



Friday, 4 March 2011

SOUTH AUSTRALIA CONTESTS AUSTRALIAN TOURISM AWARDS

23 leading South Australian tourism businesses will represent the State in Perth next week for the chance to be named Australia's best at the **2010 Qantas Australian Tourism Awards**.

South Australian finalists include some of the State's biggest attractions, events and accommodation, such as Jacob's Creek Visitor Centre, Santos Tour Down Under, Crowne Plaza Adelaide, Unforgettable Houseboats, and Adventure Bay Charters – Swim with Tuna tours.

Additionally, the Santos Tour Down Under and the Adelaide Convention Centre are vying for back-to-back national award wins, with the latter eager for Hall of Fame status (if successful in winning the same category three years in a row).

The **Qantas Australian Tourism Awards** recognise and promote excellence in tourism, and are the pinnacle of achievement for the tourism industry in Australia. Finalists are drawn from the State and Territory Tourism Awards winners across 26 categories.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the national tourism awards provide the opportunity for South Australian tourism experiences to be recognised among the best of the best in the industry and to reward businesses for an outstanding year of success.

"More than 65 representatives from the State's tourism industry will be flying our flag and supporting South Australia," Mr Tilbrook says.

"I wish all South Australian finalists the best of luck in Perth."

All major category winners from the *2010 South Australian Tourism Awards* announced in November last year will represent the State at the *Qantas Australian Tourism Awards* on Friday, 11 March in Perth at the Burswood Entertainment Complex.

For a full list of finalists visit:

<http://www.tourismalliance.org/tourismalliance/TourismFinalists10.html>

www.satourismawards.com.au