



MEDIA RELEASE

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NOMINATE TO BECOME A SOUTH AUSTRALIAN TOURISM STAR

South Australia's top tourism businesses are invited to enter the [2015 South Australian Tourism Awards](#), with **nominations now open**.

The prestigious Awards attract hundreds of entries each year across more than 30 categories, with winners going on to represent South Australia at a national level.

Earlier this month, **South Australian finalists won two gold, five silver and one bronze** at the 2014 Qantas Australian Tourism Awards, hosted in Adelaide by the National Tourism Alliance.

SA Tourism Industry Council Chief Executive Ward Tilbrook says South Australia's wins at the national level is a fantastic achievement and a great start for launching our 2015 program.

"The Awards are 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," Mr Tilbrook says.

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

"A win or medal certainly does enhance the appeal and reputation of a tourism business and can be seen as a valuable marketing advantage.

"It is a whole of business award, not just a customer service award, designed so entrants can tell the whole story about their business.

"I encourage all tourism operators to enter the 2015 South Australian Tourism Awards to showcase their success and put their best foot forward."

In total, there are 31 categories this year including accommodation, tour operators, wineries, restaurants, 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 30 June and submissions are due by 24 August. The Awards Gala Dinner will be held on Friday 13 November at the Adelaide Convention Centre.

For more information, please visit: www.satourismawards.com.au.

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