



# One river, many lands

## PROFILE 2014



## Discover Murray River results

When you join Discover Murray River you'll be joining Australia's biggest and longest established Murray River tourism marketers and travel sales development business.

Its our goal to drive more visitors and business to the Murray region, increasing your profits and building a trusted brand that benefits you. We've been promoting the Murray River for nearly 16 years and working with businesses to create a stronger, unified region.

Here's some of our great results and unique points of difference.

- 1 Established 1998 - now 16 years
- 2 In 2013 we served 3,501,473 pages of information
- 3 1.25 million visitors per year to **www.MurrayRiver.com.au**
- 4 Australia's first and only comprehensive Murray River Apps
- 5 Search engine optimised (SEO)
- 6 125,000+ Murray River Trails printed + Murray Passports
- 7 Australia's only Source to Sea print and digital marketing plan
- 8 Over 8,000 'Murray River: One river, many lands' books sold
- 9 Free National Events listings
- 10 Online bookings to the distribution channels of your choice
- 11 24/7 CMS log in system for you to edit your information
- 12 Thousands of bookings and sales enquiries to your inbox

# Welcome

## Our story, passion and vision = your benefit

If you think working to promote a beautiful region, interesting environment and the story of Australia's great river is rewarding, you're right.

It also makes us unique as we're only focused on the Murray River's 2,520km ribbon of life through Victoria, New South Wales and South Australia.

**We only promote tourism and travel for the Murray River region and our profits go back into more promotions and products for the region...and have done since 1998.**

This also allows us to deeply understand and share the stories, hidden treasures and beauty that makes our mighty Murray River great!

**In fact, after 16 years we're the go to website and brand for information on the Murray River from source to sea, mountains to mouth and snow to surf.**

### Create quality from the start

Discover Murray River was born from a desire to create quality resources about our river. There was nothing pulling the experience of the river together that we considered brought 'respect' to our nation's mighty Murray River landscape, story and heritage.

We began developing the brand of Discover Murray River, a national Murray River Trail and marketing strategy.

Having gone through drought, floods and plagues has helped us to understand and evolve the brand but more importantly maintain our objective vision and commitment to the River communities.

We've continued threading the stories of one river and used the paddle steamers as inspiration as they freely flowed through the Murray Darling Basin in the late 1800s.

Our book "Murray River : One river, many lands" was published in 2010 and the ABC edition in 2011. To date its sold over 8,000 copies and is very popular.

Discover Murray River has been accredited since 2006 and working to help the region grow its profitability and remain competitive on the national and international stage.

The Murray River App aims to be a market leader from the start. With months of development and sustainable management systems we've put plenty behind the strategy and its all developed in Australia.

Our investment in the many resources, and the tens of thousands of kilometres travelled ensures our long term commitment to the Murray River for many years to come. We also know our vision as one river that flows through many lands is on track.

In the future we see amazing opportunities for the river and are working very hard with the industry and business to develop new opportunities, strategies and growth.

We hope you can join us and benefit from the great work we've done. Enjoy this profile and please contact us if you'd like to take advantage of our advertising opportunities or have any queries, advice or suggestions.



Kind regards  
Shane Strudwick





## Its our belief in the river that sets us apart

### The whole river experience

Since 1998 we've undertaken an unwavering commitment to unify the whole river tourism and travel experience from the mountains to the mouth through Victoria, New South Wales and South Australia. This benefits visitors, industry, community and Australia.

**Our passion to unify the three state's with innovate new marketing strategies and products for the benefit of business is creating a successful long-term outcomes for the Murray River tourism industry.**

We love the Murray and have a burning desire to showcase our great river and Australia's iconic river landscape. *The river runs through us!*

### One river, many lands

In 2006 we developed a national tourism and travel plan and have tirelessly invested and worked towards its outcome. This includes developing a trusted brand, engaging stories, innovative marketing tools and professional business, digital and print products that promote the Murray region as a diverse, authentic and rewarding experience to be discovered!

**Years on, our plan is proving very successful and creating significant economic value along the whole Murray River unlike anyone else.**

We've had some amazing results and with your support, we'll continue to grow the Murray River brand and make it a competitive region for years to come.

More importantly we're bringing in more visitors to spend and enjoy our wonderful region.



■ Email your regional news items to [statewide@adv.newstld.com.au](mailto:statewide@adv.newstld.com.au) or phone Cara Jenkin 8206 2397

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## TRAVEL | Drive to make the Murray a great adventure Discover river of dreams

**CARA JENKIN**  
REGIONAL REPORTER

THE River Murray is poised to become Australia's next great road travel adventure alongside the Great Ocean Rd, the Nullarbor and the Red Centre. South Australian firm Discover Murray has developed the Discover Murray Trail to encourage tourists to drive the length of the river, from its beginnings in the Great Dividing Range, to the Murray Mouth.

The river is divided into five sections – from the Mountains, Steep Banks and River Gums, Mallee and Outback, Golden Limestone Cliffs and Plains, Lakes and Mouth.

The aim is to go beyond state and regional borders to promote the river as one of Australia's premier tourist destinations.

Trail creator Shane Strudwick said the approach to combine all the river regions together had never before been tackled and most regions promoted themselves independently.

He said the trail would also help to educate tourists about the

river's different role across borders. "There is a whole lot more to it than houseboats," he said.

"At a tourism level, the states don't talk to each other but visitors aren't interested in borders. "Many operators can see the benefits of linking in together and this can also get a whole lot of visitors back to South Australia."

He said 10 per cent of the 8.3 million visitors to River Murray regions did so in South Australia.

"We have got pretty much the most spectacular part of the river, South Australia is so stunning, but we don't get our fair share of visitation at all," he said.

"You find a whole new respect for the river system."

Mr Strudwick said the trail could take anywhere between three days and three weeks to complete, depending on the experience being sought.

The Discover Murray Trail will be launched at the Adelaide Caravan and Camping Show, which is being held at the Adelaide Showgrounds between February 13 and 17.



BEAUTY: The Mouth of the River Murray.

Picture: BRENTON EDWARDS

# 10 reasons we love the Murray River

There's way more than 10 but here's a few great reasons. Diverse landscapes, 100 plus towns along its banks, 6 wine regions, over 35 golf courses, world-class houseboat experiences, world's oldest paddle steamers and some of the best river cruising bar none. *We're sure you'll love the Murray River as much as we do.*



## 1 Its the real Australia

Ancient cultures, folkstories, heros and villains, explorers all build on **Australia's heritage**. The Murray is full of stories as an frontier landscape that opened up the country.

## 2 The river is back to life

After many years of the big dry, the river is full of life. The lagoons are full, birdlife is breeding, the yabbies are biting and the river is flowing. Its the best its been in many years. **It looks spectacular!**

## 3 So much to experience...or not

Where do you start? No matter where you are on the Murray River Trail, there's plenty to see and do...or, if you're into relaxing, there's plenty of opportunity for that as well.

## 4 Welcoming communities

Travelling along the River you'll experience the **characters of the towns, intriguing heritage, friendly country hospitality** and unique local cultures only regional Australia can give you.

## 5 Great family fun

There's some great playgrounds; fun for all ages. Most of them have picnic spots. That's a lovely way to see beautiful parts of the River. In fact, the Murray River region is the perfect playground for **families who want to get back to the good things in life.**



## 6 Huge range of houseboats

**We are the houseboat capital of Australia.**

Houseboats started on the Murray River in the 1960s, it is one of the absolute must do's to put on your bucket list. It's a great way to hang out with family and friends in a floating hotel.

## 7 One of the world's great rivers

**The Murray River is mighty.** It spans three states and is part of the third largest water catchment on earth. Cruise the magnificent limestone cliffs, passing through a lock and stop off at a winery. These are some of the unique experiences to be enjoyed, shared and appreciated.

## 8 Paddle steamer heritage and cruises

**The Murray River has the largest fleet of operational paddle steamers in the world.**

There are still many paddle boats over 100 years old on the river to experience. Take an overnight cruise and shower in the hot water straight off the boiler...truly unique!

## 9 Amazing food and wine

**We're Australia's food bowl.** In fact the region produces 40% of Australia's food. You can experience all taste sensations along the River from quality restaurants, pubs and plenty of roadside fruit stalls.

## 10 Diverse National Parks

There's **10 National Parks** from our highest mountains, to red river gum forests, to the outback and ocean. The Murray's journey embraces **World Heritage and UNESCO landscapes** and ancient Indigenous cultures making our region one of Australia's great journey's and spectacular landscapes.



## Our mission: promoting authentic river experiences

### Visitor experiences that will move, touch and inspire

#### Discover Murray River's commitment:

- Promoting the message of **One river, many lands**
- Create market leading professional website/mobile/print promotional tools for the world to discover, learn about and experience the Murray River. This aims to motivate visitors to come and experience
- Create an objective position across three states while showcasing the individual uniqueness of each business, town, region and state
- Develop quality marketing opportunities for all businesses
- Grow the Discover Murray River Trail so visitors can explore the unique and best experiences of a borderless Murray from source to sea
- Work with river communities to improve their education and understanding of branding and marketing so they can compete better for the tourism and travel dollar and show our visitors what's great about our region
- Provide a trusted source for information and content to further educate visitors and the community about the river landscape, its heritage and story
- Build a lasting legacy to gather information about the Murray River for conservation, education and preservation for the future.



*Cruising on PS Marion past ancient cliffs*



*Kayaking on sunrise near Chowilla Station*



*The powerful spill at the Hume Reservoir*

## World's largest Murray River website received 1.25 million visitors in 2013

### We've been online as long as Google®

Discover Murray River is the world's biggest Murray River website and attracts over 1.25 million visitors a year.

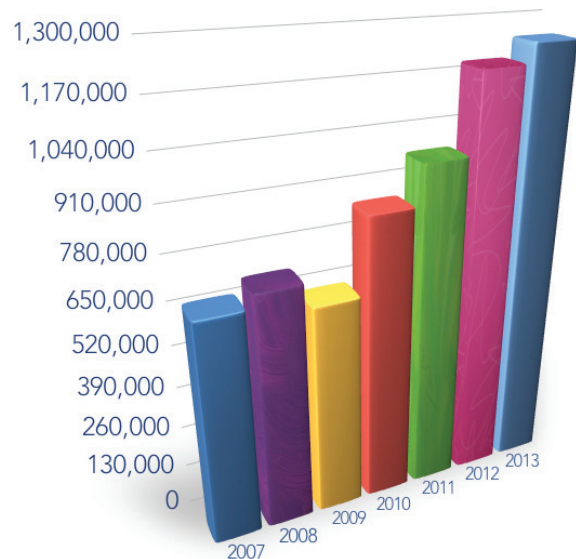
Not bad from our humble beginnings in 1998 receiving just **220 hits per month**. Now we generate more than **7 million hits per month**.

Our passion for the Murray River as a national icon, utilising advanced online branding and marketing strategies and commitment to continual growth is seeing Discover Murray River grow from strength to strength. Building on our strong foundations and heritage.

We offer online bookings, a wealth of information, national events and very search engine friendly. We'll endeavour to drive harder to promote the region and build on that investment and foundation for the future.

Linked with the development of our mobile 2G website in 2009, the Murray River book in 2010 and mobile App in 2012, Discover Murray River's brand and diversity aims to ensure the Murray River can be seen, heard and experienced from anywhere in the world...anytime, through Discover Murray.

A good website strategy is the competitive key to generating sales, enquiries and business results.



Murray River website visitors



Murray River website homepage



[www.murrayriver.com.au/murray-river-app](http://www.murrayriver.com.au/murray-river-app)

## Murray River is mobile – New Apps – New Era

As the world continues to grow in its mobile capacity, Discover Murray River has been moving with the communications evolution.

**We've focussed on being smart and sustainable in our development, management and investment.**

Through good planning the Murray River App and mobile site are managed from the Murray River website. This ensures we can effectively manage information from one source and the information is accurate and real time value.

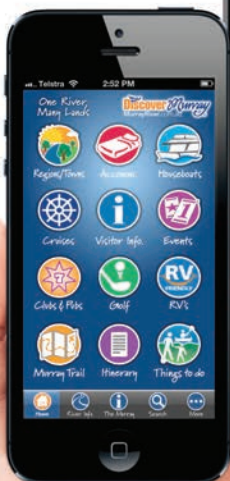
It also means we're sustainable and its all programmed in Australia. Not outsourced.

With interactive maps including GPS points for local town facilities, the Murray River App now enables visitors and locals to the region to find any service they need. The App also connects business better with visitors on the road including a distance nearby feature for accommodation, houseboats, clubs, visitor centres, events and golfing experiences.

### Whole Murray River in your hand



QR Code for App



Promoting a destination and journey means ensuring a great story is within reach of a visitor, they can then explore the region. All this is now in their hands to experience, taste, touch and smell and increase sales.

**Mobile is here and so is Discover Murray River with one of Australia's most advanced Apps, ready to make our region even more competitive in the future.**

All the major towns are listed with info., history, maps and more

Events listed on the Murray River website end up on the App

Visitor centres, information, distances, weather & more all here

RVs are a growing market...now you can find GPS dump points and more, much more RV info!

Full range of accommodation options right in your hand

The largest range of houseboats listed right here for NSW, VIC & SA

10 major National Parks, World Heritage and UNESCO landscapes



[www.murrayriver.com.au/murray-river-passport](http://www.murrayriver.com.au/murray-river-passport)

## Murray River Passport – source to sea

With the Discover Murray River Passport in your pocket you'll unlock the best experiences and secrets along the entire length of Australia's great river.

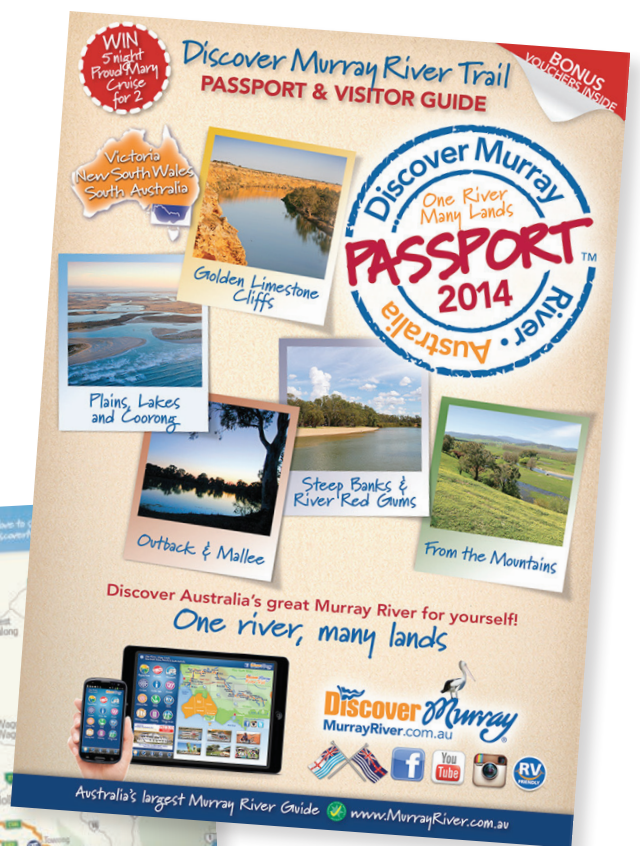
Available as limited edition 2014 printed booklet, the Passport includes attractions, clubs and pubs, river information, history and much more. It also includes special offers from participating businesses so you can get the best value from the region across Victoria, New South Wales and South Australia.

With maps, town information and lists of things to see and do along every part of the river, it's the essential travelling companion for any Murray River holiday.

Kids both big and small will love getting their Passport stamped with a unique stamp at each visitor information centre in every main town. This provides a memorable holiday reminder and puts you into the draw for some fantastic prizes. For those who love social media, you can share your journey with #DiscoverMurray.

Getting your Passport stamped will also take you off the beaten track and into the local towns and of course you'll criss-cross the mighty Murray River the whole time. With 30 main towns, 10 major National Parks and a 1400 kilometre driving experience, you'll discover our 'one river, many lands' as the river's landscape changes and unfolds around you.

Experience the **Discover Murray River Trail's** five different landscapes. **From the Mountains, Steep Banks and River Gums, Mallee and Outback, Golden Limestone Cliffs** and **Plains, Lakes and Coorong** as part of very popular great Australian river drive.







Discover Murray River at the Caravan and Camping Show

## Quality marketing products and message



### Promoting the best of the River

Having good, solid merchandise and products helps us continue the promotion of the river. It also helps us remain sustainable.

You can link into that by engaging in our other marketing opportunities. No matter what your marketing demands, Discover Murray River can assist you to connect with the over 6.3 million annual visitors to the region and our wide distribution network which is the biggest on the river.

### Print, displays, mobile, web...and more!

Discover Murray River has kept its finger on the pulse of communications and marketing.

Our current range of products include:

- Content and information
- Publishing
- Image library
- Printing solutions and distribution
- Digital - online and mobile
- Video marketing
- Online advertising and sponsorship

So if you find you need more for your business and want the edge, tap into the world's biggest Murray River marketers.



## Enjoy the Discover Murray River Trail



The **Discover Murray River Trail** has been an amazing product for joining the region as a drive journey and network. The Trail map was a first for the Murray. All maps prior were focussed on one state or another, but never on the **whole river as a region and experience**.

The A2 maps fold down to DL are well designed for ease of use and are great quality. They're even collected as souvenirs. We've printed and distributed over 120,000 Trails to date with the goal to link them to the new App.

Our two core messages within the Trails are the 'One river, many lands' message and the **five landscapes of the Murray River**:

- From the Mountains
- Steep Banks and River Gums
- Outback and Mallee
- Golden Limestone Cliffs
- Plains, Lakes and Mouth

The Trails have also been built into **permanent displays** in various Visitor Information Centres along the Murray River. This helps visitors understand where they are in the context of the river and helps promote the brand of Discover Murray River along the river.

The Trails also encourage regional promotion of the river for towns and help visitors discover the region by following the river as part of their river journey.

These landscapes showcase the diversity of the Murray River as it threads 2,520 kilometres from source to sea and removes the state borders while **showcasing Australia's great river drive**.

[www.murrayriver.com.au/discover-murray-river-trail](http://www.murrayriver.com.au/discover-murray-river-trail)

QR Code App promotions





## Murray River Visitor Information Centre network

As a part of our commitment to the Murray River region we assist every Visitor Information Centre along the river to connect with visitor and industry needs.

We do this through website support, contact information, enquiry systems, Murray River Trails supplies, discounted merchandise for sale, free event listings and much more.

**In fact we offer tens of thousands of dollars in value to support the river Visitor Information Centre network.**

Many Visitor Information Centres also support Discover Murray River in return with installation of permanent displays and other communications that assist them in sharing the story of the Murray region and help us with the **One river, many lands** vision.



Discover Murray River merchandise display



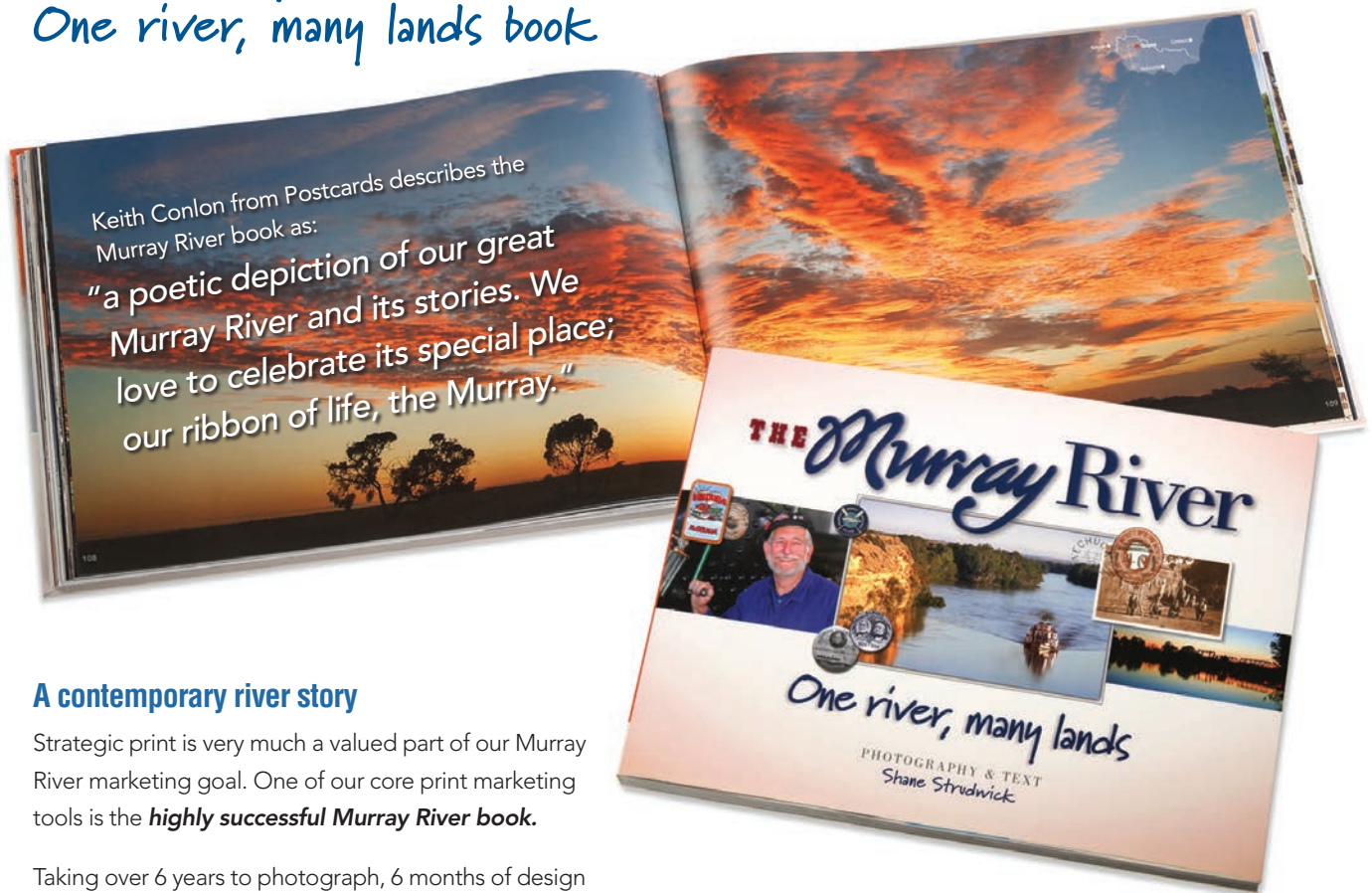
Euston Club massive Murray Trail display



Murray Bridge Visitor Information Centre display



## The Murray River: One river, many lands book



### A contemporary river story

Strategic print is very much a valued part of our Murray River marketing goal. One of our core print marketing tools is the **highly successful Murray River book**.

Taking over 6 years to photograph, 6 months of design it represents the quality we put into all our products. We couldn't do this without the passion of our graphic design and brand partners, **Brand Action**.



The **Murray River : One river, many lands** has been published for **ABC Books by HarperCollins** and sold to date **8,000 copies**. The book is an important tool and fits in with our marketing mix and river story as it powerfully and emotionally represents the character of the river, community, heritage and landscape.

Together both the Trails and Book promote the Murray River as a great Australia journey and story and formulate as part of our offline marketing message with substantial and successful distribution.

### Building a new, solid foundation

The book was designed to showcase the river's contemporary character and encourage more visitors to the region and Murray River website. Thereby increasing sales revenue for businesses through our trusted and established brand as they discover more.



Goolwa Wooden Boat Festival - First edition  
 3 of 8,000 sold

[www.MurrayRiver.com.au/book](http://www.MurrayRiver.com.au/book)

# Thousands of the Murray River images

If a picture says a thousand words...what would several thousand say?

The Murray River photo library has thousands of images.

Discover Murray River has covered the Murray River from source to sea and everything in between. We now have Australia's biggest library of photos on the Murray River.

We've got so much left to discover though.

Taking so many images means you need to drive, boat, walk and explore to find all the nooks and crannies. This also ensures we continually discover the Murray River, connect the stories and reveal the unique and interesting character of the region.

...and find joy when we discover the secret spots!

Some of our images include:

- Murray River water Photos
- River town Photos
- Reflection Photos
- Cliff Photos ■ Sunset Photos
- Paddle Steamer Photos
- Bridge Photos
- Riverscape Photos...and much more!



We use our images for promoting the region, supplying the media and education resources along with our online photo sales.

Visit [www.MurrayRiverPhotos.com.au](http://www.MurrayRiverPhotos.com.au) to see our images.

Murray River Photos

www.murrayriverphotos.com.au

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**MRO0304**  
Original steam pump boiler site, 1919, Cadell

**MRO0303**  
Original steam pump boiler site, 1919, Cadell

**MRO0317**  
View across to Cadell Oval

**MRO0316**  
Cadell oval building

**MRO0315**  
www.murrayriverphotos.com.au/tag/Riverscapes/

**MRO0314**  
Gypsy Ellen on last light at Nor

**MRO0313**  
Graeme Claxton Reserve,

**MRO0312**  
Cadell Oval RV park

**MRO0311**  
Cadell Dump Point at Cadell

**MRO0310**  
Cadell Interpretive Centre



## Discover Murray, industry and community support

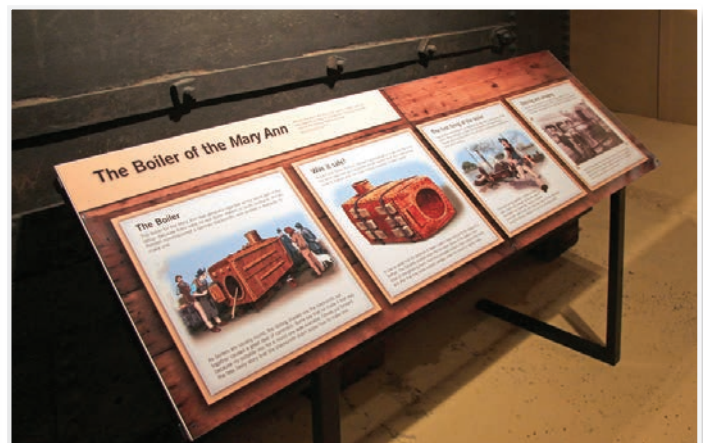
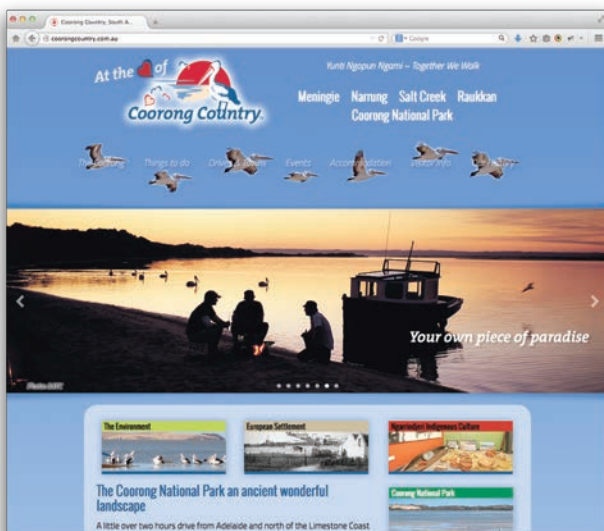
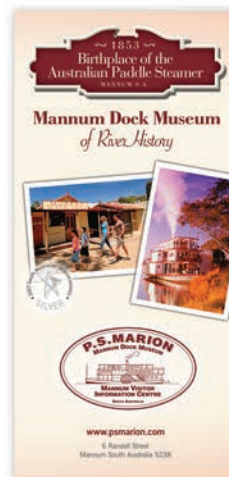
### Supporting the Local Industry and Community

Part of Discover Murray River's mission is to provide support and service to the local Murray River community. Through our resources, services and skills we're able to assist local communities to better engage with the visitor and meet a local tourism industry and community needs.

Some of the work we've completed over the years include:

- Advice, consulting and strategic planning
- Local websites for tourism bodies
- Displays and Trails for Visitor Centres
- Local sponsorship and support
- Video and photographic services
- Brochures, brands and print development
- Interpretive signage
- Media and PR
- Filled board positions and mentoring
- Community and industry presentations
- Educational resources and talks
- Mapping and research
- Complimentary listings for not-for-profits

Discover Murray River's support for the region reaches far beyond providing the best services to tourism and travel along the river, we support the community and industry in many different forms and aim continue to do so in the future.



## Discover Murray River Partnerships

### Partnerships help us all achieve success

Partnerships provide the capacity to achieve what may not otherwise be achieved when working alone.

We're able to bring positive outcomes, service and support plus build a network with like-minded organisations and bodies.

Some of the groups we've worked with include Councils/Shires, State Governments, not-for-profits and regional community groups including:

- Murray Darling Association
- Parks Victoria
- Mildura Rural City Council
- Tri-State Fruit Fly committee
- Southern Mallee District Council
- Coorong District Council
- Mid Murray Council
- Renmark Paringa Council
- Riverland Tourism Association
- Gannawarra Shire
- Wodonga Council
- Wentworth Shire Council
- Murraylands Tourism Partnership

- Murraylands Regional Tourist Association
- TXA & V3
- Morgan Community Development and Tourism
- Mannum Progress Association

**Our relationships with the local community are a very important part of our contribution to the Murray River region's growth, education and brand.**



Floatfest 2014



Business Spectator Winner 2013

*The journey so far...  
so what's to come?*

### Create more business and growth for the region

**While government tourism bodies cut tourism funding, our resources, IP, partnerships, technology and mission are tangible and very much on track to ensure our goals are met and viable. Building sales and great business results takes a massive commitment.**

Our original vision was to professionally share and preserve the story of the Murray for the future. We also desire to showcase to visitors and locals how spectacular, unique and important the river is. *Something truly special!*

The Murray River Website started with that vision in 1998 and we've gone on since to build it, enhance and compete in a challenging and changing marketplace to evolve the river's resources and story.

**Our focus on the triple bottomline of social, economic and environment runs to the very core of our existence.** Its a new world order of marketing and communications as we're reaching for a future visitors who wants to better understand and experience their world unlike ever before.

Your investment in Discover Murray River will guarantee you the leads and sales for your business and it also invests in the Murray River region unlike any other organisation does.

*We believe we're far stronger as one.*

## Business advertising rates

Advertising with Discover Murray River will ensure you'll receive the kind of exposure and leads that aim to make a difference and great value.

### Our Marketing Objectives

- Increase conversion and length of stay
- Increase visitor numbers, dispersal across the river region, spend in the region and you businesses profitability.
- Increase awareness of the region's important tourism experiences, destinations, offerings and secrets spots.
- Generate visitor response to our strategies (eg: call for more information, create leads, bookings, sales and improve business brand awareness).
- Evolve the Murray to attract a great visitor numbers and marketshare nationally.

### Our Target Markets

#### Murray Explorers

Murray Explorer's are visitors aged 30-65, good incomes, love to travel or take long trips, and enjoy authentic experiences such as the Murray's strengths of food and wine, history and heritage, golf and water based activities in their general lives or while on holiday.

#### RV Wanderers and Drive Travel

Murray River region is about to explode with RV users with the impending 2014 Robinvale Euston Rally. There are 70,000-80,000 RV's (recreational vehicles) on Australian roads at any given time and currently 62,000 CMCA members with 800 new memberships per month.

'Drive' travel is the largest component of domestic tourism in the world. The average spend per vehicle is \$570 per week. In 2011 there were 21,164 new caravan and RV registrations in Australia. The average trip in a motor home is 197 days and average age of the RV users is 55-64 years.

#### Family Focussed

Young parents 30-45 years with children under 16 at home. Holidays are determined by what's great for the kids regarding activities and hassle free for the parents. They love time together and teaching their kids about Australia's history and experiences as their holiday drivers and values.

#### Freedom Finders

Those who have the prevailing feeling is that it's 'their time now' and they intend to use it seeking new experiences and learning. When on holidays they enjoy meandering through places full of culture, history, architecture, fine dining and natural beauty. Love a bit of quiet time and relaxation.

#### In the Marketplace

Our website is promoted through all Murray River Visitor Information centres in Victoria, NSW and South Australia. Very strong with search engines and links through the web.

#### Our Online Activity

When you advertise you will automatically receive the marketing strength of 1 million visitors per year who are actively seeking Murray River experiences and information. There's also the 6.3 million visitors the region who see our brand position across the region.

For your investment below you will receive a 12 month listing on [www.murrayriver.com.au](http://www.murrayriver.com.au) and the Murray River App in your town. A listing provides businesses with back-links, more information page, 24/7 access, contact details, online booking buttons, Google optimization content and more.

For businesses listed on [www.murrayriver.com.au](http://www.murrayriver.com.au) this means greater online exposure and networking along the Murray River. Great opportunity to promote your business nationally and internationally with Discover Murray River.

#### Low Investment\* - Big Value

	PER ANNUM	PER DAY
Accommodation*	\$440	\$1.20
Houseboats*	\$440	\$1.20
Cruises & Marinas	\$400	\$1.09
Golf & Clubs/Entertainment	\$400	\$1.09
Attractions & Activities	\$280	76¢
Tours	\$280	76¢
Cafes, Restaurants and Wineries	\$280	76¢
General Business	\$180	49¢

<sup>^</sup> Rates subject to change without notice

\* 4 rooms/boats complimentary. Additional \$55 each per annum

Terms and conditions: [www.murrayriver.com.au/terms-and-conditions](http://www.murrayriver.com.au/terms-and-conditions)

For more information please contact us or visit:

[www.murrayriver.com.au/advertise-here/](http://www.murrayriver.com.au/advertise-here/)



## Our contact details

Smashn' Pty Ltd trading as

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