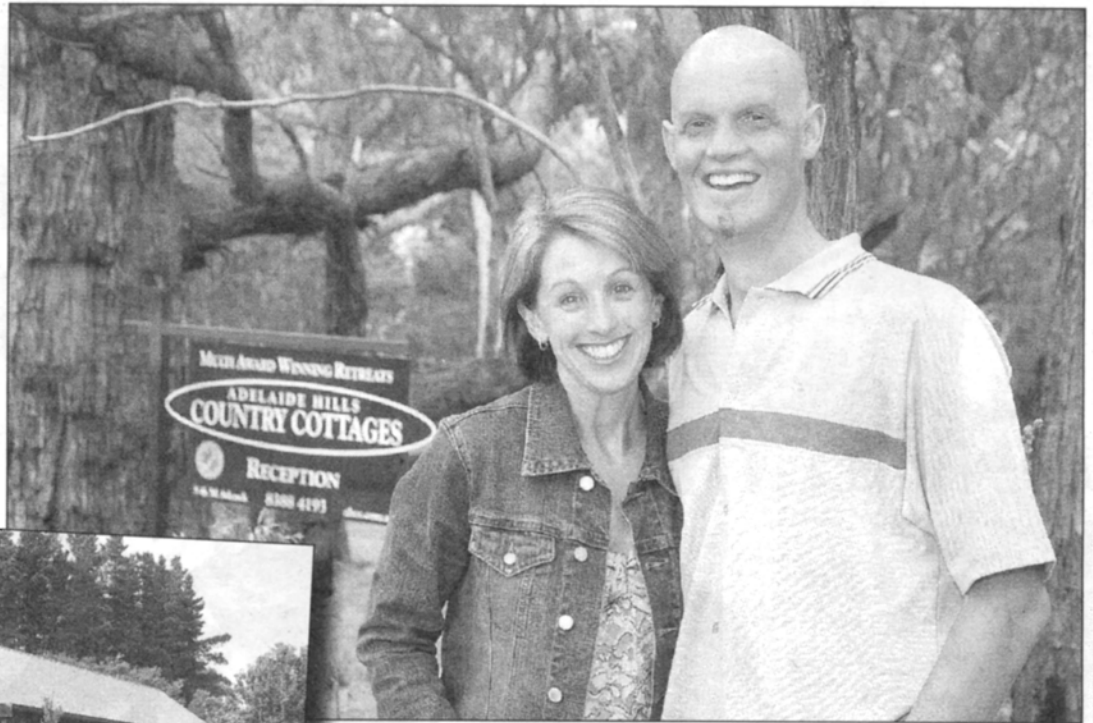
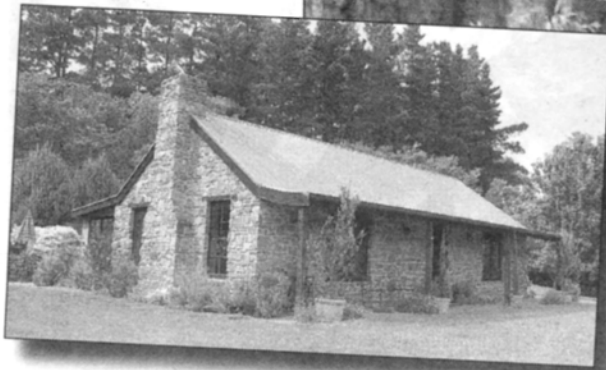


# Best beds in Australia

Cottages  
win  
third  
national  
tourism  
award



*ABOVE: Mandy and Steve Adcock attribute their latest success at the national tourism awards to the location and quality of their cottages and their personal service.*



*LEFT: One of the five award-winning Adelaide Hills Country Cottages declared the best hosted accommodation.*

The Adelaide Hills Country Cottages at Oakbank have been declared the best hosted accommodation in Australia.

The title is the icing on the cake for cottage owners Steve and Mandy Adcock after winning consecutive SA awards in 2002, 2003 and 2004.

They were one of only two SA winners at the Australian Tourism Awards announced in Alice Springs on Friday.

Murraylands Tourism Marketing collected an award in the promotion category.

Mr Adcock said it was a great honor to win a national award again after success in 1998 and 2003.

His parents Brenton and Gai Adcock started the business in 1980 with Apple Tree Cottage, one of the first

self-contained bed and breakfast establishments in SA.

They gradually added four more cottages on the 83ha property, all with distinctive themes.

They handed over the business to the next generation in 2000 and since then the young Adcocks have continued to win local, State and national awards.

## Repeat business

Steve Adcock attributed their success to location, personal service and quality of accommodation.

"Many people are first attracted by the views and beautiful scenery," he said.

"Then during their stay they enjoy the personal, friendly service we provide and appreciate the standard of the cottages."

Mr Adcock said nearly 40% of custom

was repeat business or referrals from friends.

"Some people keep coming back for anniversaries," he said.

Visitor numbers are nearly 1200 a year with 34% from interstate and about 9% from overseas.

SA Tourism Minister Jane Lomax-Smith accepted the award on the Adcocks' behalf because they were unable to attend the ceremony.

She said the awards played an important role in recognising and promoting excellence in the tourism industry.

"They continually raise the standard of local tourism businesses, provide a benchmark for best practice and generally provide a better SA experience," she said.