

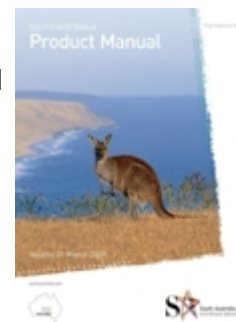


SOUTH AUSTRALIA PRODUCES NEW PRODUCT MANUAL FOR THE TRAVEL TRADE

2008/09 edition out now with 30 pages of suggested itineraries

THE SOUTH AUSTRALIA TOURISM COMMISSION (SATC) is helping equip travel agents with all the necessary tools to sell the destination more effectively with the launch of its 2008/09 product manual - the biggest yet.

As well as over 200 operator listings, new, diverse and added value products, insider tips and a revamped special interest section, the manual now features 30 pages of suggested itineraries illustrating the easiest way to package a holiday to South Australia - saving agents time on research.



The itineraries are split into two types - *market specific & experience specific* - to help agents identify the best route for their customers. For example, for first time visitors the manual suggests a seven-day highlights trip featuring Adelaide, Kangaroo Island, the Barossa, Flinders Ranges and the Clare Valley as well as a South Australia itinerary that could be included in an overall trip down under.

For holidaymakers with specific interests the manual offers a number of themed itineraries such as 'food and wine', 'nature and wildlife' and 'indigenous culture' that help tailor a visit to include a wealth of attractions and experiences that fit with each theme.

For example, the five-day trip for 'food and wine' lovers includes Adelaide and the Adelaide Hills, plus the world renowned regions of Barossa, Clare Valley and McLaren Vale. The itineraries are detailed, providing different transport options and suggested places to stay.

As well as suggested routes and itineraries the manual is packed with information to enable agents to package up their own itinerary for customers, based on a wealth of attractions, experiences, new products, value added suggestions and accommodation and transport

options.

New products for 2008/09 include unusual places to stay such as a lighthouse keepers accommodation on Kangaroo Island; attractions such as Lyndoch Lavender Farm in the Barossa Valley and the Old Timers Mine in Coober Pedy, plus added value suggestions such as the 'Seafood and Beyond Rewards Card' that offers discounts on a range of tourist attractions on the Eyre Peninsula.

The revamped special interest section includes dedicated pages for wildlife, wine and food, indigenous experiences, national parks and festivals and events. And there is also an updated section at the back on South Australia publications that includes resources and trade support for agents.

In essence any travel agent who wants to improve the way they sell South Australia and to save themselves time by having everything at their finger tips, will find this manual invaluable.

To obtain your free copy email info@satc.australia.com

For further information on South Australia: www.southaustralia.com