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THE GREAT AUSTRALIAN OUTBACK CATTLE DRIVE SADDLES UP

Tourism Minister John Rau wished participants in this year's Great Australian Outback Cattle Drive an enjoyable and uniquely South Australian experience as the State again underlines its claim to be the gateway to the outback.

The event, which runs from 30 July to 29 August, provides an unparalleled opportunity for the State to attract visitors seeking a memorable outback experience.

"The Great Australian Outback Cattle Drive brings together the very best of South Australia – amazing landscapes, wildlife, great food and wine and friendly hospitality," Mr Rau says.

"Guests live the life of a drover by day as they herd cattle through remote South Australia, and at night experience outback luxury, including a warm campfire, luxury tents and hot showers."

The Great Australian Outback Cattle Drive comprises six tours each lasting 5 days/4 nights and is held along the Oodnadatta Track within Anna Creek Station, the world's largest working cattle station.

"The event positions South Australia as the gateway to the Outback, and motivates visitors from all around the world to experience the quintessential Australia," Mr Rau says.

"Three quarters of participants have travelled from interstate and overseas for the event, with visitors coming from as far away as the UK, the USA, New Zealand, Singapore, Netherlands and the UAE."

A number of media representatives will also join the Cattle Drive and will meet a range of local tourism operators who will promote the diversity of businesses and tourism experiences available in the Flinders Ranges and outback.

"Covering more than 80 per cent of the state, the Flinders Ranges and outback is a region of great diversity, attracting visitors who come here for nature tourism, bushwalking, wildlife, adventure four-wheel-driving, camping and aboriginal tourism," Mr Rau says.

The Great Australian Outback Cattle Drive is a partnership between the South Australian and Federal Governments, staged in close collaboration with regional communities, including traditional landowners and pastoralists.

For more information on the event, visit www.cattledrive.com.au.