

Tourism Champions Case Study

SEGWAY SENSATION SA, ADELAIDE & BAROSSA



Segway Sensation SA, Seppeltsfield

ABOUT SEGWAY SENSATION SA

Established in 2014, Segway Sensation SA run guided Segway tours along Adelaide's Riverbank Precinct and around Seppeltsfield Winery in the Barossa.

The hour-long tours provide guests with a unique adventure as they take in the sights of the River Torrens and Seppeltsfield. A Segway training session is also included in the tour.

Segway Sensation SA is owned and operated by Cindy Chynoweth and Shane Camilleri.

BUSINESS GROWTH

In 2014, Cindy and Shane began operating Segway tours at Seppeltsfield Winery in the Barossa. Adelaide Riverbank tours began operating in 2017.

Segway Sensation SA attracts visitors of all ages from a wide variety of places around the world - 10 per cent of visitors are international, 50 per cent are interstate and the remaining 40 per cent are intrastate.

The business currently employs seven people, up from two in 2014.

CHALLENGES

The Riverbank Precinct is home to a variety of world-class events that can alter the route of Segway Sensation SA's Adelaide tours. Cindy and Shane work closely with businesses, like the Adelaide Oval, to ensure their tours can still take place during an event.

With South Australia welcoming more Chinese visitors than ever before, Cindy and Shane have identified language barriers as a challenge. To overcome this, the business is looking at hiring a Mandarin speaking tour guide to cater to their growing Chinese guests.

THE FUTURE

Cindy and Shane are in the process of finalising a third location for tours, with the aim to open the new tour by the end of 2018.

The opening of the new tour will also see Segway Sensation SA employ up to four new staff members.

COMMUNITY IMPACT

Segway Sensation SA works closely with the local community, collaborating with other Riverbank businesses including the Par 3 Golf Course and BBQ Buoys.

The business also collaborates with Seppeltsfield, offering Segway guests discounts on Seppeltsfield experiences including the Taste Your Birth Year tour.

"We feel it's really important to work with other businesses and form partnerships so we can offer discounts and other services to our customers."

"Service excellence is really important to us. From the meet and greet to the training and making sure guests feel comfortable and relaxed throughout the entire experience."

*Cindy Chynoweth,
Co-Owner/Operator,
Segway Sensation SA*

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The South Australian Tourism Commission (SATC) has allowed Segway Sensation SA to gain a broader reach in the market, introducing Cindy and Shane to inbound tour operators and ensuring Segway Sensation SA is internationally ready.

The SATC has been Cindy and Shane's first port of call in the crucial first years of business providing advice and hosting workshops. The SATC also supports Segway Sensation SA through media and trade familiarisations.

