

News

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TASTY SPOT: Jacob's Cottage at Jacob's Creek Visitor Centre; the centre's restaurant will enter the South Australian Tourism Awards Hall of Fame.

Fame beckons for six winners

THE South Australian Tourism Awards have produced a six-pack of the very best – winners who go into the Hall of Fame after claiming their category three years in a row.

The awards honour the best but also help tourism operators to assess their own businesses and strive for excellence as they go through the extensive entry process.

Operators also receive feedback from judges on areas for improvement, as part of the South Australian Tourism Industry Council's efforts to ensure the highest possible standards across the sector.

All the winners now go into the national Qantas Tourism Awards. For the public, the awards are a good signpost to quality operators.

At a gala event at the Adelaide Convention Centre on Friday night, awards were presented in 29 categories to businesses and individuals.

Among the winners was Rodney Fox, who turned a horrific Great White shark attack into a lifelong affinity for the creatures that has ranged from filming them to shark cage dives and setting up the Rodney Fox Shark Experience Museum.

His award for Outstanding Contribution by an Individual is another honour in a remarkable career of a world authority on sharks.

Winners who entered the Hall of Fame were:

- **Indigenous Tourism** – Aboriginal Cultural Tours – Adajhdura Land, Yorke Peninsula. Guests gain a wealth of knowledge about Aboriginal culture, heritage and traditions.
- **Adventure Tourism** – Adventure Bay Charters. Offers some of South Australia's best water-based wildlife encounters. Port Lincoln-based, featuring interaction with Australian sea lions, Great White sharks and southern bluefin tuna.
- **Tourism Marketing** – Adelaide Convention Bureau. Destination SA 2011 presented the best experiences, products and services available within South Australia to the organisers of conventions, conferences, events and incentive travel groups.

- **Tourism Restaurant and Catering Services** – Jacob's Restaurant @ Jacob's Creek Visitor Centre. Within the Jacob's Creek Visitor Centre, the restaurant is open daily for lunch. Panoramic views of the vineyards and hills.
- **Tourist and Caravan Parks** – BIG4 Adelaide Shores Caravan Park. Great location on West Beach, lots of fun activities for kids, plenty of facilities such as pool and barbecues, and a choice of 108 cabins and 390 caravan or camping sites.
- **Qantas Award for Excellence in Sustainable Tourism** – Sinclair's Gully. Adelaide Hills advanced eco-certified cellar door, set in a candlebark forest, provides visitors with interpretive nature-based experiences, as well as wine tasting.

The other award winners were:

- **Major Tourist Attraction** – Adventure Bay Charters.
- **Tourist Attraction** – Hahndorf Farm Barn. An animal farm and wildlife park – experience farm shows, take a pony ride, milk a cow and bottle-feed lambs.
- **Major Festivals & Events** – Adelaide Fringe. The largest arts event in the southern hemisphere brings together more than 4000 artists. The economic impact of Fringe 2012 was \$48.2 million.
- **Festivals & Events** – Cellar Door Wine Festival Adelaide. Brings together more than 150 wineries from regional SA under one roof for a weekend.
- **Ecotourism** – Sinclair's Gully.
- **Heritage and Cultural Tourism** – West Terrace Cemetery. Remarkable human tales told through interpretive activities, cultural events, guided tours and self-guided trails.
- **Specialised Tourism Services** – Harbourtown Outlet Shopping Centre. The only shopping centre in South Australia developed specifically for the tourist market.
- **Visitor Information and Services** – Barossa Visitor Centre. Provides essential information to visitors and a wide range of other services.
- **Business Tourism** – Hilton Adelaide. The only hotel in the state able to host

500 delegates to meet, eat and sleep, all under one roof.

- **Major Tour and/or Transport Operator** – Outback Spirit Tours. Tours to Lake Eyre, Flinders Ranges, Eyre Peninsula and Kangaroo Island using all-terrain coaches.
- **Tour and/or Transport Operator** – Tour Barossa. A cost-effective, flexible, fun solution for touring the Barossa Valley and beyond.
- **Tourism Education and Training** – Australian Tourism College and Recruitment Centre. Nationally accredited training for the travel, tourism and hospitality industry.
- **Tourism Wineries, Distilleries and Breweries** – Pindarie Cellar Door. Family-friendly wine tasting experience in the Barossa Valley with gourmet lunches available.
- **Backpacker Accommodation** – Adelaide's Shakespeare Backpackers International Hostel. All the modern conveniences of a family home plus multilingual staff.
- **Hosted Accommodation** – Adelaide Hills Country Cottages. Five luxurious self-contained cottages set alongside apple orchards, lemon groves and grazing land.
- **Unique Accommodation** – Rawnsley Park Eco Villas. With spectacular views of Wilpena Pound, they provide the perfect base for exploring the Flinders Ranges.
- **Standard Accommodation** – Narnu Farm. Self-contained cottages and bunkhouse for family groups and school camps on Hindmarsh Island. Farm animal feeding, cow milking, horse riding, truck rides and more.
- **Deluxe Accommodation** – Emaroo Port Hughes. Luxurious accommodation catering for up to 10 people, a short stroll to South Beach and boat ramp.
- **Luxury Accommodation** – The Australasian Circa 1858. Overlooking Goolwa's wharf precinct, the renovated small private hotel offers five modern guest suites.
- **New Tourism Development** – Australia's Ultimate Ocean Safari, Adventure Bay Charters.
- **Excellence in Tourism by Local Government** – The Barossa Council. Key projects include The Barossa Visitor Centre, Barossa Cycle Tourism Strategy, Jack Bobridge Cycle Track, Angaston to Nuriootpa Shared Path Events, Barossa Events Strategy and the Destination Action Plan.
- **Excellence in South Australian Food Tourism** – Barossa Valley Cheese Company. The Cheesecellar in Angaston offers the opportunity to taste a delicious range of cheeses.