



Saturday, 27 February 2010

## SA SHINES AT NATIONAL TOURISM AWARDS

South Australia's **2009 Tour Down Under** was named Australia's best major festival & event and the **Adelaide Convention Centre** was named Australia's best meetings & business tourism venue at the 2009 Qantas Australian Tourism Awards in Hobart last night.

The 2009 Tour Down Under, which is still rejoicing from record-breaking crowds at the 2010 event, triumphed over other top name events from around the country, including the Sydney Festival 2009, Melbourne Food & Wine Festival and the 2008 Gold Coast Airport Marathon.

The Adelaide Convention Centre is celebrating its second consecutive national win and beat some tough competition from Alice Springs Convention Centre, the Gold Coast Convention & Exhibition Centre and the Melbourne Convention & Visitors Bureau.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the Australian Tourism Awards play an important role in recognising and promoting excellence in the tourism industry.

"To be a finalist at the national level, entrants must first win a State tourism award in the same category, so our local entrants were up against some very strong competitors from around Australia," he says.

"This is an excellent result for the State and all of our finalists should be very proud of their achievements. These wins will not only raise South Australia's profile in Australian tourism but also sets a benchmark for best practice."

Professor of Tourism at Flinders University, Jane James, who has been involved on a number of educational boards to help shape the future of tourism education and is recognised for her research projects in regional South Australia, was also acknowledged among their peers for her outstanding contribution to tourism.

The awards were announced at a gala presentation and dinner in Hobart last night, attended by Australia's key tourism operators and industry leaders.

Details of winners are attached to this media release.

### **2009 Tour Down Under (Major Festivals & Events)**

The first stop on the world cycling calendar, the Tour Down Under attracts thousands of fans from across Australia and around the world to Adelaide each January.

The week-long event brings the world's top cyclists to South Australia to compete in the race, the first event outside Europe to join the prestigious UCI Pro Tour, allowing fans to get up close and personal with the heroes of the peloton.

It's more than just a bike race; it is a festival of cycling, with an eight day calendar of events that create a massive party atmosphere across the State.

The 2009 Tour Down Under made history as one of Australia's biggest sporting events ever held with more than 760,500 spectators lining the streets of Adelaide and over 40 regional towns.

Visit [www.tourdownunder.com.au](http://www.tourdownunder.com.au)

### **Adelaide Convention Centre (Meetings & Business Tourism)**

As a city icon, the Adelaide Convention Centre sits on the banks of the River Torrens with dramatic views of the parklands, Adelaide Oval and the spires of St Peter's Cathedral.

The Centre was the first purpose built conference and convention centre in Australia, and for more than two decades has been hosting local, national and international events.

With panache and meticulous attention to detail, the Adelaide Convention Centre has built a strong reputation for quality service and standards that have long been a benchmark for convention centres around the world.

Hosting everything from cocktail parties and weddings, to prestigious business meetings and international conventions, the Centre hosted in excess of 600 events, attended by more than 300,000 people and attracting 28,000 visitors to SA in the last year.

Visit [www.adelaidecc.com.au](http://www.adelaidecc.com.au)