



MEDIA RELEASE

Port Pirie: Best Grey Nomad Experience in South Australia

Port Pirie has been named as the 'not to be missed' experience for mature-age visitors travelling South Australia.

The Spencer Gulf town in the Flinders Ranges and Outback tourism region was announced as the Best Grey Nomad Experience in South Australia at the Grey Nomad Awards tonight.

It nudged out six other South Australian finalists to receive the State Award and also received the Bronze Award nationally for Best Grey Nomad Friendly Town.

The Grey Nomad Awards shine a light on regional Australia by showcasing the very best places to stay and play, while supporting positive aging through soft adventure and social inclusion.

With rigorous judging by mature-age tourism professionals, some of whom have experienced the grey nomad lifestyle personally, plus second-tier auditing, social analysis and due diligence, Port Pirie's win has the credence of the tourism sector.

Port Pirie is the perfect SA destination for travellers seeking a rich blend of history, culture, and natural beauty as this welcoming seaport town boasts a diverse range of activities and experiences.

For history enthusiasts, Port Pirie offers captivating museums, a self-guided heritage walk, and an array of heritage buildings. Art lovers can explore the Port Pirie Regional Art Gallery (where you'll find the Visitor Centre) with its ever-changing exhibitions, and a Mural Trail that adorns the CBD.

The town also offers stunning parks and gardens, cycling trails, and excellent shopping, dining, and café experiences, while nature lovers will revel in the stunning landscapes, with the Flinders Ranges and Outback nearby, making Port Pirie an excellent base for scenic drives.

Australians aged over 55 represent one of the biggest opportunities in domestic tourism. According to the Australian Bureau of Statistics (ABS), they possess 32% of Australia's disposable income along with the flexibility and motivation to travel.

Awards Director, Kim Morgan, said the Awards provide verified information for this important segment, helping guide their decisions on where to visit and what to include on a must-see extended Australian road trip in 2024.

"As a nation, our love of the open road has never dimmed, and with Australia being a big country it's important to know where to visit to have extraordinary experiences. That's where the Grey Nomad Awards come into play," Ms Morgan said.

In commenting, the judges said, "Port Pirie has considered every aspect of the RV traveller journey and understands that it is often the small things that combine to make an epic experience which encourage travellers to stay longer, spend more and return."

"In Port Pirie's case this includes not-so-glamorous but necessary facilities, such as free dump points and potable water, plus long vehicle parking, easy access to shopping and medical facilities, as well as a list of reliable and swift-to-respond mechanical services," the judges said.

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With a focus on showcasing the vast experiences offered in regional, rural and remote Australia, this year's Awards championed communities and operators from all states and territories except New South Wales / ACT.

2023 Grey Nomad Award Gold Winners:

- Best of the Best: Bullara Station Stay, Australia's Coral Coast WA
- Best Foodie Experience: Bullara Station Stay, Australia's Coral Coast WA
- Best Attraction: Outback at Isa Visitor Information Centre, Outback Queensland QLD
- Best Community Stay: Berri Riverside Holiday Park, Riverland SA
- Best Dog Friendly Stay: Sunset Tourist Park, Mount Isa, Outback Queensland QLD
- Best Farm or Station Stay: Bullara Station Stay (WA)
- Best Festival or Event: Outback Queensland Masters, Outback Queensland QLD
- Best Freedom Stay: Tobermorey Station Roadhouse & Caravan Park, Central Australia NT
- Best Grey Nomad Friendly Town: Thallon, St George Region, Outback Queensland QLD
- Best Historic Attraction: Paronella Park, Tropical Region QLD
- Best Large Caravan Park: Queens Beach Tourist Village, Bowen, The Whitsundays QLD
- Best Small Caravan Park: Mt Larcom Tourist Park, Gladstone Region QLD
- Best Tour: Sarina Sugar Shed Tour, Mackay Isaac Region QLD
- Best Trail: Thomas Dambo's Giants of Mandurah, Peel Region WA
- Best Pub Stay: Great Lake Hotel, Miena, Central Highlands TAS.

2023 Silver Awards Winners:

- Best Foodie Experience: Sarina Sugar Shed Tasting Tour, Mackay Isaac Region QLD
- Best Attraction: Paronella Park, Tropical North Queensland QLD
- Best Community Stay: Cleve Showgrounds RV Park, Eyre Peninsula SA
- Best Farm or Station Stay: Tobermorey Station Roadhouse & Caravan Park, Central Aust NT
- Best Festival or Event: Sweet Days Hot Nights Festival – Burdekin, Townsville Region QLD
- Best Freedom Stay: Gum Tree Lodge and Bush Camp Howard, Fraser Coast QLD
- Best Grey Nomad Friendly Town: Quilpie, Outback Queensland QLD
- Best Historic Attraction: Charlotte Plains Outback Magic, Outback Queensland QLD
- Best Large Caravan Park: Berri Riverside Holiday Park, Riverland SA
- Best Small Caravan Park: Valley View Caravan Park, Victorian High Country VIC
- Best Tour: Sunset Experience on Towers Hill, Townsville Region QLD
- Best Trail: Flinders Ranges Self Drive Loop, Flinders Ranges and Outback SA
- Best Pub Stay: Overland Corner Hotel, Riverland SA.

2023 Bronze Winners:

- Best Foodie Experience: 'Deep to Dish' Tasmanian Wild Seafood Adventures, Hobart & Beyond TAS
- Best Attraction: Quilpie Visitor Information Centre, Museum and Gallery, Outback Queensland QLD
- Best Festival or Event: Big Skies Festival, Western Downs QLD
- Best Freedom Stay: Mikkira Station Koala Sanctuary, Eyre Peninsula SA
- Best Grey Nomad Friendly Town: Port Pirie, Flinders Ranges and Outback SA
- Best Historic Attraction: Charters Towers Ambulance Museum, Townsville Region QLD
- Best Small Caravan Park: Charters Towers Tourist Park, Townsville Region QLD
- Best Pub Stay: The Cradock Hotel, Cradock, Flinders Ranges and Outback SA

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2023 also saw the introduction of new **Best Grey Nomad Experience in State Winners:**

- NT: Tobermorey Station Roadhouse & Caravan Park, Central Australia
- QLD: Thallon, St George Region, Outback Queensland
- SA: Port Pirie, Flinders Ranges and Outback
- TAS: Tasmanian Wild Seafood Adventures, Hobart & Beyond
- VIC: Valley View Caravan Park, Victorian High Country
- WA: Bullara Station Stay, Australia's Coral Coast

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