



MEDIA RELEASE

Friday, 10 November 2017

SOUTH AUSTRALIA'S BEST IN TOURISM

[Adelaide Zoo](#) has been awarded the inaugural *RAA People's Choice Tourism Award* at the [2017 South Australian Tourism Awards](#), recognising the finalist who demonstrated a high level of service excellence, as voted by the public. [Hahndorf Resort Tourist Park](#) received the prestigious *Premier's Award for Service Excellence*, recognising their commitment to delivering an outstanding customer service experience.

Five businesses were also inducted into the *South Australian Tourism Hall of Fame*, having won their respective categories for a consecutive third year:

- [Sounds by the River](#) – *Festivals and Events*
- [Adelaide's Haunted Horizons](#) – *Tour and Transport Operators*
- [Calypso Star Charters](#) – *Adventure Tourism*
- [Griffens Marina Blanchetown](#) – *Unique Accommodation*
- [The Frames](#) – *Self Contained Accommodation*

The Awards were announced at a gala dinner on Friday, 10 November at the Adelaide Convention Centre with more than 860 industry representatives in attendance. Recognised as Tourism's Night of Nights, the Awards celebrate **more than 30 category winners** who have demonstrated great success and set the benchmarks for best business practice within the industry. This year, an outstanding **five first-entrants** were crowned best in their categories (see full list attached).

In addition, **over 40 finalists** took home silver and bronze medals, seven of which were first-time entrants, representing the outstanding commitment to tourism within our State.

[The City of Adelaide – Welcome China Project](#) won the award for *International Ready* – a new category recognising a tourism business or attraction that delivers outstanding tourism products or service to international visitors, demonstrating an understanding of the international visitor and markets.

John Culshaw received the *Outstanding Contribution by an Individual* award. John is the founder, owner and operator of the Majestic Hotels group. As a volunteer Board Director of the Adelaide Convention Bureau, John has made a significant contribution to the establishment of a Convention Bid Fund and has personally put forward enormous investments to support Adelaide and regional South Australia.

Samir 'Sam' Hasic was awarded the *South Australian Taxi Driver of the Year* category – an award which celebrates exceptional customer service and the taxi industry’s significant contribution to South Australia’s tourism industry.

Kelsey Reilly was named *South Australian Tourism Student of the Year*. Kelsey is a student at the University of South Australia and has become engaged in the tourism industry through her international study tours and various volunteer experiences.

South Australian Tourism Industry Council (SATIC) Chief Executive Officer, Shaun de Bruyn congratulated all winners, medallists and Hall of Fame inductees.

“South Australians should be proud of the world-class experiences we have on offer. This year we received an impressive 174 nominations, therefore receiving a win or medal is a fantastic achievement and represents the passion, innovation and hard work put forward by our tourism industry.

“The standards for achieving a Tourism Award win or medal are extremely high, making it a highly regarded accolade and powerful tool to raise brand awareness and enhance reputation and marketing appeal.

“As the peak body for South Australia’s tourism industry, SATIC remains committed to working alongside our members and the industry at large, to grow profitability, as well as industry growth opportunities and outcomes, ensuring our tourism industry is second to none,” said Mr de Bruyn.

South Australian Minister for Tourism, Leon Bignell thanked the tourism industry for its passion, dedication and commitment to the South Australian visitor economy.

“These awards are a celebration of the tourism industry and the hard work our operators put in each day to deliver outstanding service to visitors and locals, who then go on to become ambassadors and advocates for South Australia.

“During the last four years the visitor economy in South Australia has increased by 30 per cent to a record \$6.3 billion, which is a testament to those putting in the hours and coming up with innovative, new tourism experiences.

“The State Government is proud to support tourism operators in South Australia and we have pumped in an extra \$70m drive growth and create jobs in the tourism sector.

“I wish this year’s winners all the best of luck as they go on to represent our great State at the national awards.”

The Awards are judged alongside strict rules and criteria, with most winners going on to represent South Australia at the Qantas Australian Tourism Awards in Perth in February 2018.

2017 South Australian Tourism Awards – WINNERS

WINNERS:

Major Tourist Attractions supported by the City of Adelaide

Winner – [Adelaide Zoo](#) | Ph: 0417 089 937

Tourist Attractions supported by the Government of South Australia

Winner – [Calypso Star Charters](#) | Ph: 0408 613 515

Major Festivals and Events supported by the City of Adelaide

Winner – [Santos Tour Down Under](#) | Ph: 0417 837 896

Festivals and Events supported by the Government of South Australia

Hall of Fame & Winner – [Sounds by the River](#) | Ph: 0414 857 738

Ecotourism supported by the South Australian Tourism Commission

Winner (first-time entrant) – [Murray River Walk](#) | Ph: 0418 808 476

Cultural Tourism supported by the South Australian Tourism Industry Council

Winner (first-time entrant) – [South Australian Museum](#) | Ph: 0475 834 072

Qantas Award for Excellence in Aboriginal and Torres Strait Islander Tourism supported by Qantas Airways

Winner – [Aboriginal Cultural Tours – South Australia](#) | Ph: 0429 367 121

Specialised Tourism Services supported by the South Australian Tourism Industry Council

Winner – [Proud Mary](#) | Ph: (08) 8406 4444

Visitor Information Services supported by Port Pirie – Come. See. Change.

Winner (first-time entrant) – [Clare Valley Wine, Food and Tourism Centre](#) | Ph: 0428 209 384

Business Event Venues supported by Bickford's Group

Winner – [Adelaide Hills Convention Centre](#) | Ph: 0409 158 106

Major Tour and Transport Operators supported by the South Australian Tourism Commission

Winner – [Wrightsair](#) | Ph: 0433 767 727 | (08) 8670 6097

Tour and Transport Operators supported by the South Australian Tourism Industry Council

Hall of Fame & Winner – [Adelaide's Haunted Horizons](#) | Ph: 0407 715 866

Adventure Tourism supported by Marree Hotel

Hall of Fame & Winner – [Calypso Star Charters](#) | Ph: 0408 613 515

Destination Marketing supported by Tourism Australia

Winner – [Destination Riverland](#) | Ph: 0418 841 552

Tourism Restaurants and Catering Services supported Restaurant & Catering

Winner – [The Tasting Room – Mayura Station](#) | Ph: 0427 284 775

Tourism Wineries, Distilleries and Breweries supported by the Government of South Australia

Winner – [Dudley Wines](#) | Ph: 0419 354 938

Caravan and Holiday Parks supported by Caravan & Camping Industry Association of SA Inc

Winner – [Hahndorf Resort Tourist Park](#) | Ph: 0435 529 149

Hosted Accommodation supported by the South Australian Tourism Industry Council

Winner – [Mulberry Lodge Country Retreat](#) | Ph: 0424 825 965

Unique Accommodation supported by the South Australian Tourism Commission

Hall of Fame & Winner – [Griffens Marina Blanchetown](#) | Ph: (08) 8540 5250

Self Contained Accommodation supported by the Government of South Australia

Hall of Fame & Winner – [The Frames](#) | Ph: 0418 848 109

Standard Accommodation supported by Caravan & Camping Industry Association of SA Inc

Winner (first-time entrant) – [Marree Hotel](#) | Ph: (08) 8675 8344

Deluxe Accommodation supported by Barossa Valley Brewing

Winner – [Yondah Beach House](#) | Ph: 0417 829 010

Luxury Accommodation supported by the South Australian Tourism Commission

Winner – [The Playford, MGallery by Sofitel](#) | Ph: (08) 8213 8804

New Tourism Business supported by the Government of South Australia

Winner (first-time entrant) – [St Hugo](#) | Ph: 0439 814 193

Excellence in Food Tourism supported by the South Australian Tourism Industry Council

Winner – [Barossa Valley Cheese Company](#) | Ph: 0413 309 918

Outstanding Contribution by an Individual supported by Qantas Airways

Winner – [John Culshaw](#) | Ph: 0417 899 320

South Australian Tourism Student of the Year supported by Skai International Adelaide

Winner – [Kelsey Reilly](#) | Ph: 0458 023 757

Tourism Education & Training supported by the South Australian Tourism Industry Council

Winner – [TAFE SA](#) | Ph: 08 8348 4662

Local Government Award for Tourism supported by Local Government Association of South Australia

Winner – [Peterborough Tourism – District Council of Peterborough](#) | Ph: 0428 842 803

South Australian Taxi Driver of the Year supported by Taxi Council South Australia

Winner – [Samir 'Sam' Hasic](#) | Ph: 0411 745 017

International Ready supported by the Australian Tourism Export Council

Winner – [City of Adelaide – Welcome China Project](#) | Ph: (08) 8203 7779

Premier's Award for Service Excellence supported by the Government of South Australia

Winner – [Hahndorf Resort Tourist Park](#) | Ph: 0435 529 149

RAA People's Choice Tourism Award supported by RAA

Winner – [Adelaide Zoo](#) | Ph: 0417 089 937

[For the full list of state-wide winners, please click here](#)

An online MEDIA KIT is available at: <http://bit.ly/2z7h8Oo>