

MORE THAN A GIN DISTILLERY

Building a Regional Experience Economy

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We thought we were building a gin company.

*How do you build
a viable regional
business here?*

Small town

Seasonal tourism

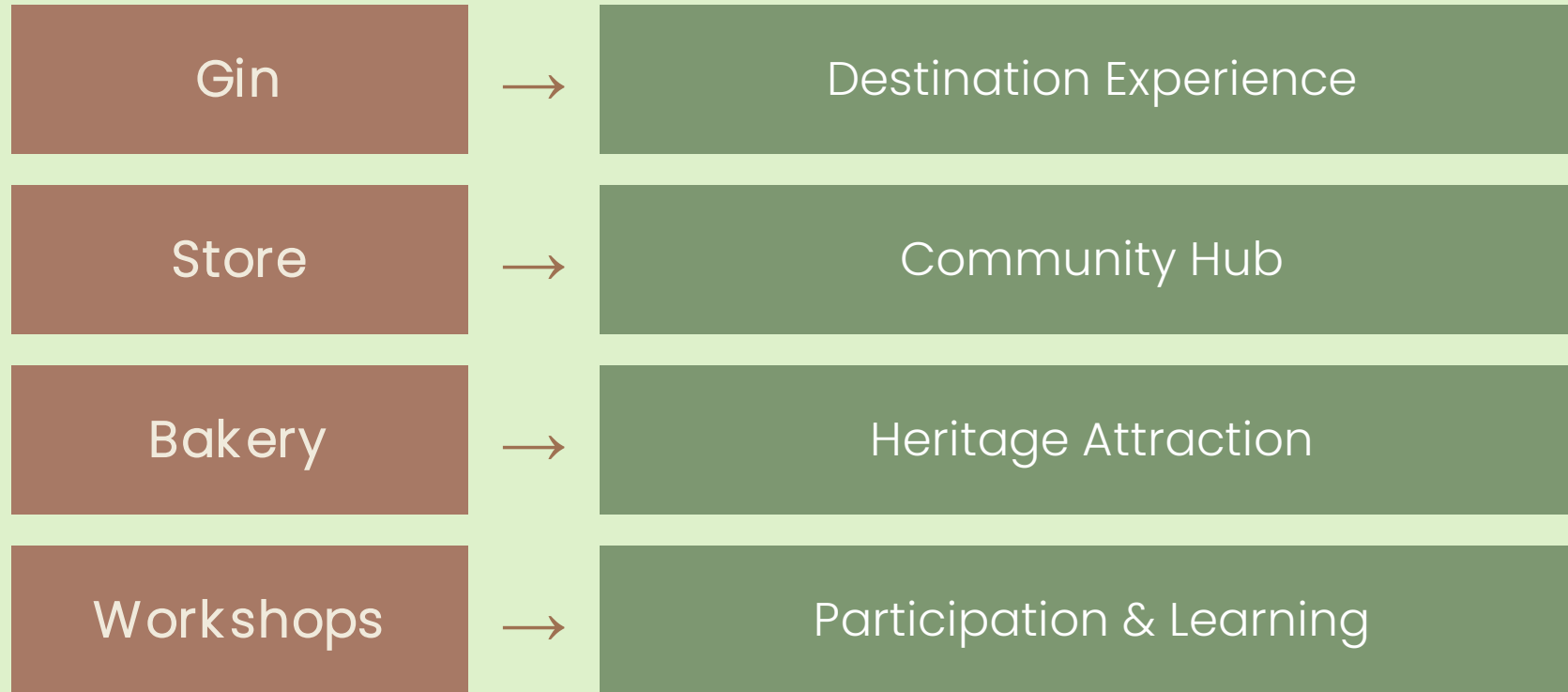
Limited population

Big ambition

Quorn, SA · Population approx. 1300 · Gateway to the Flinders Ranges



Then we stopped selling products.



*The pivot
wasn't just
strategic.*

*It was
intuitive.*



People don't travel for products.

They travel for stories, places and experiences.

Regional assets are often hidden in plain sight.
Thinking about the assets and attributes of a region is in everyone's interest.
Destination ecosystems.

"Rising tides float all boats"



Agritourism became an ecosystem.

Longer Stays

Visitors spending 2–3 days rather than 2–3 hours, driving deeper spend across the whole town

Regional Partnerships

Journey Beyond, local producers, Indigenous programs and producers, and Flinders tourism networks

Diversified Revenue

Retail, tasting experiences, bakery, workshops, accommodation, and wholesale

Community Activation

Local employment, maker education, cultural programming, and producer showcasing



The next chapter.

1

Journey Beyond
Partnership

2

Export Strategy

3

Experiences at Scale

4

Regional
Collaboration

*"We aren't scaling products anymore.
We're scaling products, experiences and a destination."*

