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Sovereign Hill's reopening another step forward for Victoria's visitor economy

The Victoria Tourism Industry Council (VTIC) is delighted by today's announcement that Sovereign Hill will reopen its doors to welcome visitors back from Saturday 27 June. From its restart date, through to the end of September, the attraction will be open to the public three days a week, every Friday, Saturday and Sunday.

VTIC Chief Executive Felicia Mariani said, "It was a very dark day for our industry on 20 March when Sovereign Hill announced it would be closing its doors indefinitely as a consequence of impacts from the Coronavirus crisis.

"Sovereign Hill is a landmark attraction in Victoria welcoming over 750,000 visitors in the past year. Its closure in March was a major indication of the devastation that COVID-19 would inflict on our industry across the state and across the country.

"After three long months of hibernation, many parts of our sector reopened over the past long weekend, with visitors flocking to destinations and attractions all over Victoria.

"The announcement today by Sovereign Hill that they too will be welcoming visitors back later this month, is another bright moment for our industry on its long road to recovery," Ms Mariani concluded.

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