
AMRTA TAKES NATIONAL TITLE FOR THE SECOND TIME

The Augusta Margaret River Tourism Association has won the highly prestigious Australian Tourism Awards national title for Visitor Information Services for the second consecutive year, firmly establishing its innovative approach to excellence in tourism as the best in Australia.

AMRTA Chief Executive Officer Francine Errico and Business Development Manager Tracy Barr attended the Awards Ceremony in Melbourne on Friday night, along with over 1000 guests from the tourism industry across Australia. Federal Tourism Minister, Hon Martin Ferguson AM MP was present at the event, as were the tourism ministers for each of the states, including Hon Dr Liz Constable MLA from Western Australia.

The AMRTA was one of five WA recipients of these National Awards and one of two finalists from the Margaret River region.

Mrs Errico said it was a tremendous honour to receive this award for the second time as it gave recognition and paid tribute to the tireless efforts of the Association, its staff and management in providing the best tourist information services in Australia.

The AMRTA represented WA after winning the state awards in November 2008 and had strong competition at the National level from State and Territory winners including: Brisbane Visitor Information and Booking Centre, Canberra and Region Visitor Centre, Clarence River Tourism, Geelong Visitor Information Centres, Goolwa Visitor Information Centre, Tasmanian Travel and Information Centre and Tourism Top End.

Mrs Errico said providing tourism services was one of the major objectives of the Association, and to be bestowed with this award was recognition that not only were they doing a great job, but they were the best in Australia and with a model which others were already seeking to follow.

“The AMRTA is one of the few non-government funded not for profit visitor servicing organisations in Australia and has built its organisation on independent income streams, and is proud to be able to invest this back into its attractions, regional marketing and visitor information services.”

“This award recognises not just the service we provide to visitors via our two visitor centres, Margaret River and Augusta, but also our innovative approach to fostering excellence in tourism, developing initiatives and maximising the benefits of tourism, not just for the Association and its 500 members, but also for the region as a whole.”

“Our model is unique, effective and admired by the tourism industry and we can only thank our founding members, and the efforts of previous committees, management and staff in putting the building blocks in place for what we have today.”

“The staff at the AMRTA are our greatest assets and their passion and commitment to visitor servicing has enabled us to win this intensely competitive and highly regarded award”.

Ms Errico said the Committee of Management had embraced a culture of change, resulting in improved services and promotion of the region and was committed to working with its members and

community to become far more pro active in this ever changing, challenging and competitive world of tourism.

“The winners of the 25 Australian Tourism Awards reminds us of the quality of product, service and choice Australia has to offer international, Eastern States and local tourism markets, and that Margaret River needs always to remain in the forefront of this competitive environment. We continually need to change, develop and reinvent ourselves, our products and our region in order to survive the market place.”

Mrs Errico also sent her congratulations to The Natural Olive Oil Soap Factory, who were also representing Margaret River, for their amazing achievement to make it to the finals for their new tourism business.

For further information please contact

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