



Frome Electorate Office

Hon Geoff Brock MP, Member for Frome



Media Release

Monday 24th November 2015

South Australian Tourism Award

The story of our 'Heritage Rail Trail' between Port Pirie and Broken Hill has been revived for the public to enjoy through the promotion of a self-drive guide.

The recent South Australian Tourism Awards, recognised the marketing behind this experience and Peterborough Tourism took out the award in the category of Destination Marketing. A great achievement and Geoff congratulates them on winning this award.

The Heritage Rail Trail tells the story of one of Australia's greatest industrial journeys, building pride in the region and starts in Port Pirie stretching 395km to Broken Hill.

Daytrippa dedicates information on 14 Heritage Rail Trail townships and highlights areas for visitors to enjoy and appreciate the history of days gone by.

In 1875 the Port Pirie to Crystal Brook line began development. It is the first section of a narrow gauge railway line intended to serve grain-growers and pastoralist in South Australia's Mid North.

Geoff supports the economic benefit that tourism can bring to our region and small country towns. The promoting of this Heritage Rail Trail is a great example of giving visitors and locals the opportunity to experience the great rail history of our region.

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