



MEDIA RELEASE

Saturday, 25 February 2017

SOUTH AUSTRALIAN TRIFECTA AT NATIONAL TOURISM AWARDS

Three of South Australia's best regional tourism experiences have walked away with major prizes at the [2016 Qantas Australian Tourism Awards](#) in Darwin.

The Barossa's [Seppeltsfield Estate Winery](#) has been crowned Australia's best *Tourism Winery*. Much more than a winery, Seppeltsfield offers wine tastings and heritage tours, as well as regional food and art experiences to enhance the guests' experience.

[The Frames](#) near Renmark was named Australia's best *Self-Contained Accommodation* and offers the ultimate Riverland experience in ultra-luxury with stunning views over the Murray River.

Yorke Peninsula's [Yondah Beach House](#) took out the honour of the best *Deluxe Accommodation* in Australia. Set on 300 secluded oceanfront acres, this 4.5-star architect designed beach house is the perfect beach hideaway.

Four other South Australian tourism businesses were also awarded silver and bronze medals recognising the amazing contribution they make to the State:

Silver – [The Playford](#) – *Luxury Accommodation*

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

Bronze – [ibis Adelaide](#) – *Standard Accommodation*

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

The Awards were announced at a gala dinner on Friday, 24 February at the Darwin Convention Centre, attended by Australia's key tourism operators and industry leaders.

South Australian Tourism Industry Council General Manager, Shaun de Bruyn says the Australian Tourism Awards finalists represent the best of the best from around the country.

"The Qantas Australian Tourism Awards are a whole-of-business award which recognises tourism businesses that strive for excellence in every area of their operation, and sets a benchmark for best practice," Mr de Bruyn says.

"This is a great result for the State and is excellent recognition of the hard work and innovation of the people at the front line of our tourism industry. We should all be very proud of their achievements.

"These wins not only raise South Australia's profile in the Australian tourism industry but also places our magnificent regions on the tourism map."

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

Nominations are now open for the 2017 South Australian Tourism Awards.

“Entering the South Australian Tourism Awards is a valuable opportunity for tourism businesses to showcase their success and celebrate excellence within the industry,” Mr de Bruyn says.

“A win or medal allows tourism operators to be recognised for their excellence, it raises their brand awareness and enhances their reputation and marketing appeal.

“The Awards process also provides invaluable benefits to businesses, with feedback from past winners and entrants highlighting the programs significant contribution to their business development and activities.

“Both SATIC and our major awards partner, the Government of South Australia with funding provided by the SA Tourism Commission, are committed to providing increased benefits, including entrant support for submission writing and detailed submission reviews for all nominees.

“I encourage all tourism operators to nominate for the 2017 South Australian Tourism Awards.”

Businesses interested in nominating for the 2017 South Australian Tourism Awards are asked to register their interest at: <http://bit.ly/2kXYLk2>

Nominations close on Monday, 26 June and submissions are due by Friday, 14 August. The Awards Gala Dinner will be held on Friday, 10 November at the Adelaide Convention Centre.

For more information visit: www.satourismawards.com.au

2016 Qantas Australian Tourism Awards – WINNERS FROM SOUTH AUSTRALIA

Tourism, Wineries, Distilleries and Breweries

GOLD WINNER – [Seppeltsfield Estate Winery](#)

Ph: (08) 8568 6200

Self Contained Accommodation

GOLD WINNER – [The Frames](#)

Ph: 0418 848 109

Deluxe Accommodation

GOLD WINNER – [Yondah Beach House](#)

Ph: 0417 829 010

Luxury Accommodation

SILVER – [The Playford](#)

Ph: (08) 8213 8804

Tourist Attractions

BRONZE – [Calypto Star Charters](#)

Ph: (08) 8682 3939

Standard Accommodation

BRONZE – [ibis Adelaide](#)

Ph: 0416 276 360

Excellence in Food Tourism

BRONZE – [Barossa Valley Cheese Company](#)

Ph: (08) 8564 3636

AN ONLINE MEDIA KIT WITH IMAGES OF WINNERS IS AVAILABLE AT: <http://bit.ly/2kQUjYA>

For further information contact Bianca Borrett, Communications & Sponsorship Manager, South Australian Tourism Industry Council on 0421 355 252 or email bianca@satic.com.au.