SATIC
SOUTH AUSTRALIAN
Tourism Industry Council

MEDIA RELEASE

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TOURISM'S MAGNIFICENT SEVEN

Seven of South Australia's magnificent tourism experiences have been inducted into the State's **Tourism Hall of Fame** at the ***2014 South Australian Tourism Awards***, winning their category three years in a row:

- **Adventure Bay Charters** – *best Major Tourist Attraction*
- **Hahndorf Farm Barn** – *best Tourist Attraction*
- **Cellar Door Wine Festival** – *best Festival & Event*
- **West Terrace Cemetery** – *best Heritage & Cultural Tourism Attraction*
- **Barossa Visitor Centre** – *best Visitor Information & Services*
- **Pindarie Cellar Door** – *best Tourism Winery*
- **Rawnsley Park Station Eco-Villas** – *best Unique Accommodation*

A black tie event attended by the who's who of the State's tourism industry saw **30 awards** presented to businesses and individuals judged to be the most outstanding in their category (full list attached).

A **further 71 entrants** who achieved a high standard in their category were recognised with a gold, silver or bronze medal.

Calypso Star Charter's **Ron Forster** was also honoured for his involvement in tourism, receiving the award for an *Outstanding Contribution by an Individual*. Ron is a successful entrepreneur who has spent the last three decades creating tourism ventures that have been instrumental in promoting the Eyre Peninsula, and in particular Port Lincoln.

University of SA student, **Joanna Chudy** was chosen as *SA Tourism Student of the Year*, and will travel to Christchurch as part of the SKAL International Adelaide Student Exchange Program.

Announced for the first time at the South Australian Tourism Awards, **Pawan Kumar** was named the *South Australian Taxi Driver of the Year* - an Award that encourages the highest levels of service and customer satisfaction.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook congratulated all winners and the seven inductees to the Hall of Fame.

"South Australia is home to some of the world's best tourism experiences and it is important to celebrate excellence in an industry that is so significant to the South Australian economy," Mr Tilbrook says.

"As the State's peak tourism body, the South Australian Tourism Industry Council continually strives to raise the standards of the industry, present its members as high quality to build consumer confidence and increase participation in the world-class experiences on offer.

For images of winners or further information contact Bianca Borrett, Media & Public Relations Manager, South Australian Tourism Industry Council on 0421 355 252.

"The South Australian Tourism Awards are the pinnacle of excellence within the tourism industry, rewarding innovation and fostering better business practices by setting benchmarks for all tourism operators to aspire to.

"The Awards' standards are exceptionally high and visitors can book one of these award-winning experiences with confidence when planning their next holiday."

The awards are judged in accordance with a strict set of rules and criteria, and winners will represent the State at the ***Qantas Australian Tourism Awards*** when **Adelaide** hosts the prestigious national event in April 2015.

2014 South Australian Tourism Awards WINNERS

Major Tourist Attractions *supported by Adelaide Casino*
Hall of Fame and Winner – **Adventure Bay Charters** Ph: (08) 8682 2979

Tourist Attractions *supported by the South Australian Tourism Commission*
Hall of Fame and Winner – **Hahndorf Farm Barn** Ph: (08) 8388 7289

Major Festivals & Events *supported by Big Screen Video*
Winner – **2014 Clipsal 500 Adelaide** Ph: (08) 8212 8500

Festivals & Events *supported by Renniks Hire*
Hall of Fame and Winner – **Cellar Door Wine Festival - Adelaide** Ph: (08) 8210 6720

Ecotourism *supported by the Department of Environment, Water & Natural Resources*
Winner – **Rawnsley Park Station Eco-Villas** Ph: (08) 8648 0030

Heritage & Cultural Tourism *supported by the Department of Environment, Water & Natural Resources*
Hall of Fame and Winner – **West Terrace Cemetery** Ph: (08) 8139 7400

Indigenous Tourism *supported by the Department of Environment, Water & Natural Resources*
Winner – **Aboriginal Cultural Tours – South Australia** Ph: 0429 367 121

Specialised Tourism Services *supported by the South Australian Tourism Commission*
Winner – **Harbour Town Adelaide** Ph: (08) 8355 1144

Visitor and Information Services *supported by the SA Tourism Industry Council*
Hall of Fame and Winner – **Barossa Visitor Centre** Ph: (08) 8563 0600

Business Tourism *supported by HWR Media*
Winner – **Beyond the Boardroom - Team Building Australia** Ph: 1800 223 966

Major Tour &/or Transport Operator *supported by the South Australian Tourism Commission*
Winner – **SeaLink Ferries, Tours & Holiday Packages** Ph: (08) 8202 8699

Tour &/or Transport Operator *supported by the SA Tourism Industry Council*
Winner – **Tour Barossa** Ph: (08) 8563 1000

Adventure Tourism *supported by the South Australian Tourism Commission*
Winner – **Kangaroo Island Outdoor Action** Ph: (08) 8559 4296

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Destination Marketing *supported by PPR Adelaide*
Winner – **Find Your Everything – Unley Precincts** Ph: (08) 8372 5111

Tourism Education & Training *supported by the South Australian Tourism Commission*
Winner – **TAFE SA Tourism, Events and Travel** Ph: (08) 8348 4662

Tourism Restaurants & Catering Services *supported by Restaurant and Catering South Australia*
Winner – **Windy Point Restaurant & Café** Ph: (08) 8278 8255

Tourism Wineries, Distilleries & Breweries *supported by Jacob's Creek*
Hall of Fame and Winner – **Pindarie Cellar Door** Ph: (08) 8524 9019

Tourist & Caravan Parks *supported by the South Australian Tourism Commission*
Winner – **BIG4 Renmark Riverfront Holiday Park** Ph: (08) 8586 6315

Backpacker Accommodation *supported by the South Australian Tourism Commission*
Winner – **Port Lincoln YHA** Ph: 0417 605 090

Unique Accommodation *supported by PPR Adelaide*
Hall of Fame and Winner – **Rawnsley Park Station Eco-Villas** Ph: (08) 8648 0030

Standard Accommodation *supported by the SA Tourism Industry Council*
Winner – **cu@wallaroo** Ph: 0421 388 449

Deluxe Accommodation *supported by Barossa Valley Brewing*
Winner – **Yondah Beach House** Ph: 0417 829 010

Luxury Accommodation *supported by Adelaide Casino*
Winner – **The Playford** Ph: (08) 8213 8804

New Tourism Development *supported by the South Australian Tourism Commission*
Winner – **The Frames** Ph: 0418 862 260

Qantas Award for Excellence in Sustainable Tourism *supported by Qantas Airways*
Winner – **Adelaide Shores** Ph: 1800 444 567

Local Government Award for Tourism *supported by Big Screen Video*
Winner – **The Barossa Council** Ph: (08) 8563 0600

Excellence in South Australian Food Tourism *supported by Food SA*
Winner – **Udder Delights Cheese Cellar** Ph: (08) 8388 1588

Outstanding Contribution by an Individual *supported by Qantas Airways*
Winner – **Ron Forster** (Calypso Star Charters) Ph: (08) 8682 3939

South Australian Tourism Student of the Year *supported by SKAL International Adelaide*
Winner – **Joanna Chudy** (University of South Australia) Ph: (08) 8302 7664

South Australian Taxi Driver of the Year *supported by the Taxi Council of South Australia*
Winner – **Pawan Kumar** Ph: 0411 196 661

For more information on each winner, please click here

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