



MEDIA RELEASE

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NOMINATIONS OPEN FOR THE WHITSUNDAYS TOURISM AWARDS 2016

Nominations are now open for 2016's Whitsundays Tourism Awards, the premier tourism industry event in the region.

The Awards, to be held 29 October 2016 at Cape Gloucester Eco Resort, will recognise growth in tourism product and services, while celebrating achievements in innovation, marketing and business planning.

Tourism Whitsundays' CEO, Mr Craig Turner, said the Awards are an opportunity for local businesses to be recognised by their peers.

"Whitsundays businesses have the chance to win bronze, silver and gold titles in categories such as Best Tourist Attraction, Best New Tourism Business and Best Accommodation," he said.

"The Awards are also a great night out and an occasion for the industry to recognise their staff for their excellent work."

Established to pay tribute to the enormous contribution made by the region's tourism operators and service providers, the Awards aim to encourage excellence in the industry.

Nominations will close on Friday 17 June at 5pm, while full entry submissions for each nomination are due Friday 19 August.

Nomination and entry into the Whitsundays Tourism and Business Awards is free for Tourism Whitsundays members.

Tourism Whitsundays needs to receive a minimum number of nominations for the event to go ahead, so get your nominations in now.

This year, the categories have been aligned to the Queensland Tourism Awards, which means entrants can use the same submission when entering the state awards.

Please note that while the Hall of Fame award from previous years will remain a part of this year's awards, the restriction to not be able to nominate in the following year has been removed. There are new Non-Tourism Business categories for those businesses that are not directly related to the tourism industry.

As the awards are aligned to state and national judging criteria, the stringent judging process helps businesses owners review and evaluate their business and strive for best practice.

For those interested in brushing up on their submission writing skills, Tourism Whitsundays will be holding a Tourism Award Submission Writing Workshop on 16 June. Contact the team on the details below for more information.

And there are a number of sponsorship opportunities available for those tourism businesses interested in increasing their exposure on the night.

To learn more about the categories and nomination information, visit the Whitsundays Business Events website at www.whitsundaysbusinessevents.com.au

If you have any other queries about the event, please contact the Tourism Whitsundays team on (07) 4948 5900 or email support@tourismwhitsundays.com.au

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