



## MEDIA RELEASE

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### **SOUTH AUSTRALIA'S BEST TOURISM BUSINESSES HONOURED BY GOVERNOR**

South Australia's best tourism businesses have been honoured with a reception hosted by His Excellency the Honourable Hieu Van Le AC, Governor of South Australia to recognise their outstanding achievements and success.

The reception held at Government House celebrated the 2017 state and national Tourism Award recipients, recognising their commitment to delivering superior visitor experiences and best business practice.

South Australian Tourism Industry Council (SATiC) Chief Executive Officer, Shaun de Bruyn says the reception is a wonderful honour and yet another way to celebrate our state's finest tourism businesses.

"To be awarded a Tourism Award is a wonderful achievement and testament to the hard work, innovation and commitment put forward by the people at the front line of our tourism industry," said Mr de Bruyn.

"The standards of achieving an award at both a state and national level are extremely high, therefore all South Australians should be incredibly proud of their success and the world class experiences they provide."

Two South Australian regional businesses were recently crowned best in their categories at the 2017 Qantas Australian Tourism Awards with Adelaide Hills Convention Centre (Adelaide Hills) and The Frames (Riverland) being awarded gold medals in their respective categories.

In addition, eight South Australian businesses were awarded silver and bronze medals, representing their tremendous commitment to tourism within our state.

"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," said Mr de Bruyn.

His Excellency the Governor congratulated all award winners on their achievements.

"South Australia is arguably one of the world's best tourist destinations. I congratulate all of our award winners for creating so many outstanding services and experiences to be enjoyed by interstate and overseas tourists, as well as local residents. They are setting a very high benchmark that all tourism providers can aspire to reach," said His Excellency the Governor.

**Nominations are now open for the 2018 South Australian Tourism Awards.**

Last year the South Australian Tourism Awards received 174 nominations. Over 30 award winners and medallists were revealed at a gala dinner attended by 875 of the state's key industry representatives and leaders.

Most category winners from the state tourism awards go on to represent South Australia at the national tourism awards.

"The Awards program allows entrants to not only highlight their success but be rewarded with improved business planning, an internal analysis process and greater development opportunities for growth and recognition," said Mr de Bruyn.

"I encourage all South Australian tourism businesses to put their best foot forward and nominate."

Nominations close on Monday, 25 June with submissions due on Monday, 13 August.

New to this year's Awards program is the *Excellence in Accessible Tourism* category, which is open to all South Australian tourism businesses or attractions delivering tourism products or services that are accessible for all guests.

For more information or to nominate, visit: [www.satourismawards.com.au](http://www.satourismawards.com.au).