

SOUTH AUSTRALIAN
TOURISM COMMISSION

GENERIC COPY DECK



CONTENTS

ADELAIDE NIGHTLIFE	3
ADELAIDE: THE GATEWAY CITY	4
KANGAROO ISLAND	5
ROAD TRIPS: STATEWIDE	6
MIGHTY MURRAY WAY ROAD TRIP	7
EXPLORERS WAY ROAD TRIP	8
EPICUREAN WAY ROAD TRIP	9
SEAFOOD FRONTIER ROAD TRIP	10
FOOD & DRINK	11
FAMILY	12
ACCESSIBLE WILDLIFE	13
UNSPOILT NATURE	14

DISCOVER THE WORLD DOWN AN ADELAIDE LANEWAY.

When you take the time to uncover Adelaide's culinary heart, you'll be rewarded with unimaginable tastes from every corner of the earth.

Sample homegrown gin at Pink Moon Saloon, taste a classic European cocktail at Hains & Co and try African delights at Africola – you won't want your trip to end.



Above

NOLA Craft Beer & Whiskey , Adelaide

THE FIRST STOP ON YOUR NEXT ADVENTURE.

It's astonishing how thousands of unique journeys can all start in one awe-inducing city.

Go on an adventure in search of striking desert scenery, curious sea lions or world-renowned wine. Then spend some quality time in the city sampling local produce at award-winning restaurants, and discovering regional delicacies at quirky markets.



Above

Riverbank Precinct, Adelaide

VISIT A ZOO WITH NO FENCES.

Go on an Australian safari through Kangaroo Island's ever-changing landscapes. Walk amongst sea lions on white sand beaches, catch sight of dolphins off the rugged coastline, go kangaroo spotting in lush green pastures or spend time with koalas in iconic bushland.

And once you're done on your safari, the food and drink adventure begins with an abundance of must-taste local produce and restaurants.



Above

Seal Bay Conservation Park, Kangaroo Island

GET LOST ON PURPOSE.

A road trip through South Australia means there's no need to ask for directions. You can just start driving and stumble upon breathtaking surprises at every turn. Or you can set-off on one of our famous premapped journeys – they're crowd favourites for a reason.

Take in spectacular coastline on the Southern Ocean Drive, go where the river takes you on the Mighty Murray Way, or take a foodies dream escape via the Epicurean Way road trip.



Above

Tiparra Rocks, Yorke Peninsula

FLOAT IN A HOUSE. WITH NO FIXED ADDRESS?

Take your sweet time as you drift along the Murray River. By day, meander past limestone cliffs, stop off for a drop of local gin and find your new favourite watering hole just in time for the sun to go down. Then, once night falls, rest your head in boutique accommodation or camp under the stars to truly reconnect with nature on the Mighty Murray Way road trip.



Above

The Cube, Murray River, Lakes & Coorong

A DESERT TRAIL THAT'S ANYTHING BUT DESERTED.

This 3,000 kilometre outback journey from Adelaide to Darwin is packed with opportunities to explore.

Sip Riesling in the Clare Valley, explore ancient rock formations in Alligator Gorge, spend a night under the stars at Rawnsley Park Station and venture across ancient mountain ranges through Bunyeroo Valley. Uncover the unexpected on your Explorers Way road trip.

**EXPLORER'S
WAY**



Above

Razorback Ridge, Flinders Ranges & Outback

UPGRADE YOUR ROAD TRIP SNACKS.

Devour four wine regions in four days on the Epicurean Way road trip.

Play winemaker for the day in McLaren Vale, indulge in wine and chocolate in the Adelaide Hills, sample award-winning beer and taste a full-bodied red from your birth year in the famous Barossa. Each wine region expertly paired with jaw-dropping views, this culinary adventure is a feast for all senses.



Above

The Lane Vineyard, Adelaide Hills

DRIFT ALONG A SEAFOOD SAFARI.

Taste your way along South Australia's dramatic coastline on a seaside safari featuring Australia's best seafood.

Swim with giant colour changing cuttlefish in the historic town of Whyalla, try your hand at catching succulent blue swimmer crabs or King George whiting and walk the 283 steps down to the best salmon fishing beach in Australia. Plus, you can drop by Lincoln National Park for a spot of fishing, camping or even whale watching – all along the Seafood Frontier road trip.



Above

Coffin Bay, Eyre Peninsula

LET YOUR CRAVINGS CREATE THE ITINERARY.

When it comes to food and drink, South Australia can satisfy any craving.

Embark on an epic degustation in a giant Rubik's cube, feast on award-winning wagyu steak at Mayura Station, and slurp oysters straight from the source as you stand waist-deep in water. Let your taste buds lead you on a journey through South Australia.



Above

Mayura Station, Limestone Coast

MAKE NEW FAMILY FRIENDS.

Get to know the wildlife at Adelaide Hills' Cleland Wildlife Park, embark on an African safari at Monarto Safari Park or even say 'hi' to Mandy the Clydesdale as she pulls Victor Harbor's tram.

With so many different family-friendly activities in South Australia, the hardest part is deciding how to fit everything in.



Above

Monarto Safari Park, Murray River, Lakes & Coorong

WILDLY FRIENDLY FOLK.

Ever wanted to swim with pups of the sea? Or cuddle a koala? Or have lunch with a kangaroo? South Australia is the place to do it all.

And while you're at it, add whale watching, outback emu encounters and dolphin diving to the to-do list. South Australia is one of the best places in the world to get up-close and personal with iconic, native Australian wildlife.



Above

Calypso Star Charters, Eyre Peninsula

800 MILLION YEARS OLD. AND STILL SHOWING OFF.

South Australia's natural beauties have been around since the dawn of time, and they'll still cause your jaw to drop.

Traverse a geological colosseum, descend into an underground oasis, explore a world-renowned fossil site, be stunned by a vivid pink lake or dive into an extinct volcano crater. 800 million years of adventure awaits in South Australia.



Above

Wilpena Pound, Flinders Ranges & Outback

CONTACT US

BRAND TEAM

brandassets@sa.gov.au

POSTAL ADDRESS

GPO Box 1972,
Adelaide South Australia 5001

WEBSITES

southaustralia.com

tourism.sa.gov.au

