



MEDIA RELEASE

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SEGWAY EXPANSION A COUP FOR ADELAIDE'S VISITOR ECONOMY

The introduction of Segway Guided Tours to Adelaide's Riverbank precinct next year will be a great coup for Adelaide's visitor economy.

Shaun de Bruyn, General Manager of the South Australian Tourism Industry Council (SATIC) is pleased to have worked with the State Government to reduce the red tape which has enabled *Segway Sensation SA* to receive the go-ahead for its guided tours along the Riverbank.

"As an accredited member of SATIC, *Segway Sensation SA* is an active participant within the tourism industry and is committed to the sustainable future and growth of the South Australian visitor economy," Mr de Bruyn says.

Segway Sensation SA has been operating successfully in the Barossa in partnership with Seppeltsfield Wine Estate for the past two years. Its operations have met the quality standards required to receive the tick of approval from the Australian Tourism Accreditation Program, as well as be awarded a silver medal at the 2016 South Australian Tourism Awards.

"I commend both Shane Camilleri & Cindy Chynoweth, owners of *Segway Sensation SA*, for their passion and innovation, as they have identified an opportunity to provide a high quality tourism experience for visitors to the city," Mr de Bruyn says.

"The introduction of such a successful visitor attraction to the CBD is a great coup for the Adelaide tourism region and will enhance the visitor experience.

"The Segway Guided Tours will highlight some of Adelaide's key attractions along the Torrens Linear Park route, including the Adelaide Oval, the River Torrens bridge, the Convention Centre, Adelaide Festival Centre and Adelaide Zoo.

"The introduction of the tours will result in direct job growth and also have the potential to increase visitation, length of stay and expenditure to the city of Adelaide and support the vibrancy and economic growth of the Riverbank precinct.

"Supporting local tourism businesses in their development and growth is a key objective of SATIC's and we look forward to assisting *Segway Sensation SA* as they look to expand their operations further afield into other tourism hotspots.

"This caps off a really big year for tourism in South Australia, with record numbers of visitors to the State, jobs growth and other great news for the industry including Lonely Planet naming SA the Top 5 region in the world and new direct airline routes coming to Adelaide."