



MEDIA RELEASE

Saturday, 24 February 2018

Strictly embargoed until 1:30pm on Saturday 24, Feb 2018

SOUTH AUSTRALIA SHINES AT NATIONAL TOURISM AWARDS

Two of South Australia's superior regional tourism experiences have been crowned best in their categories at the 2017 Qantas Australian Tourism Awards in Perth.

For the second year in a row [The Frames](#) have been awarded Australia's best *Self Contained Accommodation*. Situated in the Riverland, The Frames offers three opulent and private residences, each exquisitely tailored with magnificent views over the Murray River.

[Adelaide Hills Convention Centre](#) has been named Australia's best *Business Event Venue*. Surrounded by scenic views of the beautiful Adelaide Hills, Adelaide Hills Convention Centre provides unique, world class business event facilities and services.

In addition, eight South Australian tourism businesses were awarded silver and bronze medals, representing their commitment to delivering exceptional tourism experiences.

Silver – [Calypto Star Charters](#) – *Tourist Attractions*

Silver – [Murray River Walk](#) – *Ecotourism*

Silver – [Yondah Beach House](#) – *Deluxe Accommodation*

Bronze – [Santos Tourism Down Under](#) – *Major Festivals and Events*

Bronze – [Calypto Star Charters](#) – *Adventure Tourism*

Bronze – [Mulberry Lodge Country Retreat](#) – *Hosted Accommodation*

Bronze – [Marree Hotel](#) – *Standard Accommodation*

Bronze – [Barossa Valley Cheese Company](#) – *Excellence in Food Tourism*

The Awards were announced at a gala dinner on Friday, 23 February at the Optus Stadium in Perth, attended by Australia's key tourism industry representatives and leaders.

South Australian Tourism Industry Council (SATiC) Chief Executive Officer, Shaun de Bruyn congratulated all medallists on their outstanding achievements at the national awards.

"South Australians should be extremely proud of the world-class experiences we have on offer.

"The Qantas Australian Tourism Awards recognise the best of the best in tourism within Australia and set the benchmarks for best business practice which all tourism business should aspire to achieve.

“This standards of achieving a tourism award at a national level are incredibly high and we should all be tremendously proud of their achievements and hard work.

“For South Australia to be awarded ten medals is a fantastic result and will further ensure our brilliant visitor experiences and magnificent regions remain on the tourism map,” says Mr de Bruyn.

Tourism Minister, Leon Bignell said it was great to see so many South Australian tourism operators recognised for their hard work and innovation.

“South Australia’s visitor economy has increased by 29 per cent in the past four years to a record \$6.3 billion – which is a reflection of our dedicated and passionate tourism operators from all across the State.

“These businesses put in the hard yards every day to give our visitors an unforgettable experience and all our nominees and winners deserve to be congratulated.

“The tourism industry is so important for our economy, supporting local jobs and businesses, and I couldn’t be prouder to see South Australia take home two gold, three silver and five bronze awards,” says Minister Bignell.

South Australian finalists for the national awards are selected at the annual [South Australian Tourism Awards](#) where most category winners go on to represent the State at a national level.

Last year the South Australian Tourism Awards received an impressive 174 nominations. The annual gala dinner held on Friday, 10 November at the Adelaide Convention Centre, brought together 875 industry representatives to celebrate more than 30 category winners, five Hall of Fame inductees and over 40 silver and bronze medallists.

Nominations for the 2018 South Australian Tourism Awards open on Wednesday, 28 February and close on Monday, 25 June.

“The South Australian Tourism Awards provide a great opportunity for tourism operators within South Australia to showcase their success and be recognised for their excellence,” says Mr de Bruyn.

“The Awards program also provides valuable opportunities for business growth and recognition, as well as rewards entrants with improved business planning and an internal analysis process.

“I encourage all tourism businesses to put their best foot forward and nominate.”

For more information on how you can get involved, visit: www.bit.ly/satourismawards18.