



MEDIA RELEASE

Alexandrina Gears Up for the 2024 Tour Down Under Stage 4 finish in Port Elliot 4 July 2023

The Fleurieu Peninsula is set to captivate the world's attention as Alexandrina Council prepares to host the Stage 4 finish of the 2024 Tour Down Under in the stunning Horseshoe Bay, Port Elliot.

After the successful stage finish in Strathalbyn in 2019, last week's announcement from the South Australian Tourism Commission (SATC) has added a new level of excitement throughout the region, as the route will wind through some of Alexandrina's most enchanting and scenic townships on the Fleurieu Peninsula.

Nigel Morris, Alexandrina Council's CEO said, 'We are thrilled to welcome the prestigious Santos Tour Down Under to Alexandrina! The community has been crying out for a major event and what excites us most about this announcement is that it's not just in one area, it stretches through so many of our townships.'

'Bringing the Tour Down Under from the river region to the Fleurieu is a fabulous decision that will not only ignite tourism but also showcase the stunning vistas along Lake Alexandrina, the Langhorne Creek wine region leading to the charming inland town of Strathalbyn. Furthermore, it will highlight our major coastal townships of Goolwa, Middleton and Port Elliot.'

'It will highlight our regions farmland, lakes, river and major townships but you'll also see other areas such as Belvidere, Ashbourne, Tooperang, Currency Creek and Ratalang-Basham Beach.'

'This really is a dream come true and I am incredibly excited about what lies ahead. I urge everyone to start preparations now. Let's come together and show the world why our townships are the ultimate destination for adventure, food and wine, remarkable scenery, history and arguably the best coastlines. All this just over an hour from a capital city – what more could you want?!

Morris concluded with a lively declaration, 'in the spirit of healthy competition, I extend a challenge to Murray Bridge and confidently declare that our Alexandrina townships are a shoo-in for the Best Dressed award for the 2024 Tour Down Under Stage 4.'

Mayor Keith Parkes of Alexandrina Council added, "This incredible event provides us with a golden opportunity to showcase the very best of our region to the world. Our community is buzzing with excitement and the Tour Down Under announcement is a game-changer for local businesses and aligns perfectly with the opening of our Annual Grants program."

Highlighting the significance of the Business Initiatives Grant, Mayor Parkes stated, 'through this business grant, we aim to foster a strong, interconnected, and digitally-enabled business community that not only supports visitation but also drives growth in our region.'



'It's not just about the Tour Down Under; it's about the lasting impact it will have on our community. Together with our dedicated local businesses and industry partners, the Council is committed to enabling our business community to seize this opportunity and contribute to the region's continued success,' he said.

Council's annual Grants Program opens on 12 July 2023 and includes the category for Business Initiatives. Visit Council's website to find out more about the 2023-24 Grants Program at www.alexandrina.sa.gov.au/grants

Santos Tour Down Under Race Director Stuart O'Grady OAM said the new finish at Port Elliot would likely become a new fan favourite.

'Hahn Men's Stage 4 will see the race finish in Port Elliot for the first time as the peloton charges up The Strand to cross the line.'

'We are thrilled to be showing this part of South Australia to the world through our race for the first time. It's sure to be special. I think it will be one of the highlights of the Tour Down Under.'

For further information on the Santos Tour Down Under Stage 4 event in Alexandrina, visit www.alexandrina.sa.gov.au/2024TDU or visit the official website for full details at <https://tourdownunder.com.au>

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