



Friday, 1 July 2011

ONLY DAYS LEFT TO NOMINATE FOR SA TOURISM AWARDS

The State's best tourism operators are being reminded to nominate for the **2011 South Australian Tourism Awards**, with the nomination deadline only days away.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the Awards are the pinnacle of excellence within the tourism industry and demonstrates that South Australian tourism has a commitment to quality and continual improvement.

"A South Australian Tourism Award win or medal is also a powerful addition to a business' marketing message - it is a compelling endorsement of the business in the eyes of our visitors," Mr Tilbrook says.

"The tourism industry needs a vibrant tourism awards competition with plenty of businesses walking away with wins and medals if we are able to build our reputation as an industry with plenty of high quality tourism experiences that people can have confidence in.

"With more than 110 nominations to date, I encourage all tourism operators to consider entering the 2011 South Australian Tourism Awards to showcase their success and build on the professionalism of their businesses.

"These awards are the tourism industry's premier accolade. It is a whole of business award, not just a customer service award, designed so entrants can tell the whole story about their business."

Entry is open to all South Australian tourism operators. In total, there are **28 categories** this year including accommodation, tour and transport operators, wineries, restaurants, events, tourism marketing, attractions and the **newest category recognising Excellence in Tourism by Local Government**.

The Awards process is **submission-based** and also includes a judge's **site visit**. Entrants are required to respond to a number of questions that cover all areas of the business' operation.

Nominations close on 8 July and submissions are due by 15 August. The Awards Presentation and Gala Dinner will be held on Friday 4 November at the Adelaide Convention Centre.

For more information refer to: www.satourismawards.com.au.