



MEDIA RELEASE

Wednesday, 16 August 2017

VOTE FOR YOUR OUTSTANDING TOURISM EXPERIENCE

Voting is now open for the inaugural RAA People's Choice Tourism Award, which recognises a high level of service excellence provided by a 2017 South Australian Tourism Awards finalist, as voted by the public.

South Australian Tourism Industry Council (SATiC) General Manager, Shaun de Bruyn says this is an exciting addition to the awards program, given that it is the first and only award to be entirely voted on by the public.

"Each year the South Australian Tourism Awards aim to showcase the state's best tourism experiences and set the benchmarks for best business practice," said Mr de Bruyn.

"Thanks to our new three-year partnership with RAA, the public now have an opportunity to have their say and vote for the experience they believe delivers the highest level of service excellence."

RAA's Industry Partnerships Manager, Alda Ward says RAA is thrilled to be a part of this new initiative.

"RAA Travel is excited at the opportunity to recognise an outstanding tourism experience as voted by the people of South Australia," said Ms Ward.

By submitting a vote, you'll automatically go into the running to receive one of three prizes up for grabs, thanks to RAA.

"We encourage all 2017 SA Tourism Award finalists to actively engage with their visitors and supporters to help spread the word and get people to vote," said Mr de Bruyn.

"As for the public, if you know of a tourism business that's demonstrated outstanding service excellence, we invite you to vote for them and acknowledge the hard work and commitment they put forward to our state's tourism industry."

Voting closes on Sunday, 15 October 2017. Prizes winners will be contacted on Monday, 16 October 2017.

The winner of the RAA People's Choice Tourism Award will be revealed at the 2017 South Australian Tourism Awards Gala Dinner on Friday, 10 November 2017 at the Adelaide Convention Centre.

Please note: only finalists in categories 1-25 (excluding category 14 – Destination Marketing) are eligible to enter the RAA People's Choice Tourism Award.

To submit your vote, visit: <http://bit.ly/2fGQRxQ>

For more information, visit: http://satic.com.au/index.php/awards/raa_peoples_choice_award/

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