



YORKE PENINSULA TOURISM

Media Release
25 February 2016

Showcase your Yorke Peninsula tourism business

The 2016 Yorke Peninsula Tourism Awards are now open for nominations and tourism operators are invited to nominate across 11 categories.

Yorke Peninsula Tourism Manager, Brooke Liebelt says the Yorke Peninsula Tourism Awards are a great 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 channel to promote and highlight the great visitor experiences available on the Yorke Peninsula" Ms Liebelt says.

Entry is open to all Yorke Peninsula tourism operators, and also 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 nominations for individuals who have made an outstanding contribution to regional tourism and is open for statewide nomination" Ms Liebelt says.

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

South Australian Tourism Industry Council General Manager, 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.

Yorke Peninsula operators celebrated success at the 2015 South Australian Tourism Awards, with 2 operators winning in their category and going on to represent South Australia at the Qantas Australian Tourism Awards; 1 winner entered the South Australian Tourism Awards Hall of Fame; and a further 3 operators receiving medals at state level.

Special thanks to all of our sponsors who make these awards possible! The South Australian Tourism Industry Council, Department of Environment, Water and Natural Resources, District Council of Copper Coast, Yorke Peninsula Council, Wallaroo Shores, HWR Media & Communications, Barley Stacks Wines, Yorke Peninsula Country Times, Coopers Brewery, Stephen Griffiths MP, District Council of Mallala, Regional Development Australia Yorke & Mid North, and Ardrossan Progress Association.

To nominate your tourism product for the Yorke Peninsula Tourism Awards or for more information, visit www.yorkepeninsula.com.au/tourism-awards. **Nominations close at 4pm, Thursday 24 March 2016** and submissions are due by 4pm, 5 May. The Yorke Peninsula Tourism Awards Gala Night will be held on Wednesday 22 June at Ardrossan.

For media enquiries, contact Brooke Liebelt, Yorke Peninsula Tourism Manager on 0419 187 467.

