



SEPPELTSFIELD VINEYARD COTTAGE

HALL OF FAME 2005, 2006, 2007
Hosted Accommodation

“As a new business we decided to enter four years ago to raise our profile in the tourism industry and to use the process to learn how we could improve our business and optimise our guests’ experiences. It motivates us to continue to strive to be innovative and excel in all we do for our guests.

“These awards are terrific marketing tools to use as third party endorsements for your business. The other real benefit is what you learn about yourself and your business when going through the application and judging process.

“Our raised profile and improved business practices, combined with increased innovation with regard to guest services...has resulted in increased yield for our business.”

- *Sharyn Rogers, Seppeltsfield Vineyard Cottage*



BENDLEBY RANGES

WINNER 2007
Adventure Tourism

“Last year (2006) we achieved a silver award, and with further development on our property, and after achieving national accreditation, we thought we could improve on last year’s outcome.

“The biggest benefits are that you have a current and relevant business plan, and appropriate procedures in place for all aspects of administration of the business.

“It is a form of quality assurance, (knowing) you have fulfilled all the requirements to run a business properly.”

- *Jane Luckraft, Bendley Ranges*



COUNCIL OF AUSTRALIAN SECONDARY TOURISM TEACHERS – SA chapter

WINNER 2007
Tourism Education & Training

“The process to achieve the award allowed the organisation to reflect and review its operations and to determine the effectiveness (and) change needed in certain areas.

“It allows a great opportunity to reflect, review and improve operations.”

- *Sue Melhuish, CASTT – SA*



BOOKABEE TOURS AUSTRALIA

WINNER 2007
Indigenous Tourism

“The process assisted Bookabee to develop a more concise picture of where we currently are in a business, financial and marketing sense.

“It was good to see that the hard work we have invested into the business is paying off and being acknowledged.”

- *Haydyn Bromley, Bookabee Tours Australia*



CLELAND WILDLIFE PARK

WINNER 2007
Tourist Attractions

“Winning the award was a wonderful acknowledgement of the hard work and dedication of the entire staff at Cleland Wildlife Park and their efforts at making the visitors experience to the Park one that they enjoy and remember for years to come.

“Going through the nomination process enabled us to better understand our business and continuously strive to improve.”

- *Geoff Underwood, Cleland Wildlife Park*



NOVOTEL BAROSSA VALLEY RESORT

WINNER 2007

Meetings & Business Tourism

“Such a fabulous recognition of the efforts made by our team at the Novotel Barossa Valley Resort to consistently raise the bar in every aspect of our operation – from customer service to our regional cuisine and wine.

“The process assisted in looking at our business with a magnifying glass and while it’s always great to celebrate those areas that we excel at, it is also crucial to look at areas that we can continually improve through innovation.

“This is not an exercise to be undertaken simply to win. It’s an exercise to look at what you are doing do that you can keep winning in all areas of your operation.”

- *Emily Howard, Novotel Barossa Valley Resort*



MUST @ COONAWARRA

WINNER 2007
New Tourism Development

“This award provides recognition of the planning and innovation put into design, construction, operation and success of the business and is extremely rewarding and motivating for us.

“Having the South Australian Tourism Award logo on our marketing material has now provided the business with a nationally recognised and credible logo that provides us with invaluable exposure to the media, current and future customers.

“...Entering the South Australian Tourism Awards is a worthwhile, rewarding and educational experience. Being...a business that excels in its field is one of the best possible ways to promote the product you are selling.

“Both website and phone enquiries have increased as a direct result of our success in the Tourism Awards and naturally have converted into more bookings...feedback from guests tell us this (publicity) is where they heard about our business and made a decision to contact us.”

- *Brian Carey. Must @ Coonawarra*



ADELAIDE SHORES

CARAVAN PARK: Winner 2007 & Hall Of Fame 2003, 2004, 2005
Tourist & Caravan Parks

HOLIDAY VILLAGE: Winner 2007 & Hall Of Fame 2004, 2005, 2006
Deluxe Accommodation

“The benefit to our business from entering the South Australian Tourism Awards is two fold.

“Firstly, the process ensures that each year we examine our business’ performance and progress. Taking the time to examine the business as a whole is critical to its success. Secondly, the judge’s site visit provides an impartial, industry perspective on the quality of our customer service and facilities.

“When we are successful in winning a South Australian Tourism Award it demonstrates that we are managing our business well and providing our loyal guests with the highest standard of customer service. An award also provides recognition and reward for the good work of our staff.”

- *Gareth Smith, Adelaide Shores*



THE LOUISE

WINNER 2007
Luxury Accommodation

“(Our award win means) acknowledgement of the upgrades to our product and affirmative positioning in our desired targeted top end market.

“Made us look closely at what we had achieved in a short period of time and tighten up reporting systems that are ongoing and beneficial for the business.

“A worthwhile discipline to review your business operations and plans from some very key angles.”

- Penny Rafferty, *The Louise*



SURF & SUN

WINNER 2007

Tour &/or Transport Operator

“(Our award win means) some recognition and an excellent marketing tool to leverage off and a standard that our staff can be proud of.

“(The process is) a marketing exercise and a way of evaluating what we have achieved each year.”

- *Luke Talbot-Male, Surf & Sun*



RECHARGE ON THE RIVER MURRAY

WINNER 2007
Tourism Marketing

“Fantastic to get recognition for our recharge campaign, particularly at this time when the river is extremely topical. On a personal level it is fantastic to receive acknowledgement on our marketing expertise at a state level...

“(The process) makes you stop and analyse the result of the campaign and puts us in a better position to plan future campaign activities. (As well as) increasing awareness of the recharge campaign.

“I encourage operators to use the opportunity to review their business plans and track their performance.”

- Caroline Phillips – Murraylands Tourism Marketing