled gins, cocktails and superb bar snacks.

Hatted chef, Emma Handley's **Templar Lodge** (Mount Beauty), for a quintessential High Country dining experience with outstanding food and wine in the relaxed atmosphere of the renovated Masonic Hall. Victoria's highest mountain, Mt Bogong, is just across the way.

The Holm family's **Ringer Reef** winery with its jawdropping views of Mount Buffalo and casual, welcoming cellar door for whiling away a sunny afternoon.

Or head to **Billy Button and Bush Track Wines'** stylish new cellar door in Myrtleford to taste Jo Marsh's award-winning wines matched with a selection of local gourmet fare.



Cycle the **Murray to Mountains Rail Trail** all the way to Wangaratta (94km) if you're feeling energetic or hire an e-bike at one of the many cycle hire places in Bright and Myrtleford. Mystic MTB Park is nationally renowned, as are **Big Hill Mountain Bike Park** **Mount Beauty** and up the mountain past Hotham at **Dinner Plain**. Or join the locals for an early morning bunch ride up to Tawonga Gap for incredible views of the Australian Alps.

Experience guided **Mystic mountain bike tours** and lessons from seasoned experts or get a bird's eye view on a tandem **paragliding** experience or a heartstopping **cliff picnic** suspended over the Mount Buffalo Gorge. Explore the stunning **Mount Beauty Gorge** or the quirky **Mosaic Trail** along the Ovens River in Myrtleford. Sample a tasting paddle in the expansive beer garden at **Bright Brewery**. Take in the beauty of the High Plains with **Bogong Horseback Adventures**.

WHY VICTORIA'S HIGH COUNTRY?

"The pure air and the four distinct seasons, especially the heat of summer when we head to Rocky Valley Dam at Falls Creek to cool off. I love Mount Bogong for all its moods and colours. It towers above the Kiewa Valley and views of the mountain change with the time of day and the seasons. When you climb Bogong it is almost a spiritual experience. The fresh mountain water of our Kiewa River and the secret swimming holes I can't reveal! Mount Beauty Gorge walk is superb all year round but really comes into its own during the heat of summer. Every so often you will come across a swimming hole, a good place to stop before continuing the adventure. The water is clear and pure. It comes straight out of the mountains."

Emma Handley –
Chef/Owner, Templar Lodge, Tawonga



VICTORIA'S HIGH COUNTRY DESTINATIONS THE KING VALLEY & MILAWA REGION

#VISITKINGVALLEY



THE LOWDOWN

Home of the Prosecco Road, charming cellar doors, sophisticated dining at Sam Miranda, Brown Brothers, Dal Zotto or Chrismont, as well as beautiful valley scenery, farm gates, local seasonal produce, annual events including **La Dolce Vita**. **King River Brewing** craft brewery, pretty villages, accommodation from gourmet getaways to camping by the King River, hot air ballooning over the vine-covered valley. Milawa, Oxley and Tarrowingee are home to gourmet producers, bakers, winemakers, cafes and restaurants.

Great for a languid weekend or a week-long gourmet escape for couples or groups of friends to share the simple pleasures of locally grown and made-fresh, delicious food, wine, beer, gin, cheese, bread, honey, olives, walnuts....etc!

Eat & drink at **Milawa Cheese Factory & Milawa Kitchen** for fresh, delicious fare, cheese tastings, freshly baked bread and pastries seven days a week.

Gamze Smokehouse in Milawa is a family-owned restaurant, bar and smokehouse door specialising in artisan smallgoods.

Patricia's Table at Brown Brothers Milawa is perfect for a fine, leisurely lunch in summer, followed by a sprawl on a beanbag thoughtfully provided on the lush cellar door lawns.



Head to the King Valley following the Prosecco Road all the way through to Whitfield, tasting and meeting the winemakers at the cellar doors dotted throughout the King Valley. Experience warm hospitality at **Darling Estate**, **King River Estate**, **Pizzini**, **Politini** or **La Cantina** or head straight on to stunning **Chrismont** cellar door and restaurant for lunch, with its 180-degree vistas of the valley and surrounding ranges for great wine and traditional Sicilian flavours.

Cycle the 18km (one way) Murray to Mountains Rail Trail from **Wangaratta to Milawa**, stopping at **Sam Miranda** at Oxley for a knockout lunch at the stylish cellar door and restaurant.

Experience Prosecco cocktails with a game of bocce at **Dal Zotto Wines**, followed by a delicious lunch of fresh seasonal fare at the Trattoria.

WHY VICTORIA'S HIGH COUNTRY?

"The 3Ps – People, Produce & Prosecco! My favourite High Country experiences include walking with the amazing Hedonistic Hiking crew (not to mention enjoying the fantastic food and wine they provide). What a way to see and enjoy the region! A Pick Your Own Prosecco event at Dal Zotto Wines is also a true King Valley experience. And in summer, a barbecue at beautiful Lake William Hovell with family and friends is one of life's great pleasures."

Christian Dal Zotto
Dal Zotto Wines, King Valley



VICTORIA'S HIGH COUNTRY DESTINATIONS MANSFIELD

#MANSFIELDMTBULLER



THE LOWDOWN

At 2.5 hours from Melbourne, Mansfield is a perfect weekend getaway destination. A nature-lover's paradise, it's the jumping off point for Mt Buller winter snow and summer sports, Lake Eildon, camping, fly fishing, houseboating, guided walks, horse treks, wild hiking and speccie hot air ballooning. There are some excellent places to taste fresh seasonal flavours and sample locally crafted wine, beer and spirits and freshly roasted coffee and a wide range of accommodation.

Great for nature lovers, family holidays, adventurous souls, ski bunnies.

Eat & drink in or takeaway from casual bar and eatery, **The Fields**, for superb Asian-Australian flavours.

Mat Picone's outstanding **Mansfield Coffee Merchant** produces unique, flavourful blends and superb food made from local produce at his buzzing all-day cafe.

The Produce Store is a local institution open for delicious breakfast and lunch and selling locally grown and crafted produce.

Cycle the **Great Victorian Rail Trail**, extending a whopping 134km from Mansfield to Tallarook. Local cycle gurus, **All Terrain Cycles**, arrange bike hire to suit any rider as well as bike shuttles. ATC are also the local go-to experts for the incredible Mt Buller mountain bike trails, offering women's cycling weekends, skills clinics and shuttles.

Experience pack-free short walks and guided scenic tours of Mansfield and surrounds with Monnie from **Mansfield Bushwalks** or soar high above the landscape in a hot air **Global Balloon** flight.

WHY VICTORIA'S HIGH COUNTRY?

"Christian and I love sharing the wild and untamed mountains. We are lucky to have a proud community of families and individuals that aspire to keep the heritage of the High Country horsemen authentic. Each week we see families out experiencing and enjoying the mountains, on horseback, hiking and mountain bike riding. It's one of the best parts of living in this region.

In the towns and villages, we are lucky to have great food, wine and cafés. My two favourites are the Produce Store and The Coffee Merchant in Mansfield. Something we love to do with the family is camping along the Howqua River and walking through the underground tunnel at Tunnel Bend near Sheeppark Flat. And of course, a horse ride over Mt Stirling to Craig's Hut is also a must do adventure!"

Laura Hayes, Hidden Trails by Horseback,
with (l-r) Maddie, husband Christian and Digby.



VICTORIA'S HIGH COUNTRY DESTINATIONS MARYSVILLE & KINGLAKE, ALEXANDRA, YEA & EILDON

#DISCOVERDINDI



THE LOWDOWN

Victoria's High Country's newest destination right on Melbourne's doorstep. Quaint villages, beautiful natural scenery, the Cathedral Range state park, Goulburn River, Lake Eildon, bushwalking, outdoorsy adventures, mountain bike parks, road cycling, Lake Mountain winter snow and summer cycle trails, waterfalls, incredible scenic drives including the iconic Black Spur.

Great for road tripping couples on weekend getaways, family camping holidays, fisherfolk, intrepid explorers, nature lovers, cyclists and bon vivants.

Eat & drink and discover a burgeoning gourmet food and artisan drinks scene. Home to the brand new **Kinglake Distillery** door, **Bonfire Station Brewery** in Taggerty and the stylishly scrumptious gastropub, **Alexandra Hotel** (Gold Winner, 2019 Victorian Tourism Awards).

Soaring above the gorgeous Yea Valley is the boutique **Sedona Estate** cellar door. Winemaker Paul Evans and partner Sonja Herges produce a range of elegant and sophisticated cool climate whites and reds at this stunning Murrindindi winery.

Cycling

Local aficionados are well acquainted with the amazing mountain bike parks and trails at **Eildon**, **Buxton** and **Lake Mountain**. For something more sedate, Australia's second longest cycle path, the **Great Victorian Rail Trail**, featuring the historic 200 metre Cheviot Tunnel is a great way to explore this picturesque corner of the High Country on two wheels.



Experience the cross-country trails at Lake Mountain in winter, just a short drive up from beautiful Marysville. Perfect for a day at the snow with the kids with excellent day visitor facilities.

Not to be missed in Marysville is **Bruno Torf's Art & Sculpture Garden**, a magical, meandering rainforest walk showcasing Bruno's own quirky creations in unexpected places.

A serene early morning's slow drift down the Goulburn River spotting platypus is an unforgettable way to be immersed in the beauty of this area. Join the expert guides from **Goulburn Valley Fly Fishing** for this uniquely Australian eco-tour.

WHY VICTORIA'S HIGH COUNTRY?

"Other than spending time at our lovely hotel I love the beautiful drive either through the Black Spur or across the winding roads from Mansfield to Whitfield with the windows down. The walking and riding trails and coming across a beautiful spot on the river. Snobs Creek waterfalls towards Eildon is such a special place and it's perfect for some reflection and rejuvenation. "

Jackie Ashe Browning, with husband and talented chef, Patrick Browning, Alexandra Hotel



VICTORIA'S HIGH COUNTRY DESTINATIONS RUTHERGLEN

#EXPLORERUTHERGLEN



THE LOWDOWN

Famous wine growing region since the 1860s, this is the fortified wine capital of Australia. Many beautiful boutique wineries and historic cellar doors within a short distance of each other. Surrounded by the Murray River, where activities include fishing, boating and swimming and the Chiltern Mt Pilot National Park for birdwatching, bushwalking and cycling.

Great for wine enthusiasts and foodies, luxe retreats, romantic weekends and girls' getaways.

Eat & drink at a plethora of great places in and around town. Head to **All Saints Estate** at Wahgunyah for fine, Hatted dining, at **The Terrace** courtesy of talented chef, Simon Arkless.

Delicious French country kitchen flavours are the specialty of **Jones Winery Restaurant** head chef, Briony Bradford, who draws consistent praise for her seasonal/low food miles/nose to tail approach to her craft.

The Pickled Sisters at Cofield Wines in Wahgunyah is a local institution for a long, leisurely lunch with **Grapevine Glamping** tents right next door to sleep it off under the stars.

The Lakeside Restaurant and Wine Bar at Lake Moodemere Estate and in central Rutherglen, **Tuileries** at de Bortoli Wines and **Thousand Pound** offer great food and of course, superb estate-grown wines.

Meet passionate and talented young winemakers and book **bespoke tasting experiences** with Rowly Milhinch, at **Scion**, Ricky James at **James & Co** cellar door and Jen Pfeiffer at **Pfeiffer Wines**.

Cycle the 9km **Rutherglen to Wahgunyah leg** of the Murray to Mountains Rail Trail, an easy pedal linking cellar doors, gold history and farm gates offering seasonal produce. Hire e-bikes from the Rutherglen Wine Experience.

Experience the joys of a guided **Luxe Auto** winery tour in a chauffeured vintage Rolls Royce Corniche and cap it off with a stay at the stunning 19th Century **Mount Ophir Estate**.

WHY VICTORIA'S HIGH COUNTRY?

"We love being part of a smaller community and living in a regional area. Our town is unpretentious with shady verandahs and cool cellar doors and no traffic lights. The Murray River and Lake Moodemere are very important features of our landscape here and I love the expansive farmland, vineyards, Chiltern Mt Pilot National Park and big skies and how the sun shines here day after day. Autumn is our favourite time of year here with its long warm days and cool nights.

Some of my favourite experiences include freshly caught beer battered Murray Cod, staying at The Park at Mount Beauty which is beautifully maintained and has lovely grass, shade, clean water and is THE best place for a low key camping holiday. Also Tu Vietnamese street food at Myrtleford and the incredible Sri Lankan cuisine at Amandhi's in Beechworth are fantastic and on a hot day, a swim in our beautiful old school 33 yard local pool is an absolute treat."

Georgie James with husband and winemaker, Ricky James, daughter Lucy and Harry the long-haired Jack Russell at James & Co Cellar Door, Rutherglen



VICTORIA'S HIGH COUNTRY DESTINATIONS WANGARATTA & SURROUNDS

#VISITWANGARATTA



THE LOWDOWN

Wangaratta is a major regional centre and home of the renowned annual Jazz Festival each November, riverside cafes, gateway to the Milawa Gourmet Region and Ovens and King Valleys and the start of the Murray to Mountains Rail Trail cycle trail. Nearby Glenrowan is famous for its links to Ned Kelly, the iconic armour and the bushranger (and his Gang's) last stand. The **Warby Ranges National Park** is on the doorstep, offering scenic walks, wildflowers, waterfalls and wildlife.

Great for family holidays and history buffs. Wangaratta has excellent caravan parks by the river and accommodation including the excellent Gateway Wangaratta, major retail and service outlets and is a great base for exploring the cycle, food and wine trails of the surrounding area.

Eat & drink at **Rinaldo's Casa Cucina**, with its expansive Ovens River-facing deck and fabulous Italian flavours from renowned homegrown chef, Adam Pizzini.

Head to Donovan and Melissa Jacka's place in Tarrawingee to taste (and buy) their outstanding **Tolpuddle Goat Cheese**. Cute warning! Encounters with very cuddly baby goats may occur.

The Vine is a local favourite watering hole with a big, grassy beer garden, regular live music, good pub fare and a history that goes all the way back to Ned Kelly himself.



Cycle the Murray to Mountains Rail Trail all the way from Wangaratta to Bright through the stunning Ovens Valley. This unique, sealed, off-road trail is one of the High Country's most popular tourism drawcards. Bike hire and shuttles from **Rock & Road Cycles** in Wangaratta.

The valley plains and foothills surrounding Wangaratta are also ideal for road cyclists seeking long rides and big vistas.

Experience history up close in **Eldorado**, named for the immense wealth it once produced from gold mining and dredging of Reedy Creek. Bordering the Chiltern-Mt Pilot National Park between Wangaratta and Beechworth, explore rugged, rocky scenery, a charming village, historic walking trail and tasty treats from the excellent **Firebox Bakery**.

WHY VICTORIA'S HIGH COUNTRY?

"What I love most about living in the High Country? Seeing the way light and weather play across the same landscape throughout the day and season, creating breathtaking scenes in the everyday. Hazy mornings watching the jersey cows walk to their milking, brilliant blue skies above, paddocks filled with hay bales...we live in a spectacular place! I also love sitting in the dappled shade of the beer garden with the little creek running through it at the Mountain View Hotel in Whitfield. Another great beer garden is at the Whorouly Pub, also beautifully shaded with a lovely grassed area and great food from their restaurant, Cyril. The views looking down the valleys from both Gapsted Winery and Chrismont in Cheshunt are just stunning."

Ceridwen Brown, CEO
Milawa Cheese Co.



VICTORIA'S HIGH COUNTRY DESTINATIONS TALLANGATTA & THE UPPER MURRAY

#VISITUPPERMURRAY



THE LOWDOWN

Bounded by the Murray, Mitta Mitta and Kiewa Rivers and the peaks of the Australian Alps, this stunning most north-easterly pocket of Victoria's High Country offers majestic mountain vistas, fantastic riverside camping places, incredible night skies and links to the legend of the Man from Snowy River legend.

Great for relaxed family camping holidays, thrillseekers, road trippers, gravel grinding, nature lovers, fisherfolk, photographers. Perfect for a lazy week in a tent by the river.

Eat & drink **The Black Sheep** is the go-to in Corryong for great breakfast (don't miss the chili scrambled eggs!) and simple, delicious lunches for perfect picnics.

Also in Corryong, **Jack's Store** specialises in fresh, locally and regionally sourced cakes, produce and gourmet products to stock the hamper or panniers.

The **Mitta Mitta Brewing Company** not only produces stand-out, sustainably made craft beers, it also offers a tasty all-day menu with plenty of vegan/vego choices.

Cycle **The High Country Rail Trail**, stretching over 80 kilometres from Wodonga, through Old Tallangatta and out to Shelley, hugging the shoreline of Lake Hume. Instagram alert! The old Sandy Creek railway bridge is now a photogenic icon in its own right and a great place to soak up sweeping views of the lake and the endless valley beyond.



Experience the Upper Murray's spectacular valley and mountain scenery following the upper arm of the Murray River via the 153km **Great River Road** from Bellbridge at Lake Hume to the Snowy Mountains township of Khancoban. Along the way, explore quaint villages and country pubs, beautiful places to camp by the river and discover a monolith even bigger than Uluru, **Pine Mountain** in the Burrowa–Pine Mountain National Park.

For some heart-pumping adventure, nothing comes close to a **guided white water rafting trip** down the Mitta Mitta River with Rafting Australia – November to April.

The Man from Snowy River Bush Festival in Corryong is the Upper Murray's biggest annual event.

WHY VICTORIA'S HIGH COUNTRY?

"I adore the sense of resilience, kindness and strength of the community spirit. The fresh clean air, the smell of eucalyptus and the walking tracks to experience Australia at its best. Also the close proximity to the ski fields, the Man from Snowy River Festival and swimming in the Murray River. "

Bridget Bowe (with partner Gary Paxton),
Hotel Granya & Farmstay



WORKING WITH VICTORIA'S HIGH COUNTRY

WE'RE HERE TO WORK WITH YOU TO EXPLORE
A PARTICULAR STORY ANGLE. IF YOU'D PREFER
TO FREEWHEEL [HERE](#) ARE SOME ITINERARY
IDEAS TO GET A FEEL FOR OUR REGION.

Tourism North East is the Regional Tourism Board for Victoria's High Country. TNE's PR Manager works with media on behalf of our stakeholders on an annual visiting journalist program.

If you're interested in discussing a media famil opportunity in 2021, whether your focus is on food and drinks, cycling, outdoor adventuring, arts and cultural heritage, snow or a particular destination, please get in touch!

Contact Sue Couttie, PR Manager

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An aerial photograph of a mountain resort in Victoria, Australia, during sunrise. The sun is low on the horizon, casting a warm orange glow over the snow-covered mountains and resort buildings. Ski lifts and trails are visible in the foreground, and the resort's infrastructure is nestled in the valley.

VICTORIA'S HIGH COUNTRY

victoriashighcountry.com.au