
Monday, 24 November 2008

KANGAROO ISLAND WINS TWO TOURISM AWARDS

Tourism businesses on Kangaroo Island took home **two** category wins at Saturday night's **2008 South Australian Tourism Awards**.

Surf & Sun won the category for Adventure Tourism, while Adventure Tours Australia won the category for Major Tour &/or Transport Operator.

More than 550 people from the tourism industry attended the black tie event, which saw winners crowned during a gala dinner at the Adelaide Convention Centre.

Overall, 27 awards were presented to tourism businesses and individuals judged to be the most outstanding in each category.

Former owners of Wilpena Pound Resort, Lynette and Keith Rasheed, were also honoured for their role in tourism, receiving the award for an Outstanding Contribution by an Individual.

The Rasheeds ran the iconic Flinders Ranges property for more than 20 years, pioneering the beginnings of tourism and fostering economic interest in the Flinders Ranges and Outback region.

In addition, Seal Bay Tourist Park Cabins; Seal Bay Café; Sorrento's Restaurant; Cape Cassini Wilderness Retreat; Groovy Grape Getaways; and Smart Car – Hughes – Citi Car all received bronze medals for their high standard of entries in their respective categories.

Tourism Minister Jane Lomax-Smith says 107 entries were received for the South Australian Tourism Awards this year, highlighting the value of tourism in the State and raising the benchmark for excellence in the industry.

“The standard of entries was extremely high again this year, which underlines the commitment our operators have towards this important industry,” Minister Lomax-Smith says.

“By raising the benchmark year after year, tourism businesses continue to evolve and improve, and in effect their hard work is celebrated and rewarded.

“A successful tourism industry contributes greatly to increasing visitors to South Australia, which is one of the key aims of the State's Strategic Plan.”

The awards are judged in accordance with a strict set of rules and criteria, and category winners will represent the State at the **Australian Tourism Awards** in February 2009, to be held in Melbourne.

2008 South Australian Tourism Awards – Kangaroo Island award & medal recipients

WINNERS:

Category 11 – Major Tour &/or Transport Operator

Winner – Adventure Tours Australia Group* Ph: (08) 8132 8280

Category 13 – Adventure Tourism

Winner – Surf & Sun Ph: 1800 786 386

MEDALLISTS:

Category 12 – Tour &/or Transport Operator

Bronze – Groovy Grape Getaways* Ph: (08) 8440 1640

– Smart Car – Hughes – Citi Car* Ph: 1300 887 121

– Surf & Sun Ph: 1800 786 386

Category 16 – Tourism Restaurants & Catering Services

Bronze – Seal Bay Café Ph: (08) 8559 6115

– Sorrento's Restaurant Ph: (08) 8553 1028

Category 22 – Standard Accommodation

Bronze – Seal Bay Tourist Park Cabins Ph: (08) 8559 6115

Category 26 – Qantas Award for Excellence in Sustainable Tourism

Bronze – Cape Cassini Wilderness Retreat Ph: (08) 8559 2215

* Tour provider servicing the region

For images of winners, contact Bianca Borrett on telephone 0401 998 247.