



MEDIA RELEASE

Saturday, 12 March 2011

SA: HOME OF AUSTRALIA'S BEST EVENT & HOSTED ACCOMMODATION

South Australia's [Santos Tour Down Under](#) was named Australia's **best major festival & event** and [Seppeltsfield Vineyard Cottage](#) in the Barossa was named Australia's **best hosted accommodation** at the *2010 Qantas Australian Tourism Awards* in Perth last night.

The Santos Tour Down Under is celebrating its second consecutive national win and beat some tough competition from around the country, including Canberra's Floriade Festival, Sydney's New Year's Eve celebrations and the Melbourne Food and Wine Festival.

Seppeltsfield Vineyard Cottage, who last won this category nationally at the 2005 Awards, triumphed over other hosted accommodation providers including Clydesdale Manor in Tasmania and Montfort Manor in Victoria.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says the Australian Tourism Awards finalists represent the best of the best from around the country.

"To be a finalist at the national level, entrants must first win a State tourism award in the same category, so our local finalists were up against some very tough competition," Mr Tilbrook says.

"The Qantas Australian Tourism Awards recognise tourism businesses that strive for excellence in every area of their operation.

"This is an excellent result for the State and all of our finalists should be very proud of their achievements.

"These wins will not only raise South Australia's profile in Australian tourism but also sets a benchmark for best practice."

Chief Executive of the Houseboat Hirers Association, Peter Tucker was also acknowledged at the gala event for his outstanding contribution to tourism in South Australia.

The awards were announced at a gala presentation and dinner in Perth, attended by over 800 of Australia's key tourism operators and industry leaders.

Details of winners are attached to this media release.

www.satourismawards.com.au

Santos Tour Down Under (Major Festivals & Events)

The first stop on the world cycling calendar, the Santos Tour Down Under attracts thousands of fans from across Australia and around the world to Adelaide each January.

The week-long event brings the world's top cyclists including Lance Armstrong and Cadel Evans to South Australia to compete in the elite ProTour race.

The Tour races through South Australia's regions attracting over 770,500 spectators and beaming images of the State's landscapes and attractions to millions of viewers worldwide.

Not just a bike race, it is a festival of cycling with great associated events that create a party atmosphere across the State.

Visit: www.tourdownunder.com.au

Seppeltsfield Vineyard Cottage (Hosted Accommodation)

Set in a private vineyard in the historic Barossa Valley, Seppeltsfield Vineyard Cottage offers the discerning traveller premium, boutique vineyard accommodation.

The meticulously restored 1860s German settler's cottage is exclusively for one couple and heritage features, such as mud and wood beamed ceilings, combine seamlessly with premium furnishings and modern luxuries, including under-floor heating, Bose sound systems and wireless broadband internet.

Owned and hosted by wine producers Peter Milhinch and Sharyn Rogers, guests can immerse themselves in an authentic Barossa food, wine, and heritage experience.

Visit: www.seppeltsfieldvineyardcottage.com.au