

Hills B&B voted best in nation

By Tourism Writer
STUART INNES

SOUTH Australia has the best bed-and-breakfast in the nation, as well as the best destination promotion for a tourism region.

However, those were the only two out of 27 categories won by SA at the Australian Tourism Awards, which were announced at a gala dinner in Alice Springs last night.

Adelaide Hills Country Cottages won the category for hosted accommodation.

Murraylands Tourism Marketing won the destination promotion category.

Both are previous Australian Tourism Award winners and each has won its respective category in the state tourism awards for the past three years.

Adelaide Hills Country Cottages at Oakbank is a 24-year-old business run by the Adcock family. The five cottages "provide guests with peace and tranquility", according to the national judges.

The judges' citation for Murraylands Tourism said: "It uses innovative, creative and cost-effective methods to raise awareness of the region and increase visitation."

SA Tourism Minister Jane Lomax-Smith said all finalists in the Australian Tourism Awards had first to win their respective state awards.

"Our entrants were up against some strong competition from

THE AWARD WINNERS

Australian Tourism Awards category winners (with SA finalists in brackets) included:

Luxury accommodation – Palazzo Versace, Queensland (Radisson Playford hotel, Adelaide)

Hosted accommodation – Adelaide Hills Country Cottages, SA

Major tourist attraction – National Museum of Australia, ACT (Kangaroo Island)

Major festival and event – Sydney New Year's Eve celebration 2003, NSW (Jacob's Creek Tour Down Under)

Significant festivals and events – Hahn Premium Race Week, Queensland (150th anniversary, Australia's first public railway, Goolwa)

around the country," she said. The category of major tourist attraction was won by the National Museum of Australia in Canberra. SA's finalist was Kangaroo Island.

The major festivals and events award was won by the Sydney New Year's Eve celebrations, beating SA's Jacob's Creek Tour Down Under bike race.

Yering Station Vineyards in Victoria beat Hollick Wines at Coonawarra to take out the tourism wineries award.

Ecotourism – Kingfisher Bay Resort and Village, Queensland (Birds Australia Gluepot Reserve, Riverland)

Major tour and transport operator – Fantasea Cruises, Queensland (Kangaroo Island SeaLink)

Adventure tourism – Harbor Jet Sydney, NSW (Temptation Sailing, Glenelg)

Destination promotion – Murraylands Tourism Marketing, SA

Tourism wineries – Yering Station Vineyards, Victoria (Hollick Wines, Coonawarra)

Tourism product marketing – National Capital Educational Tourism project, ACT (Clipsal 500 Adelaide motorsport carnival)

The luxury accommodation award was won by the opulent Palazzo Versace hotel in Brisbane. SA's entrant was the Radisson Playford hotel.

Queensland won nine national awards, New South Wales four, Victoria, Western Australia and the Australian Capital Territory three each, with two to SA and one to the Northern Territory.

Over the past four years, SA has averaged five or four national awards a year – following the embarrassing zero in 1999.