

# News Release **Minister Leon Bignell**

Minister for Tourism

Wednesday, 3 July, 2013

## New adventure tours explore the Fleurieu's hidden treasures

A new tourism outfit is going off the beaten track to bring a sense of adventure to the Fleurieu Peninsula's food and wine scene.

Off Piste 4WD Tours now offers full and half days tours exploring the McLaren Vale wine region, Coorong and Murray mouth, as well as the Fleurieu's coastline, beaches and national parks.

The tours, which include food from local chefs and artisans, also visit producers and boutique wineries where adventurers can sample wine straight from the barrel.

The South Australian Tourism Commission has contributed \$10,000 to help get the project off the ground through its New Product Support Program.

Tourism Minister, Leon Bignell, said the tours will bring a renewed interest in the Southern Vales and Fleurieu Peninsula.

"The Fleurieu Peninsula is renowned for its stunning landscapes and boutique wineries, but is not normally known as an off-road adventure destination," Mr Bignell said.

"These tours are a new way for visitors to explore and experience the region and we expect they will continue to drive tourism in the area.

"It is a great opportunity for interstate and overseas visitors to experience the Fleurieu's wine, food and landscapes in one tour.

"It also gives locals a completely different view of the Fleurieu and reason to fall in love with the region all over again."

Off Piste is a French term meaning "off track" or "off the trail". Owner Benjamin Neville says the tours take visitors on old horse tracks, fire breaks, cattle runs and disused roads he discovered as a child while staying at his family's Port Willunga holiday house.

"We're taking advantage of hidden, off-road 4WD tracks to discover unknown areas of the Fleurieu," Mr Neville said.

"Even locals from the Southern Vales have been gob smacked.

"It's about combining the key elements of what the Fleurieu does offer, but going off track and behind the scenes to experience food and wine in dramatic, hard-to-get to landscapes."