

MEDIA RELEASE

MANNUM IN THE RUNNING TO BE NAMED SA'S TOP TOURISM TOWN

The Mid Murray historic and picturesque town of Mannum has been named a finalist in the search for SA's Top Tourism Town.

The riverfront town is one of 32 finalists in the Tourism Industry Council of SA (TiCSA) Top Tourism Town program, which aims to recognise SA's favourite holiday spots.

Mid Murray Mayor Dave Burgess said Mannum's finalist listing was a win for the region and recognised the town's long-standing popularity with holidaymakers.

"Having Mannum recognised as one of the short-listed towns is fantastic for our region – it's acknowledgement of the unique tourism experiences and visitor attractions in our area," Mayor Burgess says.

"This level of recognition will also help put Mannum and our region on the map for potential new visitors, strengthening awareness of our area, especially among domestic tourists who are looking for new places to discover and explore while travel further abroad is still restricted."

A sample of Mannum's attractions is showcased in its award video entry on the TiCSA website: <https://ticsa.com.au/industry-programs/sa-top-tourism-town/>.

An estimated 450,000 people visit Mannum each year. As the birthplace of Australia's river paddle steamers, Mannum has a wealth of historical attractions including cruising on some of the few remaining river boats.

One of its tourism strengths is its uniquely diverse range of attractions, from the natural wonders of the Murray River environment and laid-back luxury riverside escapes, to high-adrenalin water sports, major events such as Sounds by the River and the All Steamed Up festival, and camping under the spectacular night sky.

"More and more people are recognizing Mannum and the wider Mid Murray region for its incredible range of visitor attractions," Mayor Burgess says.

"We have an enviable river lifestyle that caters for everyone, from camping adventures to family holiday homes and, increasingly, high-end luxury experiences. Our natural environment is a drawcard of its own, with the Murray River catering for water sports, fishing, cruising, kayaking, eco-tourism and more, while the Australian-first River Murray International Dark Sky Reserve is putting the area in the national spotlight with an entirely new group of visitors including astronomers and astro-photographers.

"Mannum has something for everyone, and that's a big part of its attraction. It's a place people choose to return to over and over again because there's always more to discover, no matter what stage of life you're in."

Voting in the Top Tourism Town competition is now open. Murraylands residents are encouraged to get behind Mannum and vote before Friday, 23 April online: <https://ticsa.com.au/industry-programs/sa-top-tourism-town/>

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MEDIA CONTACT:

Mid Murray Council Chief Executive Officer Ben Scales

P: (08) 8569 0100 | E: postbox@mid-murray.sa.gov.au