



Friday, 19 November 2010

SOUTH AUSTRALIA'S TOURISM STARS

Four of South Australia's best tourism businesses have been inducted into the State's **Tourism Hall of Fame** at the *2010 South Australian Tourism Awards*.

Jacob's Creek Visitor Centre, Adelaide Convention Centre, UniSA's School of Management and Unforgettable Houseboats all received the prestigious inductions at the Adelaide Convention Centre last night after winning their respective categories for the third year in a row.

Chief Executive of the Houseboat Hirers Association, **Peter Tucker**, was also honoured for his role in tourism, receiving the award for an Outstanding Contribution by an Individual.

With a passion for the houseboating industry, Peter is dedicated to promoting the Murray River as Australia's most iconic waterway and unifying the industry with cooperative marketing.

More than 620 people attended the black tie event, where **26 awards** were presented to businesses and individuals judged to be the most outstanding in each category (full list attached).

A further 76 entrants who achieved a high standard in their category were recognised with a gold, silver or bronze medal.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says a **record 184 entries** were received this year, highlighting the power a Tourism Awards win can have for a tourism business.

"The standard of entries was extremely high, which underlines the commitment our operators have towards this important industry," Mr Tilbrook says.

"It has been inspiring to see the commitment that tourism businesses have given to reviewing their goals and achievements through the awards process and showcasing their success to the industry.

"The Tourism Industry Council aims to present the South Australian tourism industry as professional and high quality, and tonight we have seen some of the State's finest tourism businesses rewarded for excellence."

The South Australian Tourism Awards are the pinnacle of excellence within the tourism industry; they reward innovation and foster best 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 March 2011, to be held in Perth.

For further information contact Bianca Borrett, Communications & Business Development Manager, South Australian Tourism Industry Council on 0401 998 247.

2010 South Australian Tourism Awards

Category 1 – Major Tourist Attractions

[Jacob's Creek Visitor Centre*](#) Ph: (08) 8521 3000

Category 2 – Tourist Attractions supported by TAFESA – Tourism, Events & Languages

[Lyndoch Lavender Farm & Cafe](#) Ph: (08) 8524 4538

Category 3 – Major Festivals & Events

[Santos Tour Down Under](#) Ph: (08) 8463 4500

Category 4 – Festivals & Events

[Special Olympics Australia IX National Games](#) Ph: 0448 882 855

Category 5 – Ecotourism supported by the Department for Environment & Natural Resources

[Rawnsley Park Station Eco-Villas](#) Ph: (08) 8648 0030

Category 6 – Heritage & Cultural Tourism supported by the Department for Environment & Natural Resources

[Innamincka Hotel](#) Ph: (08) 8675 9901

Category 7 – Indigenous Tourism supported by the Department for Environment & Natural Resources

[Aboriginal Cultural Tours – Adjahdura Land, Yorke Peninsula](#) Ph: 0429 367 121

Category 8 – Specialised Tourism Services

[Getaways Reservation Service](#) Ph: 8563 1000

Category 9 – Visitor Information & Services supported by Bookeasy Tourism Technology

[Yorke Peninsula Visitor Information Centre](#) Ph: (08) 8853 2600

Category 10 – Meetings & Business Tourism

[Adelaide Convention Centre*](#) Ph: (08) 8212 4099

Category 12 - Tour &/or Transport Operators supported by SeaLink Travel Group

[Endeavour Tours](#) Ph: (08) 8374 0800

Category 13 – Adventure Tourism supported by SeaLink Travel Group

[Adventure Bay Charters](#) Ph: (08) 8682 2979

Category 14 – Tourism Marketing supported by Newstyle Printing

[Adelaide Convention Bureau – New Brand Development and Associated Initiatives](#)

Ph: (08) 8237 0100

Category 15 – Tourism Education & Training supported by Education Adelaide

[School of Management – UniSA*](#) Ph: 8302 0524

Category 16 – Tourism Restaurants & Catering Services supported by Rymill Coonawarra

[Jacob's Restaurant @Jacob's Creek Visitor Centre](#) Ph. (08) 8521 3000

Category 17 – Tourism Wineries, Distilleries and Boutique Breweries

[Jacob's Creek Visitor Centre](#) Ph: (08) 83521 3000

Category 18 – Tourist & Caravan Parks

[BIG4 Adelaide Shores Caravan Park](#) Ph: (08) 8355 7320

Category 19 – Backpacker Accommodation

[Adelaide Central YHA](#) Ph: (08) 8414 3006

Category 20 – Hosted Accommodation

[Seppeltsfield Vineyard Cottage](#) Ph: (08) 8563 4059

Category 21 – Unique Accommodation

[Unforgettable Houseboats*](#) Ph: (08) 8569 2559

Category 22 – Standard Accommodation

[Woodhouse Activity Centre](#) Ph: (08) 8339 3333

Category 23 – Deluxe Accommodation

[Adelaide Shores Resort](#) Ph: (08) 8355 7360

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

[The Sebel Playford Adelaide](#) Ph: (08) 8213 8888

Category 25 – New Tourism Development

[Crowne Plaza Adelaide](#) Ph: (08) 8206 8888

Category 26 – Qantas Award for Excellence in Sustainable Tourism

[Sinclair's Gully](#) Ph: (08) 8390 1995

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

Peter Tucker Ph. (08) 8231 8466

Peter Tucker was introduced to tourism when he built a 12 berth houseboat in 1986. Peter identified the need for the industry to take a more collaborative, professional approach to marketing and selling houseboat holidays and developed the 'Houseboat Booking Centre', which rapidly grew into a thriving business.

Over the years, Peter's desire to become more involved in the industry, led to his appointment as Chief Executive of the Houseboat Hirers Association in 1994.

Peter serves on a number of public policy groups and has been an active member on a number of committees, associations and planning groups to help forge partnerships and foster positive working relationships between Government and private organisations.

In recent years he has played a vital role as a positive spokesperson in times of drought and subsequent negative media coverage.

Without the vision, leadership and commitment that Peter puts into organising cooperative marketing activities, the industry would not have become as united as it is today.

** Hall of Fame recipients*

Note: No winner was presented in Category 11 – Major Tour &/or Transport Operators

For images of winners, contact Bianca Borrett on telephone 0401 998 247.