



MEDIA RELEASE

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SOUTH AUSTRALIA'S BEST IN TOURISM

A record six of South Australia's finest tourism experiences have been inducted into the State's **Tourism Hall of Fame** at the *2012 South Australian Tourism Awards*, winning their category for a third year in a row:

- **Aboriginal Cultural Tours - Adjahdura Land, Yorke Peninsula** – *best Indigenous Tourism*
- **Adventure Bay Charters** – *best Adventure Tourism*
- **Adelaide Convention Bureau - 'Destination SA'** – *best Tourism Marketing*
- **Jacob's Restaurant - Jacob's Creek Visitor Centre** – *best Tourism Restaurants and Catering Services*
- **BIG4 Adelaide Shores Caravan Park** – *best Tourist and Caravan Parks*
- **Sinclair's Gully** - *Qantas Award for Excellence in Sustainable Tourism*

Adventure Bay Charters was a major winner on the night taking out three awards: Major Tourist Attraction, Adventure Tourism and New Tourism Development. **Sinclair's Gully** took out two awards: Ecotourism and Qantas Award for Excellence in Sustainable Tourism.

Great White Shark attack survivor **Rodney Fox** was also honoured for his involvement in tourism, receiving the award for an Outstanding Contribution by an Individual. Rodney, who has devoted his life to studying sharks, built the first underwater observation cage to dive with sharks and founded Rodney Fox Shark Expeditions on the Eyre Peninsula.

This year a new category, Excellence in South Australian Food Tourism, was introduced to recognise South Australia's reputation as Australia's premier food and wine tourism destination offering sensational wineries, restaurants, providers, markets and food trails with the **Barossa Valley Cheese Company** winning the inaugural award.

More than 550 people attended the black tie event at the Adelaide Convention Centre tonight (Friday 23 November), where **29 awards** were presented to businesses and individuals judged to be the most outstanding in their category (full list attached).

A **further 91 entrants** who achieved a high standard in their category were recognised with a gold, silver or bronze medal.

Tourism Minister Gail Gago congratulated all winners and the six inductees to the Hall of Fame.

“These awards showcase the best in South Australian tourism – the best products, services and events. Not only is the diversity astounding, but the fact that our best come from all parts of South Australia - from the Outback to the coast – is cause for celebration,” the Minister says.

“With so much outstanding tourism experiences on offer, it’s tremendous to acknowledge and celebrate excellence in the industry.”

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says a record **166 entries** were received this year, with almost 75% of winners from regional South Australia.

“Why look elsewhere when South Australia’s tourism experiences are some of the best in this country and the world?” Mr Tilbrook says.

“Our standards are exceptionally high and South Australians can book one of these award-winning experiences with confidence when planning their next escape.”

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 are judged in accordance with a strict set of rules and criteria, and winners will represent the State at the **Qantas Australian Tourism Awards** in Hobart in February 2013.

For images of winners or more details contact Deventer Public Relations and Communications:

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2012 South Australian Tourism Awards

Category 1 – Major Tourist Attractions

Adventure Bay Charters, Ph: 08 8682 2979, www.adventurebaycharters.com.au

Category 2 – Tourist Attractions *Supported by Caravan and Camping Industries Assoc. of SA*
Hahndorf Farm Barn; Ph: 08 8388 7289, www.farmbarn.com.au

Category 3 – Major Festivals & Events

Adelaide Fringe, Ph: 0413 154 720, www.adelaidefringe.com.au

Category 4 – Festivals & Events *Supported by Flinders University*

Cellar Door Wine Festival Adelaide, Ph: 08 8210 6720, www.cellardoorfestival.com

Category 5 – Ecotourism *Supported by Department of Environment, Water & Natural Resources*
Sinclair's Gully, Ph: 08 8390 1995, www.sinclairsgully.com

Category 6 – Heritage & Cultural Tourism *Supported by Department of Environment, Water & Natural Resources*

West Terrace Cemetery, Ph: 08 8139 7407, www.aca.sa.gov.au

Category 7 – Indigenous Tourism *Supported by Department of Environment, Water & Natural Resources*

Aboriginal Cultural Tours – Adjahdura Land, Yorke Peninsula*, Ph: 0429 367 121,
www.adjahdura.com.au

Category 8 – Specialised Tourism Services

Harbour Town Outlet Shopping Centre, Ph: 08 8355 1144, www.harbourtownadelaide.com.au

Category 9 – Visitor Information & Services *Supported by Bookeasy Tourism Solutions*

Barossa Visitor Centre, Ph: 08 8563 0600, www.barossa.com

Category 10 – Business Tourism

Hilton Adelaide, Ph: 08 8237 0729, www3.hilton.com/en/hotels/south-australia/hilton-adelaide-hotel-ADLHITW/index.html

Category 11 – Major Tour &/or Transport Operator

Outback Spirit Tours - All South Australian Tours, Ph: 02 6049 3500,
<http://www.outbackspirittours.com.au>

Category 12 - Tour &/or Transport Operators

Tour Barossa, Ph: 08 8563 1000, www.tourbarossa.com.au

Category 13 – Adventure Tourism

Adventure Bay Charters*, Ph: 08 8682 2979, www.adventurebaycharters.com.au

Category 14 – Tourism Marketing *Supported by Newstyle Printing*

Adelaide Convention Bureau* – Destination SA, Ph: 08 8237 0100,
www.adelaideconvention.com.au

Category 15 – Tourism Education & Training

Australian Tourism College and Recruitment Centre, Ph: 08 8271 0060, www.atcollege.sa.edu.au

Category 16 – Tourism Restaurants & Catering Services *Supported by Rymill Coonawarra*

Jacob's Restaurant - Jacob's Creek Visitor Centre* Ph: 08 8521 3000, www.jacobs creek.com

Category 17 – Tourism Wineries, Distilleries and Boutique Breweries

Pindarie Cellar Door, Ph: 08 8524 9019, www.pindarie.com.au

Category 18 – Tourist & Caravan Parks *Supported by Caravan and Camping Industries Assoc. of SA*
BIG4 Adelaide Shores Caravan Park*, Ph: 08 8355 7320, www.adelaideshores.com.au

Category 19 – Backpacker Accommodation

Adelaide's Shakespeare Backpackers International Hostel, Ph: 08 8231 7655,
www.shakekeys.com.au

Category 20 – Hosted Accommodation

Adelaide Hills Country Cottages, Ph: 08 8388 4193, www.ahcc.com.au

Category 21 – Unique Accommodation

Rawnsley Park Eco Villas, Ph: 08 8648 0030, www.rawnsleypark.com.au

Category 22 – Standard Accommodation

Narnu Farm, Ph: 0438 060 585, www.narnufarm.com.au

Category 23 – Deluxe Accommodation

Emaroo Port Hughes, Ph: 0418 862 260, www.emarocottages.com.au

Category 24 – Luxury Accommodation *Supported by McLaren Vale Beer Company*

The Australasian Circa 1858, Ph: 08 8555 1088, www.australasian1858.com

Category 25 – New Tourism Development *Supported by Caravan and Camping Industries Assoc. of SA*

Australia's Ultimate Ocean Safari - Adventure Bay Charters, Ph: 08 8682 2979,

www.adventurebaycharters.com.au

Category 26 – Qantas Award for Excellence in Sustainable Tourism

Sinclair's Gully*, Ph: 08 8390 1995, www.sinclairsgully.com

Category 27 – Outstanding Contribution by an Individual *Supported by Qantas Airways*

Rodney Fox, Ph: 08 8363 1788, www.rodneyfox.com.au

Category 28 – Excellence in Tourism by Local Government *Supported by Local Government Association of SA*

The Barossa Council, Ph: 08 8563 8444, www.barossa.sa.gov.au

Category 29 – Excellence in South Australian Food Tourism *Supported by Food SA and Primary Industries and Regions SA*

Barossa Valley Cheese Company, Ph: 08 8564 3636, www.barossacheese.com.au

* *Hall of Fame recipients*