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SA TOURISM AWARDS: EXCELLENCE IN FOOD TOURISM

High quality **South Australian food tourism experiences** will now be recognised as part of the [2012 South Australian Tourism Awards](#) with the introduction of a new category – *Excellence in South Australian Food Tourism*.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says our State's great regional produce has a critical role to play in South Australian tourism and it's important that the vitality and professionalism of food businesses investing in the tourism sector be recognised.

"In response to growing demand from those in the food tourism sector, I have decided to introduce a new category to our prestigious line-up of awards," Mr Tilbrook says.

"The aim of this new category is to recognise and reward food producers, providers, food tour operators, cooking schools, food attractions, markets, trails and other food businesses in South Australia that offer a visitor experience and feature our magnificent produce as the core component of that experience.

"The award will build on our State's tourism identity as being one of the world's most outstanding food and wine destinations."

The [South Australian Tourism Awards](#) are recognised as the pinnacle of excellence in South Australian tourism, are well respected and have a high profile among the industry and the community.

Since the inception of the Tourism Awards, the range of categories has evolved to reflect the changes that have occurred within the industry.

The *Excellence in South Australian Food Tourism* award, supported by Food SA, acknowledges those South Australian businesses that are offering a quality visitor experience which has traditionally fallen outside the existing categories of *Tourism Restaurants & Catering Services; Tourism Wineries, Distilleries and Breweries; and Festivals and Events*.

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 6 July and submissions are due by 20 August. The Awards Gala Dinner will be held on Friday 23 November at the Adelaide Convention Centre.

For more information visit www.satourismawards.com.au