



Thursday, 14 April 2011

CHANCE TO BE NAMED TOURISM'S GREATEST

South Australia's finest tourism businesses are being encouraged to enter the 2011 South Australian Tourism Awards, with nominations now open.

The prestigious Awards, launched by Deputy Premier John Rau, attract hundreds of entries each year, with winners representing South Australia at a national level.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the Tourism Awards is the pinnacle of excellence within the tourism industry and a vibrant Awards competition demonstrates that South Australian tourism has a commitment to excellence with experiences visitors can have confidence in.

"By nominating to enter the South Australian Tourism Awards, entrants begin a journey which gives their business structure, new opportunities for growth and recognition," Mr Tilbrook says.

"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.

"Each year we witness strong growth in the number of entrants and we attribute this to importance the industry places on these accolades. A win or medal does enhance the appeal and reputation of a tourism business and can be used as a powerful marketing tool."

Entry is open to all South Australian tourism businesses and suppliers, across 27 categories which include accommodation, tour operators, wineries, restaurants, events, tourism marketing, attractions 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.

"I encourage all tourism operators to consider entering the 2011 South Australian Tourism Awards to showcase their success and build on their professionalism," Mr Tilbrook says.

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

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