



Destination Riverland Incorporated

13th August 2013

SWITCHING RIVERLAND TOURISM TO LIVE, LIVE, LIVE

Peak Riverland tourism body, Destination Riverland (DR), is set to launch its new Riverland tourism website on 28th August 2013.

Chair of DR Joan Hall said she was proud of the exciting new features that make the website so user friendly. The images are stunning and the itineraries and the “must do” options will captivate the user and attract more people to enjoy “river time” in the Riverland. This initiative supports our aim to return the Riverland as a regional tourism powerhouse and encourage new tourism investment.

Ms Hall said she was delighted at the interest shown by local tourism businesses to be featured on the new site, providing a range of accommodation options, events and things to do to cater for all interests.

A special feature showcasing destination weddings, food and wine and back-packing will build on these growing markets, whilst a stronger and more visual presence for house boating and unique waterfront accommodation will more clearly highlight the impressive strengths of our Riverland .

Ms Hall said the Destination Riverland team will use the website to assist more local tourism businesses to become on-line bookable and to support local event managers to promote the increasing number of diverse events occurring in the region.

South Australian web design business, JABA Multimedia Design, won the tender from 5 other companies because of their experience with private and regional tourism websites and the success they’ve brought to Kangaroo Island tourism through its new website. Founder of JABA, Adrian Adams, will provide a tour of the website at the launch. JABA has established major on-line solutions with a number of successful national and international clients including Vidal Sassoon, Sydney Olympics, the Adelaide Crows and North Adelaide Football Clubs.

Renmark Mayor, Mr Neil Martinson, will launch the new website at an industry function at the Renmark Community Hotel. The website launch will be attended by local tourism operators and Riverland Councils, media and industry partners including SA Tourism Commission, PIRSA, Food SA, Riverland Wine, RDA Murraylands and Riverland, Food Riverland, Houseboat Hirers Association and local Visitor Information Centres.

More information

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