



## MEDIA RELEASE

Monday, 19 June 2017

### CALLING SOUTH AUSTRALIA'S BEST TOURISM BUSINESSES

South Australia's best tourism businesses are encouraged to nominate for the 2017 South Australian Awards before nominations close on Monday, 26 June.

For the first time, entrants will automatically have double the chance of scoring big with the introduction of the new 'RAA People's Choice Award' – recognising the finalist across more than 30 categories who has demonstrated the highest level of service excellence as voted by the public.

South Australian Tourism Industry Council (SATiC) General Manager, Shaun de Bruyn says the new award is an initiative of both RAA and SATiC following the signing of a three-year partnership agreement, allowing tourism operators to be further recognised for their commitment to service excellence.

"The prestigious South Australian Tourism Awards aim to showcase the State's finest tourism businesses, celebrating those who have demonstrated outstanding success throughout the year and set the benchmarks for best business practice," Mr de Bruyn says.

"This year RAA and SATiC have joined forces to further embrace the opportunity to recognise industry excellence where it is deserved, and what better way to do so than to let the public have their say on their experiences at our finest tourist destinations?"

RAA Senior Manager Travel Product & Pricing Giovanna Toldi said RAA's involvement in the Awards is an example of its ongoing commitment to the tourism industry.

"RAA supports its members across South Australia in many ways, including planning their most memorable holidays through our Travel division," said Ms Toldi.

"The RAA People's Choice Award is another way for us to show our support for the South Australian tourism industry."

Minister for Tourism Leon Bignell says the State Government is pleased to support the Tourism Awards and urges operators to showcase the superior services and products they have on offer.

"The State Government is delighted to sponsor the South Australian Tourism awards and we encourage our tourism operators to get their entries in and compete to potentially represent South Australia on the national stage," says Mr Bignell.

"We've invested an additional \$70 million in marketing South Australia nationally and internationally and our visitor economy has grown to a record \$6.3 billion – our fantastic partnership with tourism operators around the State means we proudly offer world-class food, wine, accommodation and visitor experiences."

For further information contact Emily Sharpe-Hall, Communications Coordinator, South Australian Tourism Industry Council on (08) 8110 0123 or email [emily@satic.com.au](mailto:emily@satic.com.au).

New to this year is also the addition of a streamlined awards system and 'International Ready' category, enabling businesses who deliver tourism to international visitors to demonstrate their understanding of the international visitor and markets

Nominations close on Monday, 26 June with submissions due on Monday, 14 August. The Awards Gala Dinner will be held on Friday, 10 November.

Voting for the RAA People's Choice Award will open mid-late August. All voting will be conducted online via the RAA landing page.

**For more information, please visit:** <http://satic.com.au/index.php/awards/>