



Consistency brings fame

SOUTH Australia's top tourism experiences and operators have been honoured at the 2011 SA Tourism Awards this weekend, including five inducted into the state's Tourism Hall of Fame after winning their category for a third year in a row.

The Hall of Fame inductees are:
Santos Tour Down Under – Best Major Festivals & Events;
Getaways Reservation Service – Best Specialised Tourism Services;
Yorke Peninsula Visitor Information Centre – Best Visitor Information & Services;
Seppeltsfield Vineyard Cottage – Best Hosted Accommodation;
The Sebel Playford Adelaide – Best Luxury Accommodation.

Producer, writer and presenter Ron Kandelaars from Channel 9's *Postcards* program was also honoured for his involvement in tourism, receiving the award for an Outstanding Contribution by an Individual. He has gathered more than 2000 stories for the program over the past 13 years.

In all, 28 awards were presented to businesses and individuals judged to be the most outstanding in their category.

A further 78 entrants who achieved a high standard in their category were recognised with a gold, silver or bronze medal.

The awards process allows operators to assess their businesses and they also receive feedback from judges on where they can improve.

South Australian Tourism Industry Council chief executive Ward Tilbrook said more than 150 entries

were received this year, with about two-thirds of the winners coming from regional South Australia.

"South Australia's tourism experiences are some of the best in this country and South Australians should consider holidaying at home and book one of these award-winning experiences with confidence when planning their next escape," Tilbrook said.

The award winners will represent the state at the Qantas Australian Tourism Awards to be held in Cairns next March.

Other award winners were:
Major Tourist Attractions – Adelaide Casino;
Tourist Attractions – Old Timers Mine;
Festivals & Events – South Australian Wooden Boat Festival;
Ecotourism – Rawnsley Park Station Eco-Villas;
Heritage & Cultural Tourism – Innamincka Hotel;
Indigenous Tourism – Aboriginal Cultural Tours – Adjahdura Land, Yorke Peninsula;
Meetings & Business Tourism – Hilton Adelaide;
Major Tour &/or Transport Operator – Great Southern Rail;
Tour &/or Transport Operators – Tour Barossa;
Adventure Tourism – Adventure Bay Charters;
Tourism Marketing – Adelaide Convention Bureau, Conventions Adelaide Program;
Tourism Education & Training – Flinders University Tourism;
Tourism Wineries, Distilleries and Boutique Breweries – Jacob's Creek Visitor Centre;

Tourism Restaurants & Catering Services – Jacob's Restaurant @

Jacob's Creek Visitor Centre;

Tourist & Caravan Parks – BIG4 Adelaide Shores Caravan Park;

Backpacker Accommodation – Adelaide Central YHA;

Unique Accommodation – Glenrest Camper Trailers;

Standard Accommodation – Narnu Farm;

Deluxe Accommodation – Emaroo Cottages;

New Tourism Development – Heritage Highlights Interpretive Trail, West Terrace Cemetery;

Qantas Award for Excellence in Sustainable Tourism – Sinclairs Gully;

Excellence in Tourism by Local Government – City of Onkaparinga.

While award winners celebrate their success, the South Australian Tourism Industry Council (SATIC) – the peak industry body for tourism in South Australia which also runs the awards – has announced the reappointment of Duncan MacKenzie as the chairman of its board.

MacKenzie has a background in senior management across several industries and most recently as the chairman of Ecotourism Australia and Birds Australia Gluepot Reserve.

SATIC also announced the appointment of three new board members: Stuart Livingstone, chief executive of the Caravan & Camping Industries Association of South Australia; Brendon Meppem, general manager of the Crowne Plaza Adelaide; and Sally Neville, chief executive of Restaurant & Catering SA.



WINNER: Onkaparinga performed well in local government tourism.