

**MEDIA STATEMENT**  
**18<sup>TH</sup> APRIL 2010**

### **Perth to host 2010 Qantas Australian Tourism Awards**

In a major coup for the tourism industry in Western Australia, the National Tourism Alliance (NTA) today announced that Tourism Council WA (TCWA) had won the rights to host the 2010 Qantas Australian Tourism Awards.

The National Awards Gala Dinner, which is the preeminent industry event, will be held on the 11<sup>th</sup> March 2011 at the Burswood Entertainment Complex. The Awards were last held in Perth in 2004.

Graham Moss, Chief Executive Officer of Tourism Council WA, said that he was “absolutely delighted that the Awards would be held in Western Australia”.

He said “this will be a huge boost for the tourism industry in this state and provide a great opportunity for Western Australia to showcase its diverse range of tourism experiences to the rest of Australia”.

Mr. Moss said that “TCWA had entered into a partnership with the NTA to stage the Awards Gala Dinner which will attract some 700 interstate visitors together with 300 Western Australian tourism operators.” He said that “TCWA would build on the success of past WA Awards to ensure that they deliver the best ever National Tourism Awards”.

Mr. Moss said that “the Awards recognised, at a State and National level, those tourism businesses that deliver excellence in tourism experiences – they are the best of the best.”

The winners of each of the 26 Categories in the State and Territory Tourism Awards vie for the prestige of winning the National Award”.

Moss acknowledged the financial support from Tourism WA which helped secure the Awards for Western Australia.

“To complement the staging of the Awards Gala Dinner in Perth, tour packages will be developed to enable interstate attendees to extend their stay and sample the magnificent tourism experiences WA has to offer. This will further strengthen Tourism WA’s Experience Extraordinary brand campaign and the Government of WA should be congratulated on supporting Tourism Council WA’s bid to secure the industry’s major tourism event” said Moss.

Moss urged all Western Australian tourism operators to enter the 2010 WA Tourism Awards to give themselves every opportunity to represent Western Australia at the National Awards being held on home soil.

He said that “participating in both the state and national Tourism Awards provided tourism businesses with wonderful marketing opportunities. In recent years tourism businesses such as Faraway Bay Bush Camp, Cafe Pronto, Kooljaman at Cape Leveque, Augusta Margaret River Tourism Association, Seashells Resort Broome and North Star Cruises, who have been Qantas Australian Tourism Award winners, had benefited enormously from the exposure that comes from the Awards.”

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