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Success at SA tourism awards

By Steven Rice

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PORT Lincoln tourism operator Adventure Bay Charters was recognised for its excellence in adventure tourism after taking out the category at the South Australian Tourism Awards.

A record 184 entries were received at the awards ceremony held in Adelaide last week, with Adventure Bay Charters beating seven other tourism operators to be judged most outstanding in its category.

Adventure Bay Charters

managing director Matt Waller said his staff deserved recognition for the award win, and thanked them for helping to pull it off.

Mr Waller said Adventure Bay Charters offered a unique experience and while he was proud to win the award and go up against serious contenders from around the state, the award also recognised the strong tourism industry in South Australia.

From the 26 categories, 10 medals were awarded to Eyre Peninsula tourism operators including Tanonga Luxury Eco Lodges, which won silver in the

luxury accommodation category, and the Seafood and Beyond Rewards Card, which also won silver in the tourism marketing category.

Port Lincoln operators Wilderness Wanders picked up four bronze awards, and the Port Lincoln Hotel and Calypso Star Charters received one bronze each.

Adventure Bay Charters will represent the state at the Australian Tourism Awards in Perth next March.



WINNER: Adventure Bay Charters won the Adventure Tourism category at the SA Tourism Awards in Adelaide last week. Pictured with the award is Adventure Bay Charters managing director Matt Waller.