



## MEDIA RELEASE

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### SHOWCASE YOUR TOURISM SUCCESS

South Australia's best tourism businesses are reminded to nominate for the 2018 South Australian Tourism Awards before nominations close on Monday, 25 June.

Recognised as the pinnacle of excellence within the South Australian tourism industry, the awards attract hundreds of entries each year, with winners going on to represent the state at a national level.

South Australian Tourism Industry Council (SATIC) Chief Executive Officer, Shaun de Bruyn says the awards provide an invaluable opportunity for tourism operators to showcase their success and be rewarded for their ongoing commitment to the state's tourism industry.

"Each year the prestigious South Australian Tourism Awards aim to recognise excellence where it is deserved, and celebrate those who have set the benchmarks for best business practice across our tourism industry," said Mr de Bruyn.

"Not only is a win or medal a powerful tool to raise brand reputation and consumer recognition, but the awards program rewards entrants with improved business planning, an internal analysis process and greater opportunities for business growth.

"This year SATIC and our principal partner – the South Australian Tourism Commission are once again committed to delivering ongoing entrant support, so I encourage all tourism operators to put their best foot forward and get involved."

Minister for Trade, Tourism and Investment, David Ridgway says our tourism operators are providing unforgettable experiences that are attracting more people to our state than ever before.

"We are very proud of their achievements and we want hard-working businesses to gain the recognition they deserve.

"If you have a tourism business make sure you submit a nomination, it is about state pride and eventually national recognition."

South Australian Tourism Commission Chief Executive, Rodney Harrex says we look forward to supporting our passionate tourism operators to represent South Australia at the state and national awards.

"At the national awards earlier this year, South Australian operators brought home two gold, three silver and five bronze awards and we look forward to working with tourism operators to keep the momentum of awards going. "

For further information contact Emily Sharpe-Hall, Communications Coordinator, South Australian Tourism Industry Council on (08) 8110 0123 or email [emily@satic.com.au](mailto:emily@satic.com.au).

Entry is open to all South Australian tourism operators across more than 30 categories.

New to this year's awards program and a first for Australia is the introduction of an Excellence in Accessible Tourism category. This category is open to all South Australian tourism businesses or attractions delivering tourism products or services that are accessible for all guests.

The awards is an online submission and site based program.

Nominations close on Monday, 25 June with submissions due on Monday, 13 August. The Awards Gala Dinner will be held on Friday, 9 November at the Adelaide Convention Centre.

For more information and to nominate, visit: [www.satourismawards.com.au](http://www.satourismawards.com.au).