



Hon. George Souris M.P
Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

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Minister Launches 2012 NSW Tourism Awards

Minister for Tourism and Major Events, George Souris, today urged tourism operators across the State to vie for a share of the glory in the 2012 NSW Tourism Awards.

Mr Souris made the comment at the launch of the Tourism Industry Council's NSW Tourism Awards today, held annually to celebrate tourism businesses that demonstrate outstanding achievement and success throughout the year.

"These awards acknowledge the high quality and diversity of the NSW tourism industry," Mr Souris said.

"The Tourism Awards are great news for the thousands of tourism industry operators across NSW because it helps grow consumer confidence in the industry."

"They also shine the light on exceptional operators who are focussed on constantly improving their product, which ultimately reflects on their business bottom-line."

"Last year's State award winners, including attractions, tour and transport operators, accommodation providers, events and new tourism developments, went on to compete successfully in the National Awards earlier this year."

"We are very proud that NSW made a clean sweep of Australian Tourism Awards last year with a record 11 gold, six silver and three bronze medals."

"These awards recognise the quality, vitality and determination of operators and individuals in this industry who want to keep this State number one for tourism."

"I urge operators and individuals from across the industry to enter the awards – not only to reap the rewards that they offer but also to boost our global reputation for world-class tourism."

Mr Souris commended the Tourism Industry Council of NSW for again managing the awards this year and said that Destination NSW is pleased to be the Official Sponsor of the Awards.

"Destination NSW is committed to working in partnership with the industry and its peak bodies such as the Tourism Industry Council of NSW. Through strong partnerships with industry we are delivering on the objectives of doubling tourism expenditure for NSW by 2020," Mr Souris said.

For more information on the NSW Tourism Awards go to
www.nswtourismawards.com.au