



## *Murraylands Regional Tourist Association*

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[www.facebook.com/FloatfestAus](https://www.facebook.com/FloatfestAus)

## Media Release

24<sup>th</sup> June 2015

The Murraylands Regional Tourist Association's Floatfest has broken the South Australian Record for 2015. This record was previously set by last year's inaugural event with a total of 138 registered participants.

"Floatfest attempts to create fun for the whole family whilst encouraging safe and sustainable activities on the water. Floatfest is a great place to dip your toes in the water and get a feel for life on the mighty Murray in a safe environment", said the event coordinator of Floatfest Jen Whitehorn.

"Floatfest is purposefully set in Autumn each year to bring visitors into the region at a time when visitor numbers being to dwindle. The event is strategically planned over two days to encourage overnight stays and dollar spend, promote environmental awareness as well as OPAL's healthy lifestyle initiatives."

Floatfest's organisers are excited to announce that 2015 breaks the record again with **156** registered participants!

Over both 2014 and 2015 Floatfest has engaged over 280 participants. For this year alone new registrations grew by 52% and 93% of all registrations came from within South Australia. For 2016 Floatfest will be targeting more participation from the interstate market hoping to grow the 6% of participants who took part in the 2015 event, leading into the future it is also a plan to target the international market as well.



For more information visit

[www.floatfest.com.au](http://www.floatfest.com.au),

[www.facebook.com/FloatfestAus](https://www.facebook.com/FloatfestAus)

Call Jen Whitehorn on 0448 533 147

Or send an enquiry through to: [info@floatfest.com.au](mailto:info@floatfest.com.au)

Don't Forget our region's hash tags: **#Murrayriver #SouthAustralia #Playpause #Waterplayground**