

MEDIA RELEASE
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EYRE CELEBRATES ITS 'WILD SIDE' IN NEW TOURISM BRAND, INVITING TOURISTS TO DO THE SAME

In its first new tourism brand in over 15 years, Eyre Peninsula has launched a challenge to tourists; an invitation to visitors to come and discover 'The Wild Side' of South Australia.

'Eyre - The Wild Side' was developed over nine months of intensive community engagement and captures the unique essence of Eyre Peninsula's truly wild tourism product offering.

Driven by Regional Development Australia Eyre Peninsula (RDAEP), organisation CEO and Regional Tourism Organisation (RTO) Chair Ryan Viney said the sustainable expansion of the visitor economy has been identified as a priority area and is key to attaining long-term economic prosperity for the region.

"The development of this new regional brand and associated Destination Marketing Plan will ensure the region leverages its natural competitive advantage to position the Eyre Peninsula as a world renowned tourism destination."

RDAEP Tourism Development Manager Annabelle Hender said the new tourism brand encapsulates the experience of visiting the iconic destination - a little rough; a little rugged - an adventure you must prepare for but one you'll never forget.

She said the brand presented a new era for Eyre Peninsula, enabling the region to not only attract the right visitors through its strengthened positioning, but to evoke a sense of pride and unity within local communities.

"It was evident through our consultation that sustainability and preservation is a high priority for our communities, which mirrors the vision for tourism management of the region," she said.

"The new brand will allow us to attract visitors who travel respectfully and want to connect with our region on a deeper level - just as the locals do."

Fuller, a South Australian brand communications agency renowned for creating brands that make you feel, led the project with the support and guidance from the region's 11 Councils.

Fuller's Managing Director Will Fuller said the project's challenge was clear from the start.

"We needed to find a common ground in which all 11 councils and their communities - both inland and coastal - could feel included and celebrated within the new brand, while also positioning Eyre as a must-visit destination - not only within South Australia, but the nation," he said.

"It's a big responsibility creating the first new tourism brand for the region in over 15 years and we're proud to have created something that resonates with Eyre's locals and tourism operators and also speaks to the wider tourism industry."

The brand was revealed in Port Lincoln on Thursday, March 30 in the company of the Honourable Zoe Bettison MP, Minister for Tourism and Multicultural Affairs, and Emma Terry, the newly appointed CEO of the South Australian Tourism Commission.

The new branding will be embedded into marketing material and activity in the coming months, with the Eyre Peninsula Destination Marketing Plan setting the strategic actions to successfully embed the brand over the next three years.

The brand will be used moving forward for tourism promotion as an evolution from the previous 'Seafood Frontier' branding, which will continue to support the seafood industry.

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About Us:

Regional Development Australia Eyre Peninsula (RDAEP) is the Regional Tourism Organisation (RTO), for the Eyre Peninsula. The role of RDAEP and tourism is determined via an agreement with the South Australian Tourism Commission and supported by three tiers of government. As the regional conduit for tourism, RDAEP works closely with national, state, and local tourism bodies in addition to businesses and stakeholders to achieve its vision 'to facilitate sustainable development of the Eyre Peninsula visitor economy. This is achieved via implementation of the regional tourism strategy outlined in the Eyre Peninsula Destination Management Plan 2025. For more info visit: <https://www.rdaep.org.au/economic-programs/tourism-development/>

