



Media Release
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Search for best Yorke Peninsula tourism businesses now on!

The search is on to celebrate the region's leading tourism operators with the launch of the 2018 Yorke Peninsula Tourism Awards.

The 2018 Yorke Peninsula Tourism Awards are now open for nominations and tourism operators are invited to nominate across 13 categories.

Yorke Peninsula Tourism Manager, Brooke Liebelt says the Yorke Peninsula Tourism Awards are an excellent way for tourism businesses to review their objectives, identify growth opportunities, record their achievements and showcase their high-quality tourism experience to consumers.

"I encourage all tourism operators to consider nominating their business. The Yorke Peninsula Tourism Awards is a fantastic way to not only promote and highlight the great visitor experiences available in the region, but it also provides businesses the opportunity to gain valuable credibility within the industry" Ms Liebelt says.

Entry is open to all Yorke Peninsula tourism operators, and includes the Harry Dowling Award, in honour of the former Mayor of Moonta, Harry Dowling, an early pioneer of regional tourism.

"The prestigious Harry Dowling Award calls for statewide nominations for individuals who have made an outstanding contribution to regional tourism" Ms Liebelt says.

"Yorke Peninsula Tourism is thrilled to be partnering with the South Australian Tourism Industry Council to bring this biennial regional awards program to our industry again."

South Australian Tourism Industry Council Chief Executive Officer, Shaun de Bruyn strongly encourages all tourism businesses to enter.

"Tourism Awards reinforce the important contribution of regional tourism to South Australia and we should all celebrate excellence in our tourism experiences and the Yorke Peninsula as a tourism destination," Mr de Bruyn says.

Over the past five years Yorke Peninsula has celebrated success at the South Australian Tourism Awards, with operators winning in their category and going on to represent South Australia at the Qantas Australian Tourism Awards. Yondah Beach House is in the running to receive National Hall of Fame at the Australian Tourism Awards ceremony held in Perth tomorrow night.

Special thanks to all our sponsors who make these awards possible - the South Australian Tourism Industry Council, National Parks South Australia, Barley Stacks Wines, Coopers Alehouse Wallaroo, Copper Coast Council, HWR Media & Communications, Magic FM/5CS Radio, Yorke Peninsula Council, Yorke Peninsula Country Times, SA Life Magazine, Wallaroo Marina Apartments, Coopers Brewery, District Council of Barunga West, Finsbury Green and Regional Development Australia Yorke & Mid North.

To nominate your tourism product for the Yorke Peninsula Tourism Awards or for more information, visit www.yorkepeninsula.com.au/tourism-awards.

Nominations close 5pm, Thursday 22 March 2018 and submissions are due by 4pm, Thursday 3 May.

The Yorke Peninsula Tourism Awards Gala Night will be held on Wednesday 22 June in Wallaroo.

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