
MEDIA RELEASE

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QANTAS AUSTRALIAN TOURISM AWARDS FINALISTS ANNOUNCED!

The National Tourism Alliance has formally announced the finalists for the 2011 **Qantas Australian Tourism Awards**.

Juliana Payne, NTA CEO, said "we congratulate the [189 outstanding tourism operators](#) from around Australia that have won their state or territory Awards and are now competing at the national level.

This year we will be introducing Gold (Winner), Silver and Bronze Awards to recognise and encourage the high standard of entrants.

We are also pleased to launch the new Australian Tourism Awards website - www.australianaward.com.au, which provides the medium for greater promotion of finalists and winners including web images and social media initiatives.

To deliver even wider exposure to consumers Tourism Australia will be integrating winners images, operator info and website links into the "There's Nothing Like Australia" website."

Tourism Australia has had a long-term association with the Awards and Managing Director Andrew McEvoy said this year's awards finalists again accurately reflect the high quality of tourism product and experiences that together attract larger numbers of international and domestic visitors to experience Australia.

"There is nothing like Australia and our direct association with the Awards includes providing an ideal platform to promote some of our truly world leading tourism offerings," Mr McEvoy said.

The **Qantas Australian Tourism Awards** are being held at the Cairns Convention Centre on Friday 2nd March, 2012.

Group Executive Qantas Airlines Commercial, Rob Gurney, said Qantas was pleased to continue its sponsorship of the awards – and would this year host a special sustainable tourism summit on the day of the event in Cairns.

"Support for Australian tourism has always been a vital part of Qantas' role as the national carrier.

"We carry millions of tourists to and within Australia each year and help market Australia's world-class tourism experiences through our partnerships with Tourism Australia and the state tourism organisations.



"We look forward to recognising the very best of Australia's tourism operators in 2012. In addition, on 2nd March, we will convene the Qantas Sustainable Tourism Summit, a one-day conference looking at the challenges and opportunities of the low-carbon economy for tourism businesses. This event will bring together policymakers and business leaders to identify how Australian tourism can gain a competitive edge by developing genuinely sustainable tourism experiences and marketing them effectively."

Finalists for the Qantas Australian Tourism Awards are drawn from the State and Territory Tourism Awards across 27 categories. The Australian Tourism Awards have been operating since 1985 – and are the industry's peak awards program.

Tickets for the **Qantas Australian Tourism Awards** are on sale now and can be purchased on www.australiantourismawards.com.au

For further information and a list of finalists www.australiantourismawards.com.au

The Qantas Australian Tourism Awards are proudly supported by the Queensland Government through Events Queensland.

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