

MEDIA RELEASE

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After three years of delivering strong outcomes for Ceduna and the wider Far West tourism region, Ancient Land Tours will cease operations at the Ceduna Visitor Information Centre next month, following the conclusion of its professional services management contract with the District Council of Ceduna.

Since 2023, Ancient Land Tours has played a central role in strengthening Ceduna's position as the Gateway to the Far West, not only servicing local visitation but actively connecting travellers with destinations and experiences across the Eyre Peninsula and beyond.

Director Dr Steve Milner said the contract will formally conclude on 5 February 2026.

"The Visitor Information Centre has been more than a local service — it has operated as a critical regional connector, helping visitors plan journeys across the Far West and into neighbouring destinations," Dr Milner said.

Over the three-year period, approximately 100,000 visitors passed through the doors of the Visitor Information Centre on Poynton Street, supporting steady growth in visitation and contributing an estimated additional \$8 million per year to the local economy. Many of these travellers were self-drive visitors, using Ceduna as a decision-making hub for onward travel throughout the region.

Operating every day except Good Friday and Christmas Day, the Centre has provided local employment through full- and part-time roles, delivering trusted, high-quality information and specialist local knowledge.

"The Ceduna Visitor Information Centre is one of the few genuine gateway visitor centres in Australia," Dr Milner said. "It serves people heading west, and just as importantly those arriving from the west, for whom Ceduna is often their first experience of South Australia — a welcoming and friendly conversation offering regional insight and informed recommendations."

"The Centre has played a vital role in dispersing visitors across the region, encouraging longer stays, supporting smaller operators, and strengthening economic returns."

Under Ancient Land Tours' management, the Visitor Information Centre forged stronger partnerships across the Eyre Peninsula, enhanced Ceduna's profile within the regional tourism network, and delivered new initiatives showcasing environmental values and responsible travel opportunities throughout the Far West.

"We have been proud to represent Ceduna and the region with professionalism, integrity and a genuine passion for this remarkable part of Australia," Dr Milner said.

Dr Milner said Ancient Land Tours remains committed to the Far West.

“While our contract with Council concludes, our connection to this landscape and the regional tourism community continues. We will now focus on expanding our specialist 4WD tours across the Far West of South Australia, continuing to promote the region as a world-class destination for responsible adventure and nature-based travel.”

Ancient Land Tours extends its best wishes to the incoming managers of the Ceduna Visitor Information Centre and encourages continued support for regional operators and destinations that rely on strong gateway services to thrive.

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