

Saturday, 1 March 2008

SA BOASTS AUSTRALIA'S BEST EVENT & LUXURY ACCOMMODATION

South Australia's **2007 Clipsal 500 Adelaide** was named Australia's best major festival & event and the Barossa's **The Louise** was named Australia's best luxury accommodation at the 2007 Qantas Australian Tourism Awards in Canberra last night.

The Clipsal 500 Adelaide, which is still celebrating record-breaking crowds at the 2008 event, triumphed over other top name events from around the country, including Queensland's Australian PGA Championship, the 2006 Melbourne Cup Carnival and last year's winner - the Sydney Royal Easter Show.

The Louise also beat tough competition from Western Australia's Cable Beach Club Resort, Sheraton on the Park Sydney, The Westin Melbourne and Peppers Spicers Peak Lodge in Queensland.

South Australia also received two commendations from the national judging panel, with the **Jacobs' Creek Visitor Centre** from the Barossa commended for its entry in the Tourism Wineries category and **Adventure Tours Australia Group** for its entry in the Major Tour &/or Transport Operators category.

Tourism Minister Jane Lomax-Smith says the Australian Tourism Awards recognise and promote excellence in the tourism industry.

"To be a finalist at the national level, entrants must first win a State tourism award in the same category, so our local entrants were up against some strong competition from around Australia," she says."

"This is a great result for the State and our winners should be very proud of their achievements. These wins will not only raise South Australia's profile in the Australian tourism industry but it also rewards each business' reputation for providing a quality tourism experience."

The South Australian Tourism Commission's former Chief Executive, **Bill Spurr** was also acknowledged among his peers for his outstanding contribution to tourism in South Australia.

The awards were announced at a gala presentation and dinner in Canberra last night, attended by Australia's key tourism operators and industry leaders.

2007 Clipsal 500 Adelaide- National Winner Major Festivals & Events

The Clipsal 500 Adelaide is a four-day event, combining Australia's largest motor sport festival with a diverse range of quality entertainment to create a carnival atmosphere across the city. The event is a round of the V8 Supercar Championship Series and is held on Adelaide's world-renowned 3.2km city street circuit. The 2007 race set a new national motor sport attendance record of 276,900 attendees, who reveled in the action-packed racing and entertainment program.

Contact: Andrew Daniels on 0412 843 830 or visit www.clipsal500.com.au

The Louise – National Winner Luxury Accommodation

The Louise is a luxury vineyard retreat that consistently exceeds the expectations of the sophisticated traveler. The retreat offers just 15 luxuriously appointed suites, each ideally situated to provide guests with complete

privacy and stunning views over the vineyards of the Barossa. Each suite has a soft contemporary look with inspired design and artworks, plus spacious ensuites, king-size beds, quality fittings and fixtures, ambient lighting and a private rear terrace.

Contact: Jim Carreker on 0425 267 127 or visit www.thelouise.com.au

Adventure Tours Australia Group (Major Tour &/or Transport Operators) – commendation

Contact: Ken Hart on 0407 223 333 or visit www.adventuretours.com.au

Jacob's Creek Visitor Centre (Tourism Wineries) – commendation

Contact: Elaine Ratcliffe on 0429 453 957 or visit www.jacobs creek.com