
STRICTLY EMBARGOED until Sunday, 8 November 2009

SOUTH AUSTRALIAN TOURISM ACCOLADES

Four of South Australia's best tourism businesses have been inducted into the State's Tourism Hall of Fame at the **2009 South Australian Tourism Awards**.

Cleland Wildlife Park, Bookabee Tours Australia, Adventure Tours Australia Group and Lakeside Manor YHA Backpackers all received the prestigious inductions at the Adelaide Convention Centre last night after winning their respective categories for the third year in a row.

Professor of Tourism at Flinders University, Jane James, was also honoured for her role in tourism, receiving the award for an Outstanding Contribution by an Individual.

Over the years, Jane has been involved on a number of educational boards to help shape the future of tourism education for this State and is also widely recognised for her research projects in regional South Australia and is extensively published in a number of fields.

Around 600 people attended the black tie event, where 27 awards were presented to businesses and individuals judged to be the most outstanding in each category (full list attached).

A further 73 entrants who achieved a high standard in their category were recognised with a gold, silver or bronze medal.

Tourism Minister Jane Lomax-Smith says a record 141 entries were received this year, highlighting the value of tourism in the State.

"The standard of entries was extremely high, which underlines the commitment our operators have towards this important industry," Minister Lomax-Smith says.

"Tourism is big business in South Australia, and the awards recognise the contribution our tourism achievers make to strengthening the economy and creating employment."

South Australian Tourism Industry Council Chief Executive Ward 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," Mr Tilbrook says.

The awards are judged in accordance with a strict set of rules and criteria, and winners will represent the State at the **Australian Tourism Awards** in February 2010, to be held in Hobart.

2009 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*

Cleland Wildlife Park* Ph: (08) 8339 2444

Category 3 – Major Festivals & Events

2009 Tour Down Under Ph: (08) 8463 4500

Category 4 – Festivals & Events

Loxton Christmas Lights Festival Ph: (08) 8584 6255

Category 5 – Ecotourism *supported by the Department for Environment & Heritage*

Sinclair's Gully Ph: (08) 8390 1995

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

Seppeltsfield Vineyard Cottage Ph: (08) 8563 4059

Category 7 – Indigenous Tourism *supported by the Department for Environment & Heritage*

Bookabee Tours Australia* Ph: (08) 8235 9954

Category 8 – Specialised Tourism Services

Getaways Reservation Service Ph: 1300 136 970

Category 9 – Visitor Information & Services

Yorke Peninsula Visitor Information Centre Ph: 1800 202 445

Category 10 – Meetings & Business Tourism

Adelaide Convention Centre Ph: (08) 8212 4099

Category 11 – Major Tour &/or Transport Operators

Adventure Tours Australia Group* Ph: (08) 8132 8200

Category 12 - Tour &/or Transport Operators

Surf & Sun Ph: 1800 786 386

Category 13 – Adventure Tourism *supported by Austbrokers Terrace*

Bendleby Ranges Ph: (08) 8658 9064

Category 14 – Tourism Marketing *supported by Newstyle Printing*

Seafood & beyond...rewards card Ph: (08) 8682 4608

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*

The Brasserie @ Hilton Adelaide Ph: (08) 8217 2000

Category 17 – Tourism Wineries, Distilleries and Boutique Breweries

Sinclair's Gully

Ph: (08) 8390 1995

Category 18 – Tourist & Caravan Parks

BIG4 Renmark Riverfront Holiday Park Ph: (08) 8586 6315

Category 19 – Backpacker Accommodation

Lakeside Manor YHA Backpackers*

Ph: (08) 8768 1995

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

Narnu Farm

Ph: (08) 8555 2002

Category 23 – Deluxe Accommodation

Majestic Roof Garden Hotel

Ph: (08) 8100 4400

Category 24 – Luxury Accommodation

The Sebel Playford Adelaide

Ph: (08) 8213 8888

Category 25 – New Tourism Development *supported by Messenger Community News*

Tanonga Luxury Eco Lodges

Ph: (08) 8684 5066

Category 26 – Qantas Award for Excellence in Sustainable Tourism

Hilton Adelaide

Ph: (08) 8217 2000

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

Jane James

Jane James is Professor of Tourism at Flinders University and has been instrumental in the establishment and ongoing coordination of its successful tourism programs since 1997.

Jane is well known for her mentoring and development of emerging industry professionals; her leadership and wise counsel; her enthusiasm and commitment to South Australia.

Jane's contribution to tourism is intricately entwined with her teaching and research.

Over the years, Jane has been involved on a number of educational boards, panels and committees to help shape the future of tourism education for this State.

Also widely recognised for her research projects in regional South Australia with a special focus on mining, industrial and settlement heritage interpretation.

Jane is extensively published in a number of fields including geo-parks and geo-tourism and has significant consulting experience with local, state and federal government agencies.

** Hall of Fame recipients*

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