



Media Release

28 August 2009

Cattle Drive Named Best Outback Experience

The Great Australian Outback Cattle Drive has been named the 'Best Outback Experience' by Travelling in Australia magazine.

Competing against eight other products in the category, The Great Australian Outback Cattle Drive was judged to be the best Outback experience and will be featured in the August edition of Travelling in Australia magazine.

The 2010 edition of The Great Australian Outback Cattle Drive will be held from 30 July – 29 August with six stages of 5 day/4 nights tours.

"The Great Australian Outback Cattle Drive provides an amazing outback experience," says Hitaf Rasheed, General Manager, Events South Australia.

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

"What makes the experience truly special however is the opportunity for guests to spend time and share stories with local characters and drovers, the hard working cattlemen and women, who live and breathe the outback."

The Great Australian Outback Cattle Drive will be held along the Oodnadatta Track within Anna Creek Station, the world's largest working cattle station.

Ticket sales are strong, with 70 saddles sold so far. Nearly two-thirds of sales to date are from interstate and overseas, including New Zealand and the UK.

Travelling in Australia magazine is distributed to more than 15,000 retail travel agents, Aussie Specialists, wholesalers, PCOs as well as some of the top executives in the key markets of North America, Canada, UK, Europe, South Africa and New Zealand.

Travelling in Australia targets the same high-yield visitors who are targeted in South Australian Tourism Commission marketing campaigns, as well as by the people in the travel trade industry who influence consumers' choices when it comes to holidays.





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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 Great Australian Outback Cattle Drive, visit www.cattledrive.com.au.

Contact – Skye Harwood on +61 8 8463 4705 or skye.harwood@tourism.sa.com

cattledrive.com.au



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