

Murray Bridge: family holiday fun you can bank on.

Encouraging kids to spend more time outdoors can be a challenge, but Murray Bridge offers the perfect solution with adventure and excitement around every bend.

Less than one hour from Adelaide along the South Eastern Freeway, and just over two hours to the Victorian border, the short road trip means you're more likely to arrive safe, sound...and sane.

Murray Bridge is a thriving rural community on the traditional lands of the Ngarrindjeri and takes its name from Australia's longest river that weaves its way past the town. No matter which way you enter the town, Murray Bridge makes a great first impression that sets the tone for a fun family getaway. As you turn off the freeway, you'll discover a beautiful green corridor with plenty of places to picnic and play. Coming from the east, you'll drive over the heritage-listed bridge above the magnificent willow-lined Murray River into the heart of town. It's the most impressive introduction to the river's beauty and grandeur.

Make Murray Bridge Visitor Information Centre on South Terrace your first port of call to get your bearings and hear from locals in the know. The team of volunteers will help you create a tailored itinerary the whole family can enjoy. Remember to collect your free activity kit for the kids containing colourful keepsakes designed by Murray Bridge children's book illustrator Dave Atze.

The river is the lifeblood of Murray Bridge. This spectacular, natural aquatic playground attracts locals and visitors all year round. Sturt Reserve is the jewel in Murray Bridge's crown and where you'll find child-friendly attractions including a playground and skate park. It's the perfect place to get into, and onto, the river to swim, water ski and fish and is a launch point for the Water Discovery Trail. Rent a kayak from Freedom Boat Hire and simply go with the flow as you follow this aquatic trail and discover the animals and birds who call the river home. Or take a step back into the town's rich paddle steamer history onboard a Captain Proud Paddle Boat Cruise and picture these vessels ruling the river more than a century ago.

Sturt Reserve is also home to the iconic Murray Bridge Bunyip that's been entertaining families for more than 50 years. Known as Mulyawonk to the Ngarrindjeri people, put on your bravest faces and watch this mythical creature rise from the deep depths of the river.

Day or night, the river is a feast for the senses. Set your alarm early to hear the morning birdsong as the sun rises and the river comes to life before indulging in a delicious breakfast at local café Mystical Flair on Bridge Street. Or ponder the mysteries of the universe as you lie on your backs staring up at the stunningly clear night sky.

Heritage is important to Murray Bridge and the self-guided Murray Bridge Discovery Trail is a fantastic way to discover the town's rich history. A highlight of this gentle 1.5 hour walk is the beautiful mosaic sculpture that tells the traditional Ngarrindjeri Dreamtime story of how the River Murray was created. The historic Round House, overlooking the river and twin bridges, is another must see attraction with fun interactive activities for the kids that will transport them to another time.

A visit to the Murray Bridge Swimming Centre will also keep the family smiling. There's a fantastic water play park with five waterslides for the kids, water features for toddlers and a 48 metre SupaSlide for teenagers and adults. You can pre-book your visit online through the Murray Bridge Council's website.

Keep the adrenaline high and your feet dry and with a visit to the biggest open-range zoo in Australia. With one of the largest lion prides and giraffe herds in Australia, Monarto Safari Park

is an unforgettable experience as these majestic animals step out from the pages and into real life. Home to Australia's only 360-degree lion encounter, you can embark on your own African adventure without leaving the country.

Murray Bridge has plenty of options for hungry adventurers to eat and stay too. From the award-winning Bridgeport Hotel to 1924 River Tavern on the waterfront and authentic Indian from Bombay Beats, you'll find options to suit all tastes and budgets. There's also a range of family-friendly accommodation options including 4.5 star hotel accommodation to houseboats and caravan parks.

If you're looking for a family destination that'll have the kids talking long after you've returned home, move Murray Bridge to the top of your 'must visit' list. No matter the season, there's always something new to experience because adventure is waiting for you around every bend.