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St Kilda resident, AFL legend and honorary ambassador Ron Barassi. Picture: DAVID CAIRD

RON'S THE MAN IN ST KILDA VAN

ST KILDA boasts a groovy visitor straight out of the '70s.

Footy legend and local, Ron Barassi, will be cruising the esplanade in this Kombi Campervan to promote tourism in St Kilda.

The 1976 VW Kombi Campervan will provide visitors with a new-generation, mobile information centre reminding them of all the quirky and fun activities the suburb has to offer.

"Everyone forgets how great this place is so it's our aim to remind people that St Kilda has transformed and

MARINA FACCILO

reinvented itself; everywhere you go is brand new," St Kilda Tourism CEO Erin Joyce said.

From this weekend visitors to the mobile van will have access to iPads that will link them with the tourism website, providing them with the best hot spots on the strip including restaurants, bars and cinemas.

And there's no better choice of ambassador than Barassi, who prides himself on the suburb he lives in.

"He is a great guy and the

suburb is full of great people. While he's not the only fun personality living here, he's a good representation of the breadth and depth of all the personalities that make up St Kilda," Ms Joyce said.

The strip has seen a recent drop in tourists but St Kilda Tourism believes that this campervan — that will work as amobile billboard — will help to improve the situation.

"From Collingwood to Warrnambool, Sydney to London; we want all walks of life to visit St Kilda," she said.

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