



Australian Wildlife Adventures



30<sup>th</sup> August 2017

## Press Release: Xplore Eyre restructure, rebrand and relaunch!

South Australian based tour operator Australian Wildlife Adventures (AWA) are excited to announce the completion of their company brand restructure and launch of a totally new look Xplore Eyre touring product. AWA have been operating four touring brands for the various styles of travel they offer for the past 3 years. But with a goal to simplify the selling and purchasing process for agents and consumers alike, they have deleted two of those brands and now Xplore Eyre caters to the mid to high end markets, with three distinct touring styles on offer. This has been topped off with a fresh new website, brand and tagline – “Journeys to Wild Places”.

Those familiar with Xplore Eyre will notice some major changes including seven new tour itineraries throughout South Australia and Western Australia including Kangaroo Island, The Flinders Ranges, The Eyre Peninsula, Esperance and the 9-day Great Australian Wilderness Journey between Adelaide and Perth. All tours now have scheduled departures and depart Adelaide or Perth with flight components included.

“We’ve been in this business for 14 years now and I’ve always invested a lot of time into attending trade shows domestically and internationally, promoting the regions we call ‘our backyard’ to buyers from all over the world. I’m pleased to say in the past few years we are finally starting to notice an increased demand for small group and private tours as well as group charters. With South Australia named as the 5<sup>th</sup> Best Region in the world at ‘Lonely Planet’s 2017 Travel Awards’, and a restructure and more funding to the South Australian Tourism Commission, we are hoping to see numbers continuing to increase, said Director Craig ‘Hassie’ Haslam.

“I am really excited about these business developments and the growth opportunities for our regions. The dream of having a depot in Adelaide has finally become a reality and we have also been lucky enough to appoint Jason Westwood (ex Mulga’s Adventures), as our Operations & Sales Manager. Jason brings a wealth of experience to the company and of course our operations will be much more efficient with vehicles in Adelaide, rather than at our home at Coodlie Park 700km west on the Eyre Peninsula!”

This appointment is on top of Anna Heaton joining the team as Business Development & Marketing Manager in June 2016. For the first time ever my wife and I have a management team to share the load with, which will give me more time to lock in strategic training with inbound partners and head overseas to focus on “spreading the word” with our international wholesale partners”, continued Hassie.

Here are the changes in a nutshell;

### **Prior AWA structure**

- Great Australian Bight Safari's was the 3.5 star mid range private tours
- Xplore Eyre was the 4.5 star luxury tours
- Tasting Eyre was a brand created for the Port Lincoln Day tours
- Tours were all on request only
- Tours departed Port Lincoln or Ceduna in South Australia

### **The New Look AWA**

- Great Australian Bight Safari's and Tasting Eyre brands have been deleted
- Xplore Eyre now covers mid to high end travel with four different styles of touring;
  1. Small Group Tours - 2-7 pax (scheduled departures)
  2. Private Tours (Xplore Eyre Plus) - 2-7 pax (scheduled departures)
  3. Create Your Own Tailor Made Touring (on request)
  4. Group Charters 6-21 pax (on request)
- Xplore Eyre tours are all now departing Adelaide or Perth (exc the Port Lincoln one day tour)
- Xplore Eyre has created 7 brand new tour itineraries throughout South Australia and Western Australia including Kangaroo Island, Flinders Ranges, Eyre Peninsula, South West WA and the ultimate 9 day road journey between Adelaide and Perth
- All tours now have scheduled departures - all year round
- Tours now start in Adelaide and include flights to the Eyre Peninsula in the price, making the booking and selling process much simpler.
- Nullarbor Traveller stays the same - the budget/camping adventure option targeted at the international youth market
- Australian Wildlife Adventures remains the trade umbrella brand of Nullarbor Traveller and Xplore Eyre

### **Useful Links**

- [Xplore Eyre Website](#) – new website featuring the new Xplore Eyre promo video
- [Nullarbor Traveller Website](#) – revamped in July
- [Agents Dropbox](#) – Nullarbor Traveller and Xplore Eyre rates, itineraries, departure dates, images, videos, fact sheets, booking conditions all here and valid until March 2019
- [Online Prezi](#) gives a great overview of AWA

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