

PRESS RELEASE – 6<sup>th</sup> November 2007



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## **Margaret River Does it Again – 2007 WA TOURISM AWARDS**

The Augusta Margaret River Tourism Association (AMRTA) is thrilled to announce that it was a category winner at the 2007 WA Tourism Awards held at the Burswood Casino on Saturday 3<sup>rd</sup> November.

In the category for Visitor Information and Services the AMRTA competed against ten nominees and was thrilled to outshine the competition. AMRTA CEO Francine Burton was delighted to accept the award.

"It is fantastic to see such a high calibre of contenders for this award as it illustrates the quality of tourism product in the industry. We see it as a real honour to be recognised as a benchmark Visitor Centre in Western Australia".

The AMRTA was awarded medals in two other categories; a gold medal for the Sir David Brand Award for Tourism and a silver for Tourist Attraction.

These achievements follow the AMRTA's awards in the 2006 Western Australian Tourism Awards for General Tourism Services - Visitor Centres and Destination Promotion, as well as awards in 2005, 2004 and 2003.

In recognition of the AMRTA's past achievements the AMRTA was inducted into the WA Tourism Awards Hall of Fame for Destination Promotion in 2007. It will also be inducted into the Hall of Fame for Visitor Information and Services in 2008 after winning the award for the third time in 2007.

The WA Tourism Awards Hall of Fame recognises those for outstanding commitment and innovative leadership in the hotly-contested and fiercely competitive tourism industry.

The AMRTA shared its success with a large number of operators from the Margaret River Region who collectively stole the night. Of the staggering 20 finalists that the Margaret River Wine Region boasted in this year's awards, four were category winners and an impressive 16 medals were handed out to 13 winners.

Designed as a means of improving the tourism industry, the WA Tourism Awards have played a major role in assisting the industry to strive for excellence since 1972.

### **WINNERS**

Augusta-Margaret River Tourism Association – Visitor Information and Services  
Watershed Premium Wines – Tourism Restaurants & Catering Services  
Xanadu Wines - Tourism Wineries  
Rosewood Guesthouse – Hosted Accommodation

### **GOLD MEDALLISTS**

Augusta-Margaret River Tourism Association – Sir David Brand Award  
Chandeliers on Abbey – New Tourism Development  
Cowaramup Brewing Company – New Tourism Development

Moondance Lodge – Unique Accommodation  
Palandri Wines – Tourism Retailing  
Watershed Premium Wines – Tourism Wineries  
Weddings at Geographe Bay – Specialised Tourism Services  
Wine for Dudes – Tour and/or Transport Operators

#### SILVER MEDALLISTS

Augusta-Margaret River Tourism Association – Tourist Attractions  
Yallingup Lodge Spa Retreat – Hosted Accommodation  
Forte Leeuwin Apartments – Deluxe Accommodation  
Palandri Wines - Tourism Wineries  
Redgate Beach Escape – Deluxe Accommodation  
Seashells Caves House – Heritage & Cultural Tourism

#### BRONZE MEDALLISTS

Margaret River Temptations – Tourism Marketing

#### FINALISTS

Brian Love – Facet Golden Guide

**ENDS**

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