



TOP ATTRACTION: Bec Murphy and Sacha Bown at the Jacob's Creek Visitor Centre, near Rowland Flat.

STUART INNES

THE Barossa Valley has starred in the 2010 South Australian Tourism Awards at which four businesses were inducted into Tourism Hall of Fame.

The Jacob's Creek Visitor Centre near Rowland Flat was judged SA's best major tourist attraction and entered the Hall of Fame. It also won the

tourism restaurant and tourism wineries categories.

Other Barossa winners were Lyndoch Lavender Farm and Cafe, for best tourist attraction, Seppeltsfield Vineyard Cottage, top hosted accommodation, and Tanunda's Getaways Reservation Service, for specialised tourism services. Other Hall of Fame inductees were the Adelaide Con-

vention Centre in the meetings and business tourism category, UniSA's School of Management as best in tourism education and training, while Unforgettable Houseboats was judged top in unique accommodation – all for the third year.

The awards were run by the South Australian Tourism Industry Council and more than 620 attended the black-

tie event at the Convention Centre last night.

Council chief executive Ward Tilbrook said: "We received a record 184 entries for the 26 categories and the standard of entries was extremely high."

Peter Tucker, chief executive of the Houseboat Hirers Association, won the award for outstanding contribution by an individual.

OTHER 2010 WINNERS

- Major Festival & Event – Santos Tour Down Under
- Festival & Event – Special Olympics Australia IX National Games
- Indigenous – Aboriginal Cultural Tours
- Luxury Accommodation – Sebel Playford Adelaide
- Deluxe Accommodation – Adelaide Shores Resort
- Standard Accommodation – Woodhouse Activity Centre
- Backpacker Accommodation – Adelaide Central YHA

- Tourist & Caravan Park – BIG4 Adelaide Shores
- New Tourism Development – Crowne Plaza Adelaide
- Sustainable Tourism – Sinclair's Gully
- Ecotourism – Rawnsley Park Eco-Villas
- Heritage/Cultural – Innamincka Hotel
- Visitor Information & Services – Yorke Peninsula Visitor Information Centre
- Tour & Transport – Endeavour Tours
- Adventure – Adventure Bay Charters
- Marketing – Adelaide Convention Bureau