

Road Tripping around SOUTH AUSTRALIA

南澳大利亚州经典自驾线路



TUESDAY 23 JUNE Webinar #1

南澳大利亚旅游概述和新产品介绍 ([回放视频](#))

TUESDAY 30 JUNE Webinar #2

南澳大利亚经典自驾线路 Road Trips

TUESDAY 07 JULY Webinar #3

阿德莱德&山区，芭萝莎和袋鼠岛

TUESDAY 14 JULY Webinar #4

石灰岩海岸，菲尔半岛和艾尔半岛

TUESDAY 21 JULY Webinar #5

南澳本地华人旅行社合作产品培训介绍

TUESDAY 28 JULY Webinar #6

**南澳特色主题线路设计(高端/户外/亲子/游学/
美食美酒等)**





DARWIN
✈️ 3.3 HRS

CAIRNS
✈️ 3.2 HRS

ULURU / AYERS ROCK
✈️ 2 HRS

GREAT BARRIER REEF

BRISBANE
✈️ 3 HRS

SOUTH AUSTRALIA

PERTH
✈️ 3 HRS

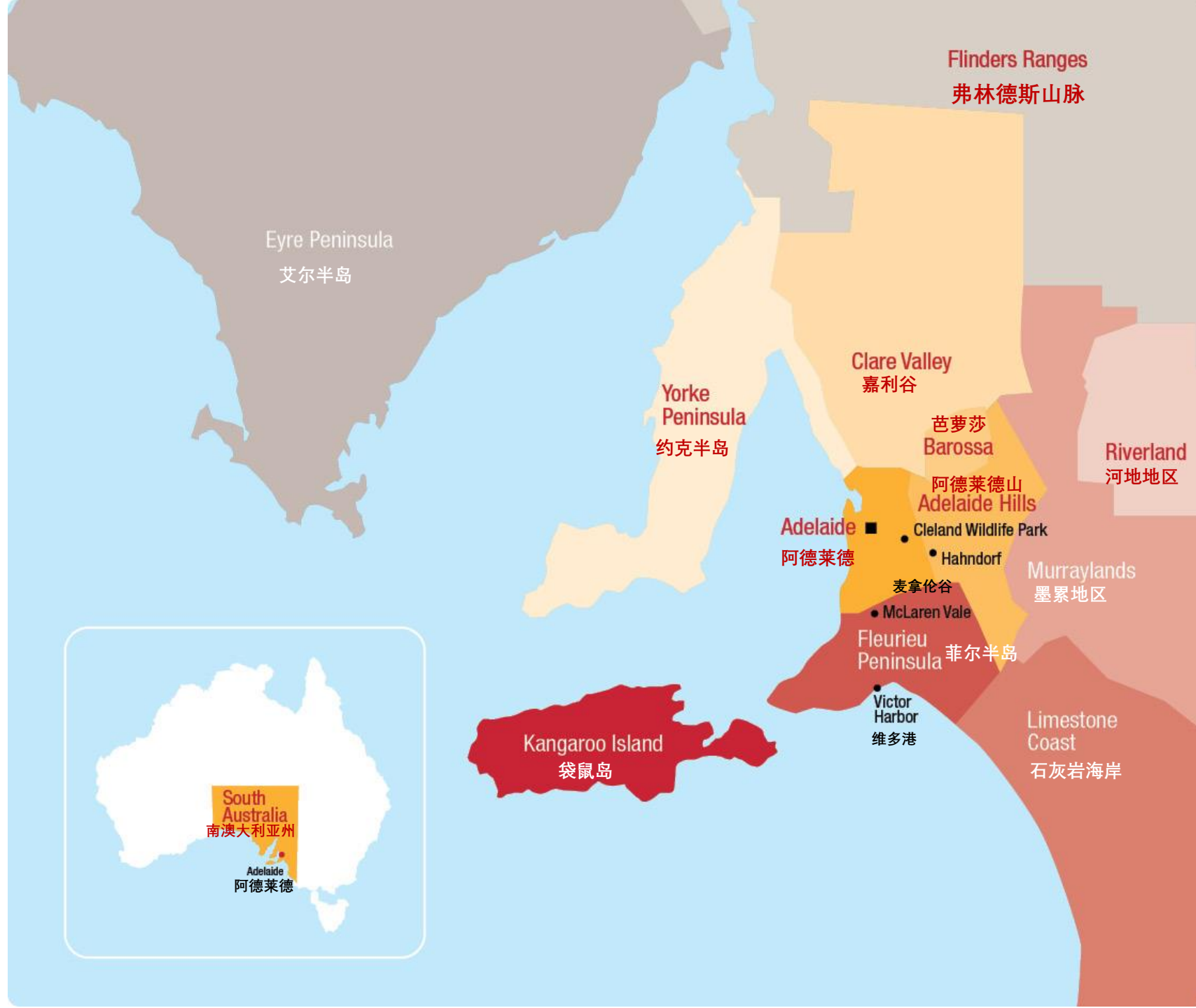
ADELAIDE

SYDNEY
✈️ 2 HRS

MELBOURNE
✈️ 1.2 HRS

GREAT OCEAN ROAD
🚗 12 HRS

HOBART
✈️ 1.4 HRS



WHY SOUTH AUSTRALIA ? | 南澳旅游的独特卖点



精致文艺便利的
阿德莱德



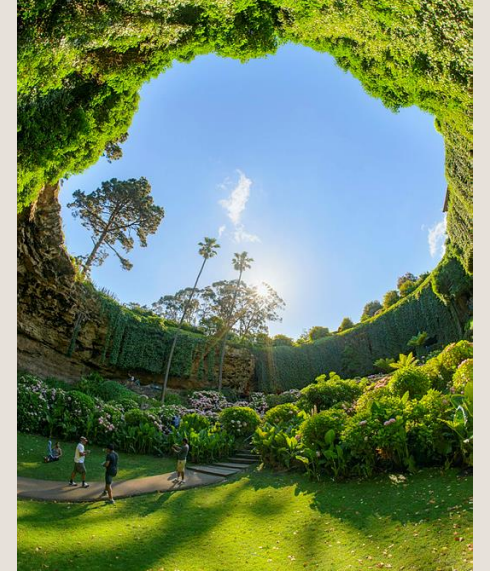
自然环境中的野
生动物体验



旅游景点体验都
在1-2小时车程，
旅游效率高



南澳自然奇境



世界级美食美酒

南澳大利亚州六大经典自驾线路

SOUTHERN
OCEAN
DRIVE

南大洋自驾

EXPLORERS
WAY

探索者之路

Mighty
Murray
way

大墨累河自驾

COASTAL
Way

海岸风光自驾

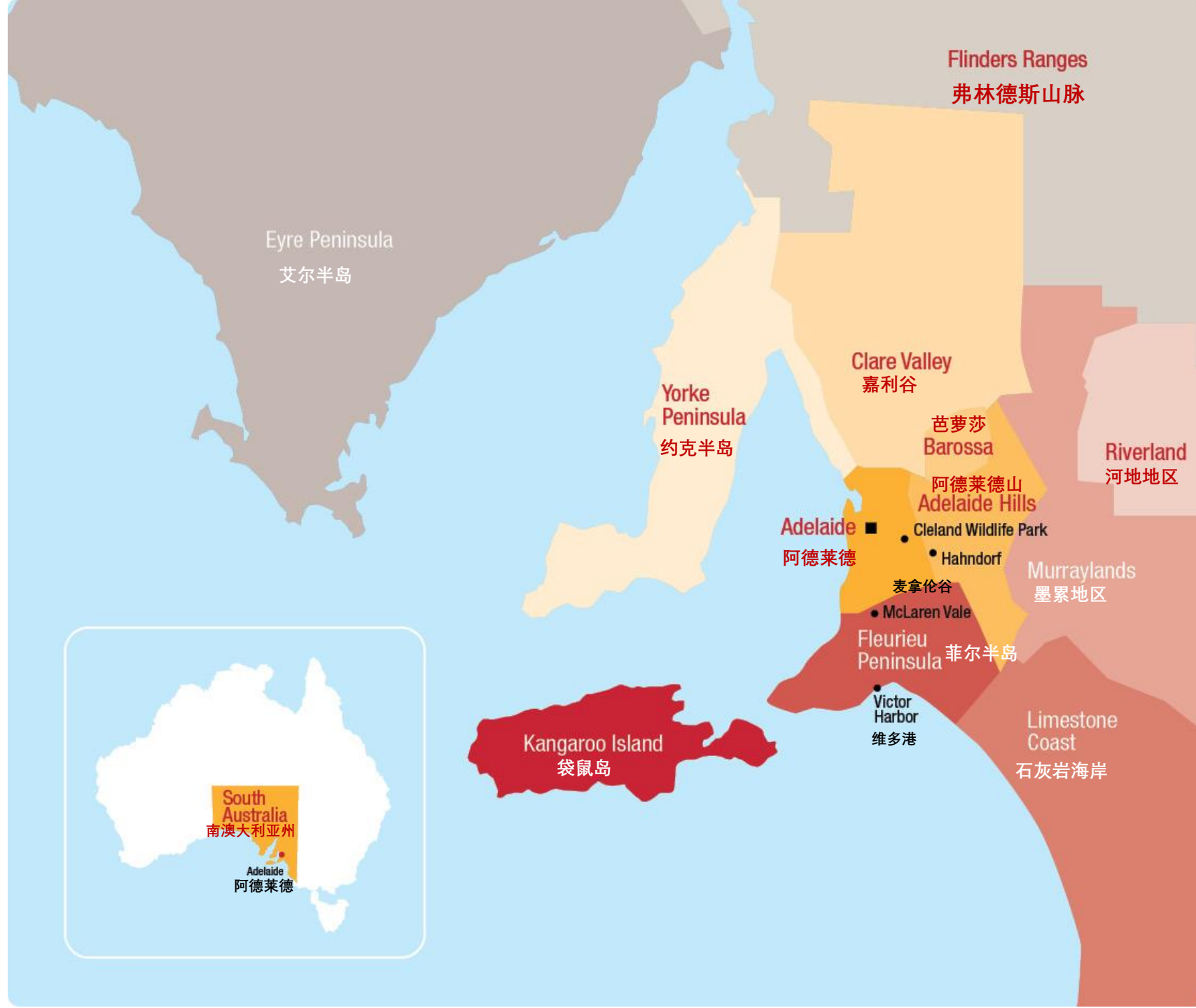
Epicurean
WAY

美食美酒自驾

Seafood
FRONTIER

海鲜前哨自驾





南澳美食美酒自驾

Epicurean
WAY



南澳美食美酒自驾线途经：

- 菲尔半岛 Fleurieu Peninsula, 阿德莱德山 Adelaide Hills, 芭萝莎谷 Barossa & 嘉利谷 Clare Valley

主要卖点：

- 该自驾线路主要适合推荐给喜好美食美酒的客户
- 途径南澳大利亚州最久负盛名的四个葡萄酒美食产区 – 麦拿伦谷 McLaren Vale, 阿德莱德山 Adelaide Hills, 芭萝莎 Barossa & 嘉利谷 Clare Valley
- 自驾所需时间：推荐3-5日



Epicurean Way

AUSTRALIA'S GREAT FOOD & DRINK ROAD TRIP

If you travel for your taste buds, this culinary adventure through four of Australia's premier wine regions is perfect for you. Experience the many exceptional cellar doors and restaurants nestled amongst the sprawling beauty of South Australia.

SUGGESTIONS

- 1 WILLUNGA FARMERS MARKET
- 2 THE SALOPIAN INN
- 3 D'ARENBERG
- 4 WIRRA WIRRA VINEYARDS
- 5 RED POLES CAFE AND RESTAURANT
- 6 PIZZATECA
- 7 LONGVIEW VINEYARD
- 8 PRANCING PONY BREWERY
- 9 BEERENBERG FARM
- 10 THE LANE VINEYARD
- 11 WOODSIDE CHEESE WRIGHTS
- 12 APPLEWOOD DISTILLERY & UNICO ZELD
- 13 PIKE AND JOYCE WINES
- 14 LOST IN A FOREST, URAIDLA BREWERY AND PUB
- 15 PENFOLDS MAGILL ESTATE
- 16 NATIONAL WINE CENTRE OF AUSTRALIA
- 17 JACOB'S CREEK
- 18 MAGGIE BEER'S FARM SHOP
- 19 SEPPELTSFIELD
- 20 HENTLEY FARM
- 21 SKILBOALEE
- 22 SEVENHILL CELLARS AND ST. ALOYSIUS CHURCH
- 23 PIKES WINES

DISCOVER MORE TO SEE AND DO AT SOUTHAUSTRALIA.COM/ROADTRIPS

美食美酒自驾住宿推荐：

- [The Louise](#) – Barossa
- [Abbotsford Country House](#) – Barossa
- [Barossa Shiraz Estates](#) – Barossa
- [Discovery Parks](#) – Barossa
- [Kingsford Homestead](#) – Barossa
- [Novotel Barossa Valley Resort](#) – Barossa
- [McLaren Vale Motel & Apartments](#) – McLaren Vale
- [Mt Lofty House](#) – Adelaide Hills
- [Sequoia](#) – Adelaide Hills
- [The Haus Group](#) – Adelaide Hills
- [Big4 Hahndorf Resort](#) – Adelaide Hills
- [Brice Hill Country Lodge](#) – Clare Valley
- [Bungaree Station](#) – Clare Valley
- [Clare Country Club](#) – Clare Valley
- [Discovery Parks](#) – Clare Valley
- [Pink Lake Tiny House](#)- Lochiel/ Clare Valley



提供佣金预定的旅游体验有：

- 知名酒庄游：调配专属葡萄酒，品酒之旅，品尝您出生年月的波特酒等。
- Cooperage tour at 御兰堡酒庄 Yalumba
- Escapegoat Adventures 在阿德莱德山和麦拿伦谷葡萄园和酒庄做停留的山地自行车体验。
- Pure SA 在阿德莱德山提供的自然徒步和丛林烧烤体验。
- 各种野生动物园，热气球，赛格威平衡车，吃饭，旅游景点等体验



旅游运营商列表

- Adelaide Private Tours
- Adelaide Sightseeing
- Adelaide's Top Food & Wine Tours
- Coast & Co
- Earth Adventure
- Getaways SA
- Off Piste 4wd Tours
- pureSA
- See Adelaide
- Small Batch Wine Tours
- Spirit of the Fleurieu Tours
- Barossa Valley Balloon Adventures
- Barossa Daimler Tours
- Barossa Helicopters
- Barossa Taste Sensations
- Clare Valley Experiences
- Clare Valley Tours
- Swagabout Tours
- Tour de Vines



COASTAL Way

南澳海岸风光自驾



途径旅游区域

- 约克半岛 Yorke Peninsula

主要卖点

- 该自驾线路适合喜欢海岸风光线，钓鱼，冲浪，无人海滩的客户。
- 在约克半岛可以进行几小时或者长达几日的徒步。
- 建议时间：3-4日



COASTAL Way

YORKE PENINSULA'S SANDY PLAYGROUND

Sleep where the beach is literally on your doorstep with the sand between your toes and the breeze in your hair. Fabled fishing spots, bush camping and unfiltered access to the great outdoors are on the horizon.

SUGGESTIONS

- 1 WALK THE YORKE
- 2 ARDROSSAN
- 3 PORT VINCENT OUTDOORS
- 4 STANSBURY OYSTERS
- 5 EDITHBURGH
- 6 MARION BAY
- 7 INNES NATIONAL PARK
- 8 DALY HEAD NATIONAL SURFING RESERVE
- 9 BAKER BROS. GALLERY AT THE TOP SHOP
- 10 HINLATON
- 11 BARLEY STACKS WINES
- 12 THE DECK BAR & CAFÉ AT COPPERCLUB THE DUNES GOLF CLUB
- 13 MOONTA
- 14 DUCATOON PARK HORSE STUD FARM
- 15 THE FARM SHED MUSEUM
- 16 WALLARDO
- 17 PORT BROUGHTON

DISCOVER MORE TO SEE AND DO AT
SOUTHAUSTRALIA.COM/ROADTRIPS

约克半岛住宿选择：

- [Redwing Farm - Moonta](#)
- [Dolphin View – Corny Point](#)



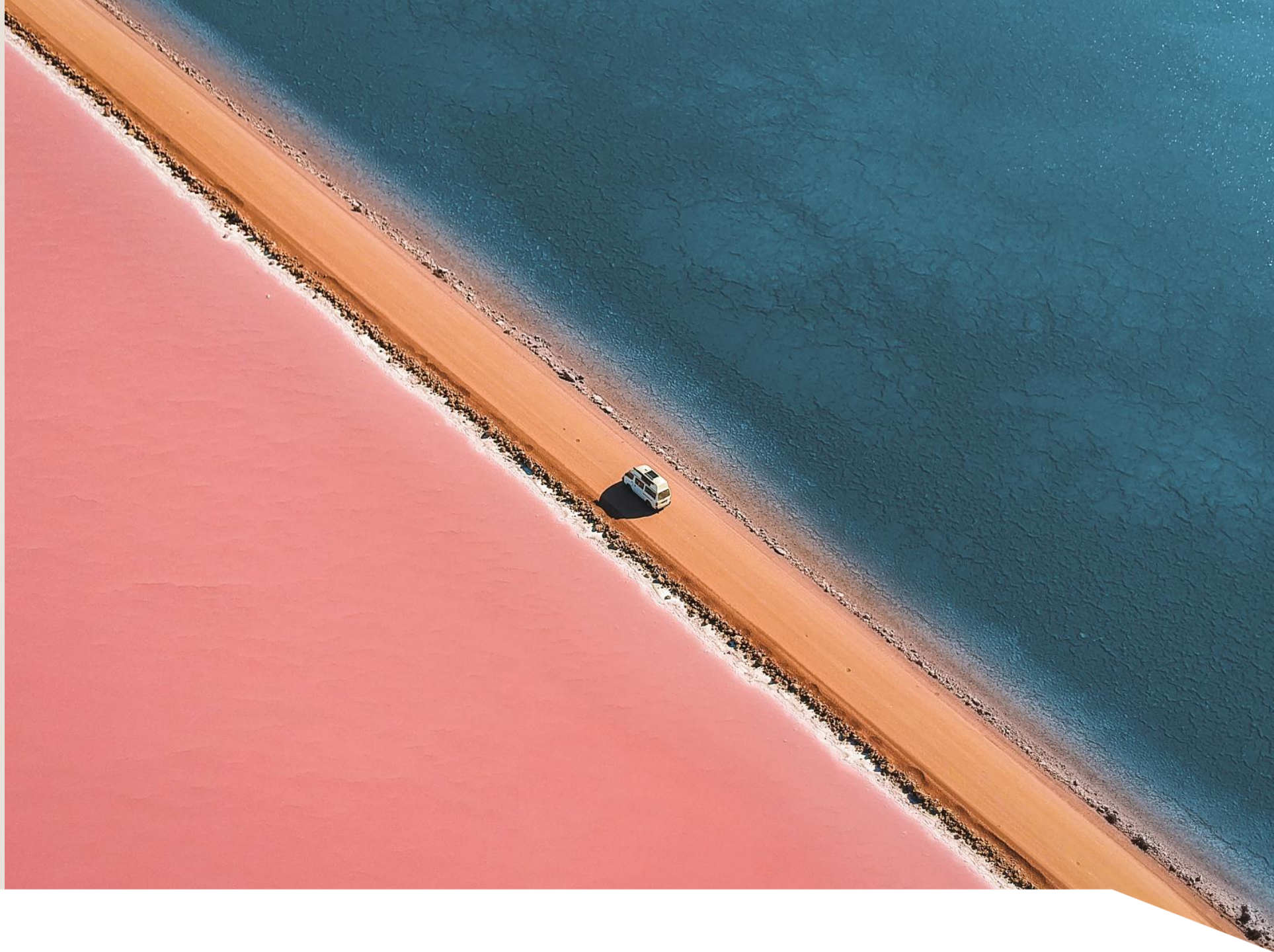
当地旅游运营商

- SA Eco Tours 南澳生态之旅
- Marion Bay Ocean Safari
Marion Bay 海洋巡游



Seafood FRONTIER

海鲜前哨自驾



自驾途径区域

- 艾尔半岛 Eyre Peninsula

主要卖点

- 艾尔半岛是澳大利亚最著名的海鲜前哨，非常适合喜欢海鲜，野生动物和迷人海岸风光的客人。
- 该自驾线路很多澳大利亚独一无二跟野生动物亲密接触的体验，比如澳大利亚唯一的大白鲨笼潜，与海狮同游，与巨型乌贼一起浮潜，观鲸，发现野生考拉等体验。
- 建议时间：4-8日



Seafood FRONTIER

A SMORGASBORD OF NATURE'S GENEROSITY

Follow South Australia's stunning coastline as you swim with sea lions, cage dive with Great White Sharks, or set out on a fishing charter. Indulge in Australia's best seafood straight from the ocean as you make your way through this ultimate seafood safari.

LOOK FOR THE SIGNS YOU'RE ON THE RIGHT TRACK

ACCREDITED VISITOR INFORMATION CENTER
SEAFOOD FRONTIER
UNSEALD ROAD
FREE WI-FI

SUGGESTIONS

1 WHYALLA WILDLIFE ENCOUNTERS	9 ELLISTON AREA
2 SWIM WITH GIANT CUTTLERFISH	10 BAIRD BAY OCEAN ECO EXPERIENCE
3 COWELL LOCAL SECRETS	11 STREAKY BAY SEAFOOD
4 TUMBY BAY ART	12 CEDUNA ABORIGINAL ARTS AND CULTURE CENTRE
5 SHARK CAGE DIVING	13 EP CRUISES
6 PORT LINCOLN NATIONAL PARK	14 LAKE MACDONNELL
7 PORT LINCOLN WINE AND DINE	15 HEAD OF BIGHT
8 COFFIN BAY: OYSTERS AND SEASIDE SCENERY	

DISCOVER MORE TO SEE AND DO AT
SOUTHAUSTRALIA.COM/ROADTRIPS

ALLOW 8 DAYS FROM START TO FINISH OR SPEND A FEW DAYS DISCOVERING PART OF THE ROAD TRIP

艾尔半岛住宿选择

- [Tanonga Luxury Eco Lodges](#) – near Port Lincoln 林肯港Tanonga奢华生态民宿
- [Port Lincoln Hotel](#) – Port Lincoln 林肯港酒店
- [Perlubie Sea Eco Villas](#) – near Streaky Bay
- [Discovery Parks – Whyalla](#)



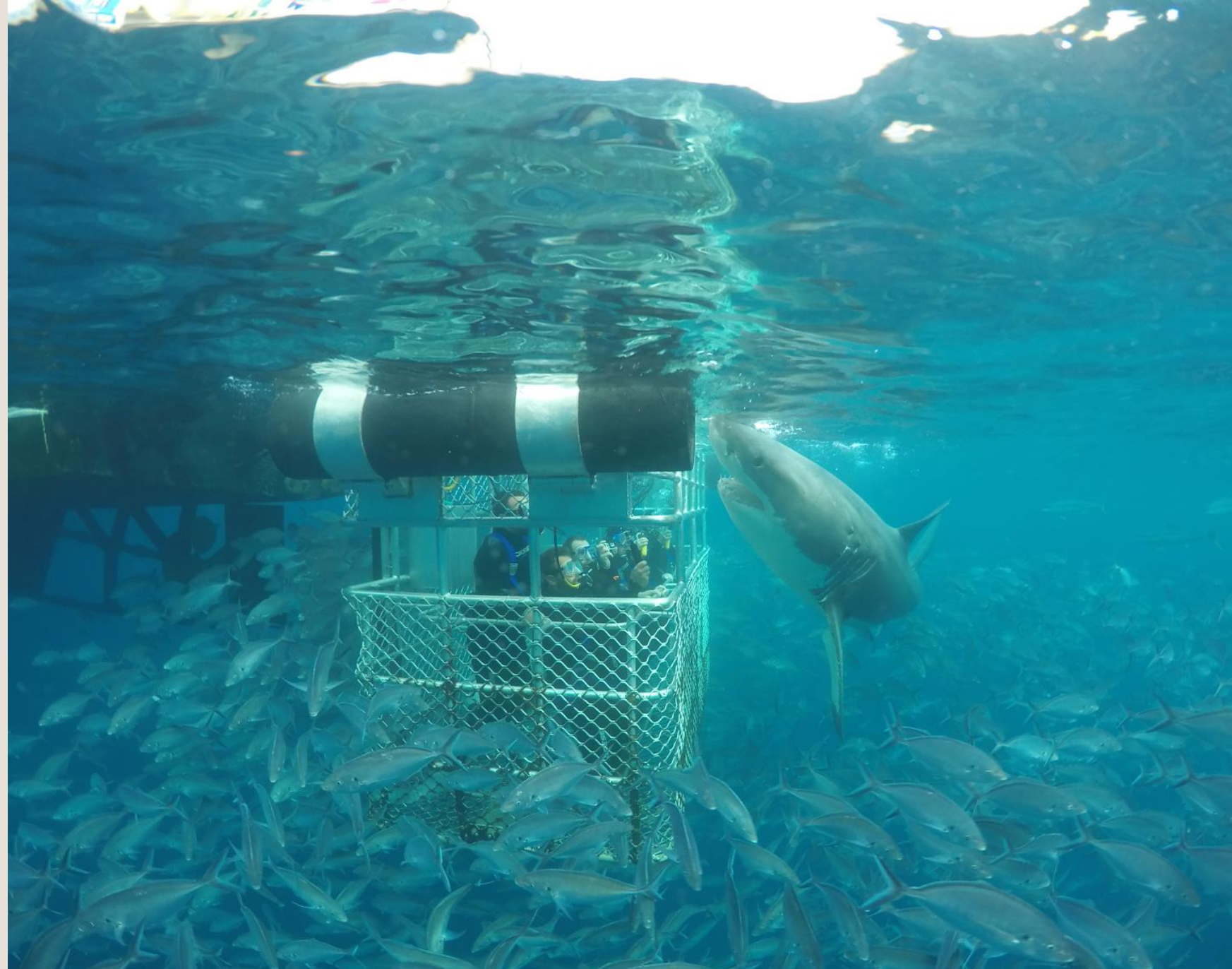
有佣金的旅游预定体验：

- Shark Cage Diving
大白鲨笼潜
- Swimming with Sea Lions
与小海狮同游
- Swimming with Giant Cuttlefish
与巨型乌贼同游
- Oyster Farm Tours 生蚝农场
- Glen Forest Tourist Park & Vineyard
格伦森林旅游公园& 葡萄园



旅游运营商

- Adventure Bay Charters
- Australian Coastal Safaris
- Xplore Eyre by Australian Wildlife Adventures
- Tour South
- Chinta Air Tours
- Gawler Ranges Wilderness Safaris
- Nullarbor Traveller
- PureSA
- Swagabout Tours



Mighty
Murray
way

大墨累河自驾



南澳大墨累河自驾线路途径：

- 菲尔半岛Fleurieu Peninsula, 河地地区Riverland, 墨累河和库荣区域Murray River, Lakes & Coorong

主要卖点：

- 大墨累河自驾线路适合喜欢自然风光，探索墨累河两岸，澳洲人文历史，土著文化，美食美酒的客人
- 建议安排足够时间住宿和驾驶船屋(House boat) 特色体验，轻松畅游
- 建议时间：4-8日

Mighty Murray way

A JOURNEY TRAVERSING AUSTRALIA'S GREATEST RIVER

From the Riverland to the Murray Mouth, follow one of the world's longest rivers through 2500kms of ever-changing landscapes. Experience the history and nature unique to each township while indulging in local food, wine and beer.

SUGGESTIONS

1 WILHADENE WOOLSHED BREWERY	12 RIVERDUM CRUISES
2 BENCHMARK	13 CAUDO VINEYARD CELLAR DOOR
3 MURRAY RIVER WALK (GREAT WALKS OF AUSTRALIA)	14 MORGAN HISTORIC PORT, LIVING HISTORY MUSEUM PADDLE STEAMER PLAYGROUND
4 MONASH ADVENTURE PARK	15 BIG BEND BY NIGHT
5 HERE'S YOUR BEER BURGER BAR	16 PS MURRAY PRINCESS
6 919 WINES CELLAR DOOR	17 PS MARION
7 THE VILLAGE	18 MONARTO ZOO
8 LAKE BONNEY	19 MURRAY BRIDGE
9 SANDROCK STATION WINE AND WETLAND CENTRE	20 THE BEND MOTORSPORT PARK
10 OVERLAND CORNER HOTEL	21 LANGHORNE CREEK WINE REGION
11 WALKERIE	22 GOOLWA WHARF PRECINCT

ALLOW 5 DAYS FROM START TO FINISH OR SPEND A FEW DAYS DISCOVERING PART OF THE ROAD TRIP

DISCOVER MORE TO SEE AND DO AT SOUTH AUSTRALIA.COM/ROADTRIPS



南澳大墨累河自驾住宿推荐

- [The Frames](#) – near Renmark
- [Berri Hotel](#) – Berri
- [Big River Golf & Country Club](#) – Berri
- Discovery Parks – Barmera
- [Unforgettable Houseboats](#) – Mannum 船屋



有预订佣金的旅游体验

- 莫纳多野生动物园
Monarto Safari Park
- Big Bend 赛车体验
- 库荣游船体验
Canoe or Cruise the Coorong



当地旅游运营商

- Adelaide Sightseeing
- 南澳库克船长游船
- Murray River Trails
墨累河徒步
- 百年蒸汽游船
Proud Mary



SOUTHERN OCEAN DRIVE

南大洋自驾



南大洋自驾线路途径

- 菲尔半岛 Fleurieu Peninsula, 袋鼠岛 Kangaroo Island & 石灰岩海岸 Limestone Coast

主要卖点:

- 南大洋自驾线路适合喜欢自然风光, 海岸线, 野生动物, 美食美酒, 并且是直通阿德莱德-大洋路-墨尔本的最受欢迎经典自驾线路。
- 特别适合希望自驾维多利亚州-南澳州两地的客人
- 建议行程: 5-7天 (含袋鼠岛)



住宿选择

- [The Barn Accommodation](#) – Limestone Coast
- [Motel Mount Gambier](#) – Limestone Coast
- [Discovery Parks Robe](#) – Limestone Coast
- [Aurora Ozone Hotel](#) – Kangaroo Island
- [Ecopia Retreat](#) – Kangaroo Island
- [Hamilton & Dune](#) – Kangaroo Island
- [Kangaroo Island Seafront](#) – Kangaroo Island
- [Lifetime Private Retreats](#) – Kangaroo Island
- [Mercure Kangaroo Island Lodge](#) – Kangaroo Island
- [Oceanview Eco Villas](#) – Kangaroo Island
- [One Kangaroo Island](#) – Kangaroo Island
- [Sea Dragon Lodge & Villas](#) – Kangaroo Island
- [Stowaway Kangaroo Island](#) – Kangaroo Island
- [Beach Huts Middleton](#) – Fleurieu Peninsula
- [McCracken Country Club](#) – Fleurieu Peninsula



有预定佣金的旅游体验：

- World Heritage listed Naracoorte Caves 世界自然遗产Naracoorte山洞之旅
- Mayura Station 和牛农场餐厅
- Winery tours, blending & tastings available at multiple wineries in Coonawarra & McLaren Vale 麦拿伦谷河库纳瓦拉的葡萄酒旅游体验
- Kangaroo Island Ocean Safari 袋鼠岛海洋巡游之旅
- Kangaroo Island Outdoor Action 袋鼠岛户外运动
- Little Sahara Adventure Centre 小撒哈拉探险之旅
- Mountain Biking with Escapegoat Adventures McLaren Vale 麦拿伦谷山地自行车
- Hiking and Wildlife viewing with PureSA 自然徒步，野生动物体验
- Oceanic Victor swim with Tuna 与金枪鱼同游
- Seal Bay 袋鼠岛海豹湾
- KI Wildlife park 袋鼠岛野生动物园



当地旅游运营商

- Coonawarra Experiences
- Adelaide Private Tours
- Chinta Air Tours
- Exceptional Kangaroo Island
- Kangaroo Island Adventure Tours
- Kangaroo Island Hire a Guide
- Kangaroo Island Odysseys
- Kangaroo Island Wilderness Tours
- Spirit of the Fleurieu Tours
- Park Trek Walking Holidays
- Sea Dragon Lodge
- SeaLink
- Southern Ocean Walk
- Swagabout Tours
- Big Duck Boat Tours
- Coast & Co
- Earth Adventure
- Getaways SA
- Off Piste 4WD Tours
- pureSA
- See Adelaide
- Small Batch Wine Tours
- Spirit of the Coorong
- Tour de Vines



EXPLORERS WAY

勇敢探索者之路

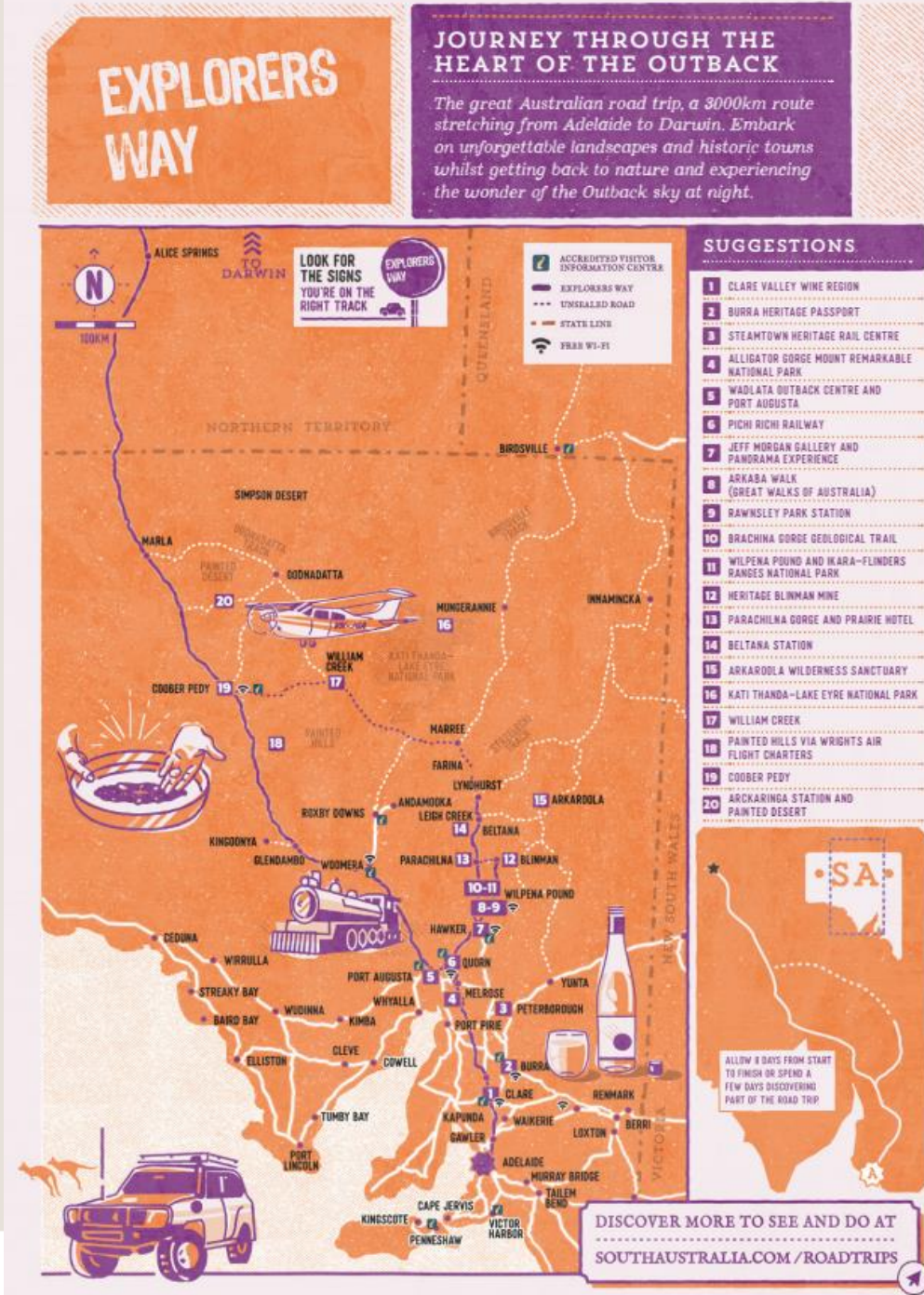


南澳探索者之路途径

- 嘉利谷 Clare Valley, 弗林德斯山脉和红土内陆 Flinders Ranges & Outback

主要卖点

- 南澳探索者之路适合希望能探索澳大利亚红土内陆, 探访中部历史小镇, 欣赏夜间浩瀚星空的客人。
- 最好是驾驶四驱车, 体验原生态和刺激的感觉。
- 建议自驾行程: 6-8天。



住宿选择推荐：

- Rawnsley Park Station – Flinders Ranges
- Arkaba – Flinders Ranges
- Arkaroola Wilderness Sanctuary – Arkaroola
- Desert Cave Underground Hotel – Coober Pedy
- Discovery Parks – Port Augusta
- Majestic Oasis Apartments – Port Augusta
- Opal Inn Hotel, Motel & Caravan Park – Coober Pedy
- Prairie Hotel – Parachilna
- Wilpena Pound Resort – Flinders Ranges National Park
- Brice Hill Country Lodge – Clare Valley
- Bungaree Station – Clare Valley
- Clare Country Club – Clare Valley
- Discovery Parks – Clare Valley
- Pink Lake Tiny House- Clare Valley



有预定佣金的旅游体验

- Scenic Flights
- 4WD Tours
- Aboriginal Cultural walks
- Mintaro Maze – Clare Valley
- Clare Valley Cycle Hire
- Winery tours, blending & tastings available at multiple wineries in Clare Valley



当地旅游运营商

- Arkaroola Wilderness Sanctuary
- Camel Treks Australia
- Chinta Air Tours
- Clare Valley Tours
- Desert Cave Tours
- Earth Adventure
- Flinders Ranges Odysseys
- Park Trek Walking Holidays
- Rawnsley Park Station
- SA Eco Tours
- Sacred Earth Safaris
- Swagabout Tours
- Adelaide Private Tours
- Clare Valley Experiences
- Getaways SA
- Tour de Vines



小贴士 | 如何在给客人安排南澳自驾行程中获取佣金

- **租车** – 在一些比较原生态的区域建议客人预定4WD 四驱车，实现最佳自驾体验- upsell
- **住宿**- 帮助客人提前预定有佣金的住宿Book accommodation in advance – 很多南澳当地的露营公园和房车公园给客人住宿预定提供旅行社佣金，比如Discovery Parks
- **鼓励客人偶尔“奢”一回**- 您的客户也许不会愿意全程都住奢华酒店或者民宿，然而他们一定不介意自驾路上1-2个晚上有一些奖励自己的特别住宿或者美食体验。
- **提前预定旅游体验** – 自驾不代表一路上只是开车，积极鼓励并帮忙他们去规划行程，参加南澳各种有特色的旅游体验，让自驾行程更丰满。
- **参加当地一日游**- 让客人跟着当地的向导来深入探索美丽的南澳各个奇境角落。当客人参观南澳一些著名的葡萄酒产区时候，哪怕自驾到目的地，也建议他们当地参团，因为他们一定会需要一个有经验有知识的导游和司机，这样客人就可以尽情享受美酒美食了。

南澳旅游局 | 保持紧密联系

1. 提问: 旅行社如何或者更详细的南澳业内旅游资讯?

回答: 前往 www.trade.southaustralia.com

Your dedicated trade website, with comprehensive product listing with a variety of itineraries. Product also available via Specialist themes of Walking, Luxury, Food and Wine, Adventure, Golf, Cycling, Micro Breweries and more...

2. 提问: 如何获得最新南澳产品资讯和培训机会?

回答: 前往 trade.southaustralia.com, 在网页最底下
订阅南澳旅游局业内邮件 SA Snippets

Dedicated monthly trade newsletter. Includes new products and updates on amendments and changes to existing commissionable products

3. 提问: 如何获取南澳旅游推广最新图片和视频?

回答: 注册并登录 www.media.southaustralia.com

TRADE WEBSITE | [TRADE.SOUTHAUSTRALIA.COM](https://trade.southaustralia.com)

SA
REGIONS

SPECIAL
INTEREST

NEW
PRODUCTS

ITINERARIES
& MAPS

SUPPORT
'COVID'



EXPERIENCE BASED ITINERARIES

更多自驾行程细节

- Visit trade.southaustralia.com and click on the itineraries tab
- Experience Based Itineraries
- More road trip ideas



Adelaide in 24 Hours



Best of South Australia - 8 Days



Best of Adelaide and Kangaroo Island - 3 Days

TRADE WEBSITE | TRADE.SOUTHAUSTRALIA.COM



SOUTH AUSTRALIAN EXPERTS PROGRAM

Increase and test your knowledge of South Australia



Click here to stay in touch

During the COVID-19 pandemic it is more important than ever to reach out and keep in touch with our trade partners and we'd love to stay in touch with you

[subscribe](#)



欢迎搜索&关注官方微博/微信/抖音账号：**南澳大利亚旅游局**

新南威尔士州ITO产品资讯微信群



南澳旅游局NSW ito产品资讯群



Valid until 7/8 and will update upon joining group

维多利亚，昆士兰，西澳，北领地，塔州ITO群



南澳旅游局维昆西塔州北领地
ITO群



Valid until 7/8 and will update upon joining group



SOUTH AUSTRALIA | 联系我们

Got a complicated questions?

Email: trade@sa.gov.au

Vivienne Li 李璇

Manager, Eastern Markets

亚洲市场经理

South Australian Tourism Commission

+61 8 8463 4592 (Adelaide)

vivienne.li@sa.gov.au

Alexandra Paxinos 潘欣妍

Senior Marketing Executive, North Asia

北亚区高级市场执行

South Australian Tourism Commission

+61 8 8463 4620 (Adelaide)

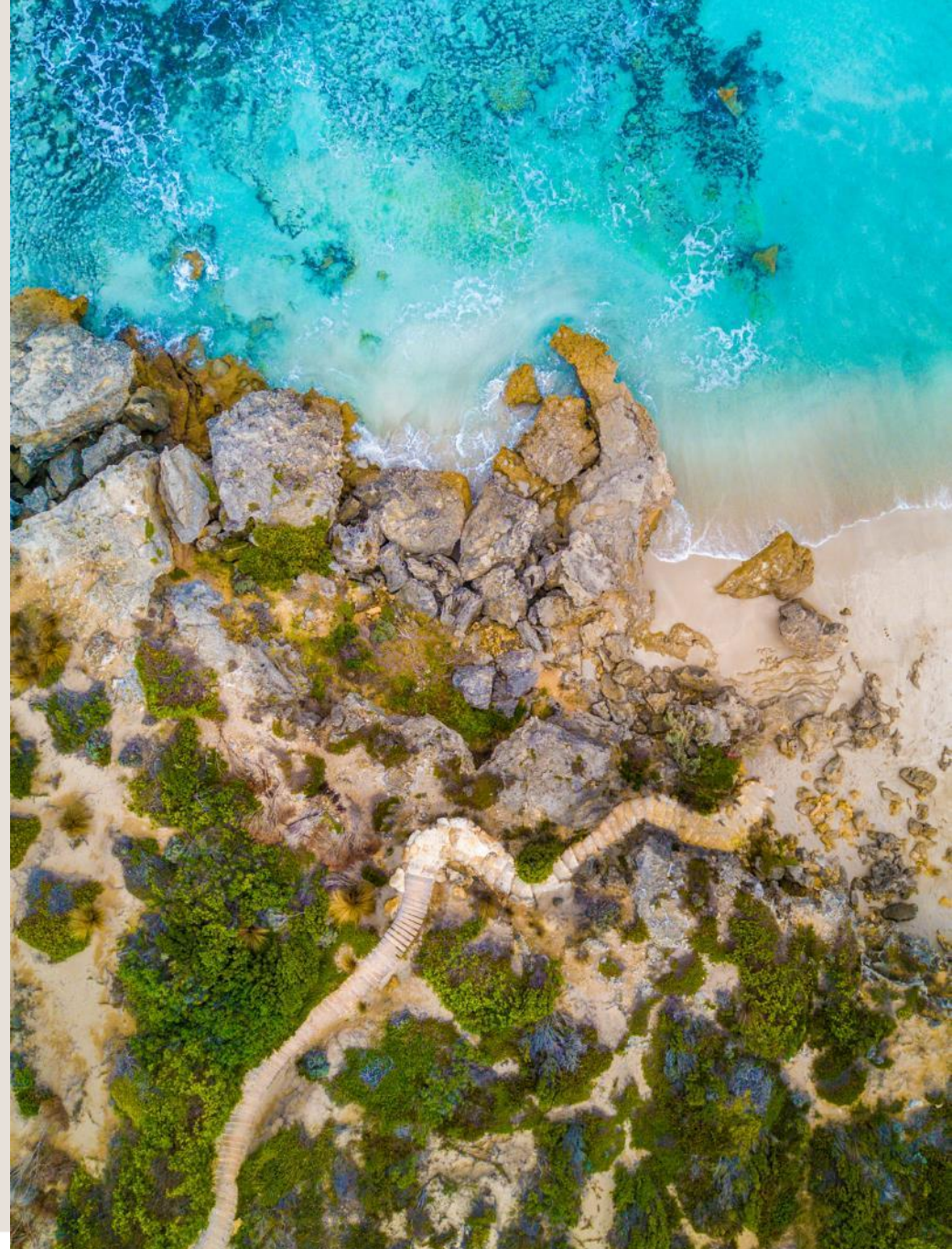
Alexandra.paxinos@sa.gov.au



问答题 1

以下哪些景点或旅游产品是你到了袋鼠岛之后可以体验到的：

- A. 与海豚同游
- B. 滑沙
- C. 观看飞禽猎鸟秀
- D. 亲手抱考拉



ADELAIDE
SOUTH AUSTRALIA

Q&A 有奖问答

2. 南大洋自驾线路阿德莱德出发
可能会途径南澳哪三个旅游地区？



Q&A 有奖问答

3. 请列举三个“海鲜前哨”自驾线路的独特卖点



Q&A 有奖问答

4. 探索者之路会途径南澳哪两个旅游区域？



Q&A 有奖问答

5. The Epicurean Way 自驾线路最大卖点是什么？





ADELAIDE
SOUTH AUSTRALIA

SOUTH AUSTRALIA | REWARDS WONDER
南澳大利亚，奇境犒赏好奇心