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Press release: Seven Star Tourist Regions Named

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PRESS RELEASE FROM THE PREMIER, MR. DUNSTAN.

SEVEN STAR TOURIST REGIONS NAMED.

17.1.73

The Premier, Mr. Dunstan, today listed seven "star" South Australian tourism areas.

These were the places with the greatest potential for rapid expansion, he said.

The seven are:

- . Metropolitan area, including the Hills.
- . Barossa Valley.
- . Riverland.
- . The Coorong, South Coast and Kangaroo Island Crescent.
- . Flinders Ranges.
- . Old Cornish Mining Towns and Eyre Peninsula.
- . The South East.

"These are the areas people most want to see and where we can expect the greatest expansion in capital invested and jobs created", Mr. Dunstan said.

He was opening the first meeting of the new Tourist Development Advisory Council set up to provide the State Government with expert guidance on how tourism can best be expanded.

Mr. Dunstan said the basic aim of the Government's policy in tourism development was to provide more jobs and greater security of employment for South Australians.

A good start had been made but the Council could give invaluable help in further development because of the expert and intimate knowledge its members had of all facets of the industry.

One early project which Mr. Dunstan asked the Council to consider was an overall study of the viability of the tourist industry in South Australia.

"This should be particularly related to how we can best go about maximising the employment potential of the industry", the Premier said.

"Mr. Dunstan also asked the Council to study ways in which particular tourist attractions, such as the coming Cornish Festival in the Yorke Peninsula towns, and the towns on Eyre Peninsula, could be promoted, particularly interstate.