



MEDIA RELEASE

Monday, 27 June 2016

TOURISM'S TIME TO SHINE!

South Australia's outstanding tourism businesses are reminded to enter the 2016 South Australian Tourism Awards, with nominations closing on Friday, 1 July.

As the pinnacle of tourism excellence within South Australia, the prestigious awards attract hundreds of entries each year with winners going on to represent the State at a national level.

South Australian Tourism Industry Council (SATiC) General Manager, Shaun de Bruyn says entering the 2016 Tourism Awards is a valuable opportunity for tourism businesses to showcase their success and reveal to the nation exactly what we have on offer.

"I encourage all tourism operators to nominate for the 2016 South Australian Tourism Awards as it is a fantastic program, speaking from firsthand experience, having been an entrant, state judge and national judge," Mr de Bruyn says.

"The program is a great way to develop your business, and is an important celebration of business excellence in the State's tourism industry.

"A win or medal allows tourism operators to be recognised for their excellence, it raises their brand awareness and enhances their reputation and marketing appeal.

"This year, both SATiC and our major awards sponsor, the SA Tourism Commission are committed to providing increased benefits, including entrant support for submission writing and detailed submission reviews for all nominees.

"So, if you are a first time entrant or a previous entrant, 2016 has never been a better time to nominate."

Entry is open to all South Australian tourism operators across 30 categories including accommodation, tour and transport operators, events, local government, attractions, food tourism and more.

The Awards process is submission-based with an onsite assessment. Entrants are required to respond to a number of questions that cover all areas of the business' operation.

Nominations close on Friday, 1 July and submissions are due by Monday, 22 August. The Awards Gala Dinner will be held on Friday, 4 November at the Adelaide Convention Centre.

For more information, please visit: <http://satic.com.au/index.php/awards/>

Access mini series of web videos featuring Keith Conlon at: <http://bit.ly/1dPwTaq>

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