
CowParade will now take on Australia

CowParade Margaret River was awarded the title of Western Australia's best 'Major Festival and Event' at the 2010 WA Tourism Awards on Saturday 20th November at the Burswood Entertainment Complex.

This spectacularly wacky and innovative event concept generated a vast amount of publicity around the world. The gold medal adds to the success of an event that attracted more than 65,000 people to the Margaret River region, increased visitor length of stay and raised \$437,000 for charities, local community groups and regional special projects.

Augusta Margaret River Tourism Association (AMRTA) Event Manager Sharon Batley accepted the award.

"I would like to thank the entire team at the AMRTA and the Steering Committee for working together to make the event a reality. CowParade wouldn't have been possible without the support of over 70 sponsors, partners and host venues, including Eventscorp, TQUAL and Royalties for Regions."

"More than 100 talented artists created 85 pieces of moovellous cow art that was enjoyed by the many visitors who explored the Cow Trail and made CowParade such a remarkable success. CowParade was an incredible destination marketing initiative that not only promoted Margaret River but the state of Western Australia" said Ms Batley.

The evening was a great night for the AMRTA. In addition to CowParade gold the AMRTA collected silver in Tourism Marketing and bronze in the Ecotourism category for Wildflower Tours Margaret River.

There were two other local operators who won the highest accolade in their categories. The Natural Olive Oil and Soap Factory was awarded the gold medal for Specialised Tourism Services and Sean Blocksidge from Margaret River Discovery Company was recognised as the 2010 FACET Golden Guide.

The Margaret River Discovery Company is currently rated as the number one tour experience in all Australia on the popular Tripadvisor website. "I am honoured to be named the 2010 FACET Golden Guide and humbled to join the elite group of previous winners who are dedicated to providing outstanding tourism experiences" said Mr Blocksidge.

The Geographe Bay Tourism Association was awarded gold in the category of Tourism Marketing.

AMRTA CEO Simon Ambrose commended all local nominees and winners. "The Margaret River region was extremely well represented at the 2010 awards with medal winners from a range of categories that reflect the diversity of experiences available. I encourage all operators in the region to strive for success to ensure that we maintain the world-class tourism product that the region represents" said Mr Ambrose.

The AMRTA would like to congratulate all of the other medal winners from the Margaret River region, including Wine for Dudes, Saracen Estates incorporating Duckstein Brewery, Injidup Spa Retreat, Wildwood Valley Villa and Cottages, Forest Rise Eco Retreat, Jarrah Grove Retreat, Smiths Beach Resort and Veolia Transport (South West Coachlines). Congratulations to all of the other nominees from the region.

All category winners from Saturday night's awards now progress to the QANTAS Australian Tourism Awards which will be held in Perth in March 2011.

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