



Thursday, 24 March 2011

SOUTH AUSTRALIAN TOURISM AWARDS ALWAYS PROVES POPULAR

The annual South Australian Tourism Awards are always met with a large level of interest and 2011 is proving no exception.

Interested businesses and potential nominees are now on a wait list to attend the Launch of the Awards program, after the event booked out within 24 hours of the invitation being sent.

South Australian Tourism Industry Council Chief Executive, Ward Tilbrook says the Awards has seen record nominations over the past two years, since being managed by the Tourism Industry Council.

“Businesses are recognising that achieving an accolade in the State’s premier Tourism Awards will give them a valuable marketing advantage,” Mr Tilbrook says.

“Just two weeks ago, South Australia managed to walk away with two Australian Tourism Awards category wins: The Santos Tour Down Under was named Australia’s best major festival & event and Seppeltsfield Vineyard Cottage in the Barossa was awarded Australia’s best hosted accommodation.

“Both are fabulous tourism experiences and their success is obviously resonating with the industry and inspiring more businesses to enter and be part of the process.

“With such a positive response to attend the Launch, we hope to see another bumper year of nominations.”

The South Australian Tourism Awards form part of the Australian Tourism Awards and aim to recognise and promote excellence in tourism. The Tourism Awards are an annual online submission and site visit based competition that are announced across 27 categories each November.

For more information visit www.satourismawards.com.au