

MEDIA RELEASE

30 July 2010

2010 Cradle Coast Regional Tourism Award winners announced

Fourteen winners have been announced in the *2010 Cradle Coast Regional Tourism Awards* covering a range of accommodation, experiences, events and personal contributions to the tourism industry in North West and Western Tasmania. The inaugural Awards were organised by the Cradle Coast Authority tourism team to recognise tourism excellence in the region and encourage participation in State and National competitions.

The winners were revealed at the *Cradle Coast Regional Tourism Forum* dinner held in Ulverstone on 29 July and attended by more than 160 industry representatives. Award winner and commendation presentations were made by special guests including the CEO of Tourism Tasmania, Felicia Mariani, and the Federal Minister for Tourism, Hon Martin Ferguson. The winners were each presented with a framed award in recognition of their achievement plus will receive acknowledgement in the Western Wilderness or North West Tasmanian visitor guide and be nominated for the State Tourism Awards.

An independent judging panel, lead by Rod Stendrup, took five weeks to assess the 60 entries received. Assessments included visits to accommodation, tourism experiences and operators entered in the Awards plus a review of references. Entries were open to all tourism and associated businesses located within, or actively operating in, the Cradle Coast region.

The 2010 *Cradle Coast Advocate Newspaper Regional Tourism Award* winners are:

Category: Bed & Breakfast / Boutique Accommodation

Winner – *Eagles Nest Retreat, Sheffield*

Certificate of Commendation – *Harbour Houses, Boat Harbour*

Category: Hotel / Motel Accommodation

Winner - *Cradle Mountain Chateau, Cradle Mountain*

Category: Caravan Parks

Winner - *Stanley Cabin and Tourist Park, Stanley*

Category: Tourism Restaurant

Winner – *The Old Cable Station Restaurant, Stanley*

Category: Family Experiences and Attractions

Winner - *Tasmazia, Promised Land*

Category: Experiences and Attractions

Winner - *West Coast Wilderness Railway, Queenstown/Strahan*

Category: Tour Operators

Winner – *Gordon River Cruises, Strahan*

Certificate of Commendation – *Murrays Day Out, Devonport*

Category: Visitor Information and Services

Winner – *The Devonport Visitor Centre, Devonport*

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Category: Events

Winner – *2010 Australian Inflatable Rescue Boat Championships (Penguin Surf Life Saving Club), Penguin*

Category: Festivals

Winner – *Steamfest (Redwater Creek Steam and Heritage Society), Sheffield*

Category: Sustainable Tourism

Winner – *Corinna Wilderness Experience, Corinna*

Category: Young Achiever

Winner – *Stephanie Nissen (West Coast Visitor Information Centre)*

Category: Contribution by an Individual to Local Tourism

Winner – *Jason Clare (Circular Head Tourism Association)*

Category: Contribution to Local Tourism

Winners – *Waine and Sharon Witbread (Wilmot Produce Market)*

End...

Photos of Award winners are available by calling Amanda Wilson on 6431 6285.

Cradle Coast tourism works with the tourism and associated industries, councils, state government and visitor centres to create a regional tourism sector that delivers economic, social and environmental benefits to the Cradle Coast.

Cradle Coast tourism is a unit of the Cradle Coast Authority.

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