

27 March 2020

To Whom It May Concern,

For over 20 years international students in South Australia have had the opportunity to experience our tourism destinations through the tours provided by Words on Wheels. Jayne and her team have delivered exceptional tourism opportunities for diverse markets and catering for all needs. I have been working directly with Jayne for the past five years and her relationship with StudyAdelaide or Education Adelaide extends back to the early 2000's.

I am consistently receiving unsolicited positive feedback from students about their tour experience with Words on Wheels. StudyAdelaide provides an ongoing subsidy of tours which is currently an exclusive deal with Words on Wheels due to their exceptional service and the positive feedback we receive from students. We will continue to support this partnership with Words on Wheels into the future once travel resumes.

In 2010-11 International Education in Australia encountered what was then described as the "perfect storm" which saw international education numbers drop drastically overnight due to a range of factors. 2020 appears to be another "perfect storm" that will impact both the international education and tourism sector. We will get through this time and see support for our communities increase as we move beyond COVID-19. That includes support of our tourism destinations and students will eagerly look for opportunities to experience a holiday from their current self-isolation.

I believe Words on Wheels and Jayne have a viable business model that will return to engaging international students and showcasing South Australia. We will continue to work closely with Words on Wheels to deliver opportunities for students to visit regional areas of our state.

Yours sincerely



Sarah Parrington
Student Engagement Manager