



27th August 2013

WEBSITE TO SUPPORT INCREASE IN TOURISM INVESTMENT AND UPSURGE IN VISITOR NUMBERS.

The launch of the new Riverland tourism website on 28th August 2013 will support the growing local investment in Riverland tourism and capitalize on the upsurge in inbound visitors to South Australia, by promoting the reasons why visitors will want to come and enjoy “river time” in our region.

2013 has been an exciting year so far for Riverland tourism with its new tourism website about to be launched together with an increase in tourism revenue reported in March at \$146 million per annum, up slightly on previous years. The award winning Loxton Community Hotel has led the way with significant upgrades to its accommodation and functions facilities as well as embracing the South Australian Eat Local campaign. The Renmark Hotel has completed internal renovations and introduced a new balcony dining experience, and the Renmark Club is set to re-open its exciting waterfront facility with expanded functions facilities and a new street café experience following several months of renovations.

And just downstream at the Renmark Big4 Caravan Park a new waterpark playground will be an added attraction for families this Christmas. The Barmera Country Club too is busy renovating rooms and is set to recapture its position as a premier golfing, dining and functions resort in South Australia, and earlier this year the Wilkadene Woolshed Brewery was officially opened only days before the running of the incredibly successful new True Grit event held at Caudo Vineyards near Cadell. Another coup for the Riverland events calendar will be the staging of the first race in the 2014 Australian International Pedal Prix in Loxton next May.

Several local businesses are capitalising on the fabulous local foods in the region including the Berri Hotel Group who have opened Cibus Restaurant on the Old Sturt Highway, and a recent menu writing workshop run by Fleurieu foodie Pip Forrester attracted chefs from throughout the region.

Ms Hall said “ the Riverland tourism industry has so much to be optimistic about and is setting a new benchmark typified by national tourism award winners Emaroo who are about to open their new luxury resort at Paringa in the coming months, complementing the first luxury villas recently opened on the Pike River”.

Ms Hall said “all of these developments will feature on the new Riverland tourism website — together with many more products that will increase the popularity of the Region”.

Renmark Paringa Mayor, Mr Neil Martinson, will launch the new website at an industry function at the Renmark Community Hotel this Wednesday. 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.

The SA Tourism Commission reported last week that an increase in international flights to Adelaide is behind a general increase in inbound visitors to South Australia, together with an increasing trend for interstate visitors to fly to Adelaide instead of driving. Destination Riverland Chair Joan Hall said that the exciting new Riverland tourism website is timely, and will help to attract more of these visitors into the region, and reward those businesses investing in new and exciting tourism product including the transition to becoming on-line bookable.

More information

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