



Tourism winner says seniors deserve better service

LEADING SA tourism operator Paul Arbery has set a challenge for local operators, encouraging them to offer better service to seniors.

Mr Arbery's company, Endeavour Tours, is the winner of the Tour &/or Transport Operators category of the prestige 2010 South Australian Tourism Awards held at the Adelaide Convention Centre last month.

The awards were run by the SA Tourism Industry Council and more than 620 attended the black-tie gala dinner. Mr Arbery says he has been a steady voice in the industry when it comes to standards and services offered to senior travellers.

"When I started in the industry, I was involved in Australian tours for international visitors who were used to receiving high-quality customer service," he says.

"It came as a surprise that there was a much reduced level of service in tours for locals.

"The drop in service was noticeable, in particular how operators treated seniors."

Mr Arbery says he had what he calls a "Eureka" moment when he conducted a tour for seniors and received a standing ovation from his customers.

"I then realised that tour operators often take senior travellers for granted, and that is unacceptable," he said.

"The appetite for quality with seniors has grown and will continue to grow." Endeavour Tours has been built on the notion that seniors appreciate and demand quality and service, he says.

"It's a principle that the industry needs to give greater recognition in order to continue to grow," he says.

For more information, phone Endeavour Tours on 8374 0800.