



SOUTHERN FLINDERS REGIONAL TOURISM AUTHORITY

Monday, 4 February 2013

2013 FLINDERS RANGES & OUTBACK TOURISM AWARDS

It has been around a decade since the last regional tourism awards program was held in the Flinders Ranges and Outback South Australia.

Now, these prestigious Awards return to recognise, reward and celebrate tourism excellence in the Flinders Ranges & Outback - the region's top tourism businesses are invited to enter the [2013 Flinders Ranges & Outback Tourism Awards](#) and nominations are open from today!

Tourism Development Manager Stephen Schwer said that he is extremely happy for the tourism and hospitality businesses around the region to have the opportunity to stand out in an awards program.

"I encourage all tourism operators to showcase their success and their commitment to excellence with experiences all visitors can have confidence in".

"We receive over one million tourists per year in the Flinders Ranges and Outback, with approximately 500,000 people staying at least one night in the region. Winning a tourism accolade can be seen as a valuable marketing advantage for tourism operators and a great endorsement of quality of the tourism experience", Mr Schwer said.

The Flinders Ranges and Outback Tourism Awards criteria is a 'light' version of the **South Australian Tourism Awards**, and encourages tourism operators to continue to help put the Flinders Ranges & Outback regions' best foot forward at State level. The process is submission-based and entrants are required to respond to a number of questions that cover all areas of the entrant's operation.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook said that the South Australian Tourism Awards are the pinnacle of excellence within the tourism industry; they reward innovation and foster best business practices by setting benchmarks for all tourism operators to aspire to.

"By nominating to enter the Flinders Ranges & Outback Tourism Awards, entrants begin a journey which gives their business structure exciting new opportunities for growth and recognition", he said.

Entry is open to all Flinders Ranges and Outback SA tourism operators. In total, there are 12 categories including festivals and events, visitor information services, tour and transport operators, accommodation, restaurants, food tourism operators and the prestigious 'Outstanding Contribution by an Individual'.

*"A unique collaboration between the Northern Areas Council,
District Council of Mt Remarkable, Port Pirie Regional Council, Regional Development Australia Yorke and Mid North, South
Australian Tourism Commission, National
Parks and Wildlife Service and the Southern Flinders Tourism and Tastes Association".*

Nominations close on 18 March and submissions are due 1 May. The Awards Presentation & Gala Dinner will be held on Saturday 15 June at the Northern Festival Centre in Port Pirie.

Sponsors are also being sought for the event. There is a wide range of benefits including exposure in marketing for the awards and promotion to tourism and hospitality businesses. We thank Southern Cross Television, Froling Enterprises and Golden North who have already committed their support as Gold Sponsors for the awards.

If you are interested in sponsoring this major regional tourism gala event please contact Anna Del Rio at Southern Flinders Regional Tourism Authority, by e-mail adelrio@southernflindersranges.com.au.

For more information on the categories and the nomination process please visit www.satourismawards.com.au.