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Kangaroo Island stars in new best backyard campaign

Locals are being encouraged to enjoy an island getaway at home as the spotlight of the South Australian Tourism Commission's popular Best Backyard campaign turns on Kangaroo Island.

SA success story SeaLink has thrown its support behind the campaign being launched on 15 February, providing financial support and offering special packages to entice South Australians to make their next island adventure one that is closer to home.

"It's ironic that people from all over the world travel to Kangaroo Island for an island getaway yet South Australians often overlook what is right in front of them," SeaLink South Australia General Manager Donna Gauci says.

"Kangaroo Island is an adventure like no other in Australia. The pace of island life, pristine beaches, a landscape untouched by foxes and rabbits and people passionate about offering unspoilt food and wine experiences result in a holiday that will leave you with a fresh outlook on life."

To entice visitors to Kangaroo Island, SeaLink is offering packages such as a three day, two night self-drive holiday from just \$252 per person including return ferry travel with a car and two nights' accommodation.

About half of the visitors who head to Kangaroo Island are from South Australia*. The Island is also a popular destination internationally with about 72% of global visitors coming from Europe and the UK, 14% from North America and 10% from Asia and 4% from other countries.

Two young couples feature in 30 and 60-second versions of the Best Backyard television commercial – being shown both on free-to-air television and in cinemas – eating fresh seafood, visiting the Birds of Prey show, enjoying wine and taking in the stunning scenery that sets Kangaroo Island apart.

"Even the journey over to Kangaroo Island is a fun adventure. Dolphins often ride the bow waves and watching a typical South Aussie sunset from the top deck is mesmerising," Ms Gauci says.

Ms Gauci said Kangaroo Island was perfectly suited for a family adventure with beachside holiday homes to rent, bushland camping spots to discover and caves, lighthouses, rivers, beaches and sand hills to explore.

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“Yet it’s just as perfect for couples with upmarket accommodation ranging from Southern Ocean Lodge to modern B&Bs, hands-on food and wine experiences on offer and romantic scenery ranging from secluded coves to windswept cliffs and quiet rivers.”

Ms Gauci said it was time South Australians rediscovered what was in their backyard.

“If you remember a camping trip to KI when you were a child, recreate it with your own family or grab a group of friends or a loved one and immerse yourself in an island holiday that is easy to reach and memorable,” she said.

To book a Kangaroo Island adventure, including ferry travel, accommodation, transport and tours, visit www.sealink.com.au or phone 13 13 01.

*SATC Regional Tourism Profile June 2010-2012

MEDIA INQUIRIES: For further information and images call Marketing Manager Julie-Anne Briscoe on 0408 695 413 or 8202 8699.