

## **FINALISTS ANNOUNCED FOR THE 2011 NSW TOURISM AWARDS**

11 October 2011

Destination NSW Chief Executive Officer, Sandra Chipchase today congratulated the finalists of the 2011 NSW Tourism Awards.

“The Awards add tremendous value in highlighting the quality and diversity of tourism attractions and experiences in NSW and I congratulate all the finalists in their individual categories,” Ms Chipchase said.

Ms Chipchase said there were an unprecedented number of nominations in 2011 - proving that NSW is at the forefront of tourism.

“With strong representation in all categories, it was particularly pleasing to see so many finalists from regional NSW,” Ms Chipchase said.

Now in their 22<sup>nd</sup> year, the NSW Tourism Awards are presented by the Tourism Industry Council NSW, with Destination NSW as the major sponsor.

Ken Corbett, Chairman of the Tourism Industry Council NSW congratulated the finalists who have demonstrated continued contribution to tourism and reflect the diversity of tourism in NSW.

“Tourists come in many forms, including the holiday maker, the backpacker, the convention delegate, the festival attendee, the international student, and people visiting friends and relatives. The categories cover all the products and services across the industry,” Mr Corbett said.

Ms Chipchase said NSW tourism businesses play an important role in strengthening the NSW economy.

“The industry contributes more than \$19.7 billion per year in overnight visitor expenditure to the NSW economy – which is more than any other state in Australia.

“The industry directly employs 160,300 people with almost half of those tourism jobs are in regional areas - which is why it is vital to acknowledge the operators and individuals in the industry,” she said.

The NSW Tourism Awards are a submission and inspection-based competition and have 30 categories across the industry.

Winners of the 2011 NSW Tourism Awards will be announced at a gala ceremony on Thursday 17 November at the Parkside Ballroom, Sydney Convention & Exhibition Centre.

For more information on the award finalists and to purchase tickets to the ceremony visit <http://www.nswtourismawards.com.au/>