

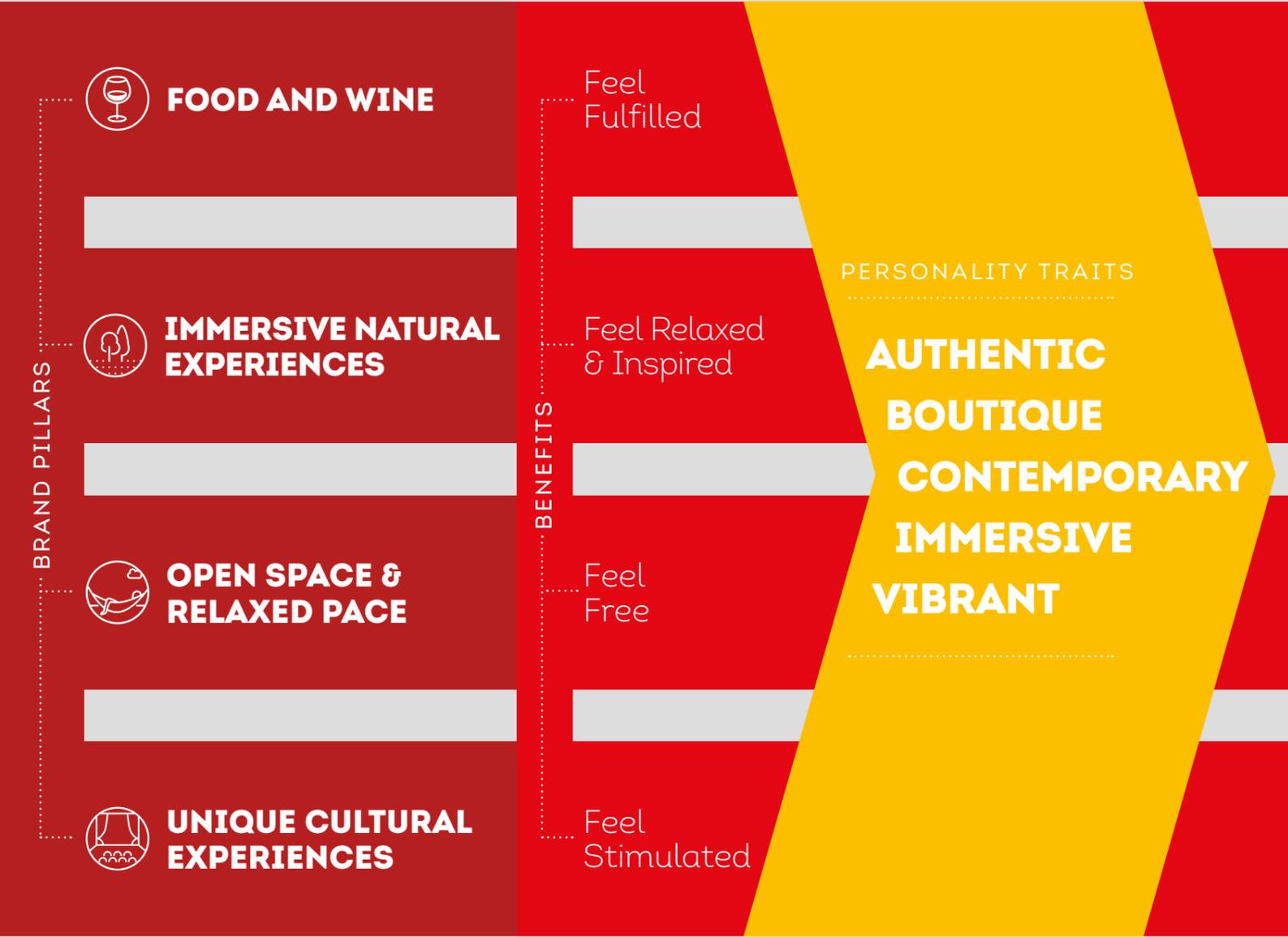
OUR PROMISE. To get experience seekers closer to their passions.

OUR ESSENCE. Diversity and sensory experiences.

OUR TARGET.

Domestic (24 - 54 years): Looking for a range of unique experiences when choosing a holiday destination.

International (24 - 65 years): Have visited Australia before, likely been to Sydney/Melbourne and Queensland, they're now looking for an alternative destination in Australia.



Enjoy a drink in converted historical stables that are now a whiskey and beer bar in Adelaide's boutique and contemporary East End.

Dine among the gnarled branches of a 150 year old Enchanted Fig Tree, nestled in the dunes at Snellings Beach, Kangaroo Island, feasting on Kangaroo Island's best seafood and locally-grown produce.

Toast your own birth year, sampling Tawny at Seppeltsfield, Barossa, in their Centennial Cellar.

Have a one-on-one conversation with a world famous winemaker at d'Arenberg, McLaren Vale, or better still blend your own and see if you can be your own wine master.

Shake the fresh dirt off produce bought direct from the producer at any of our thriving seasonally sensitive farmers markets.

Experience food heaven with the sights, sounds and tastes at Adelaide Central Market - a cosmopolitan food hub in the city's heart.

Memorable mouth watering fine art dining at premium venues such as Magill Estate, Orana, Hentley Farm and Fino Seppeltsfield.

Abundant seafood across our entire coastline freshly caught that day, fish, oysters, crayfish, prawns, abalone, scallops, cockles, mussels and crabs.

See kangaroos in their natural surrounds, mothers caring for their joeys, teenage 'roos testing out their boxing skills all in our own natural paradise, Kangaroo Island.

Experience heart pounding moments while cage diving with Great White Sharks or

swim playfully with the puppies of the sea - sea lions in Port Lincoln.

Laze on a Murray River houseboat, basking in the gentle Mediterranean South Australian climate all year round.

Marvel at the ancient rock formations and the visual grandeur of the Gawler Ranges.

Put on some waders and sample oysters at their very source at Coffin Bay, Eyre Peninsula - Australia's Seafood Frontier.

Respect our history and see evidence of where Indigenous Australians camped thousands of years ago on the Coorong.

Pick your touring route and meander cross state on any one of our spectacular self drive experiences, immersing yourself in our regions.

Dance to the world's beat at WOMAdelaide, four days of compacted music and open conversations in the unique and beautiful surrounds of the Botanic Gardens.

Be there with internationally acclaimed theatre productions, an array of world-class musicians, breathtaking dance pieces and striking visual art displays at the annual Adelaide Festival of Arts.

Live life in the Adelaide Fringe and experience an eclectic program of cabaret, comedy, circus, dance, film, theatre, music, visual art and design - open to all ages.

Witness up close cycling tactics and strategies as South Australia hosts international teams who ride into cycling glory across iconic SA locations.

Immerse yourself in the passion of a world class stadium at Adelaide Oval, right in the heart of our city, taking in your favourite sport among a huge sold out crowd.

Stroll the contemporary but historic boulevard of North Terrace, taking in the many cultural establishments, the acclaimed Art Gallery, the fascinating SA Museum or the architecturally brilliant buildings of the State Library and universities and feel the soul of our cultural life.

VALUE EQUATION Offers a diverse range of sensory experiences.

BARRIERS **Interstate:** "I think of SA as a food and wine destination, it's not a place to take families." **International:** "When I think of Australia, I think of the rock, the reef and the Harbour Bridge."

EFFORT Prove that South Australia is a destination getting experience seekers closer to their passions. Visually demonstrated through unique sensory experiences.

