



MEDIA RELEASE

Issued Day, date month 2009

Awards night future in the balance

Townsville Enterprise encourages every tourism business in the region to put up their hands for a chance to win a North Queensland Tourism Award. Nominations are open to all operators – not just Townsville Enterprise members – for the first time in history of the awards.

Nominations close this Friday and tourism operators are urged to nominate or risk missing out altogether.

Townsville Enterprise Chief Executive Officer Trevor Goldstone said nominations for the awards are coming in but we really need to see more to keep this event a major tourism industry function.

“For the North Queensland Tourism Awards to have any significance, for winning an award to mean something, we need our categories to be hotly contested by a variety of operators.”

“There’s no shortage of quality operators in the region – but unfortunately we are seeing a shortage of nominations. The deadline for nominating is this Friday – if we’re not satisfied with the number of people entering this week, we’ll be considering the future of the event.”

“We are determined to ensure the future of the awards event which is considered both the most prestigious form of recognition for local tourism operators and a benchmark business event for the region.”

“We have taken feedback from operators and sponsors of previous awards on board – and we will be producing an event that showcases our region’s fantastic, diverse range of quality tourism products, but it’s only possible for us to meet this aim if we get enough participation from nominees. We’ve opened nominations to everybody for that reason – we want to be drawing from as big a pool of talent as possible.”

“Writing a submission for these awards will require some effort – but everybody who has put in the time and energy will tell you that it’s a rewarding process for looking at your business – and the prospect of recognition in the shape of an award is a great motivation.”

“It’s also great preparation for the Queensland Tourism Awards – where operators from our region have experienced terrific success in the last two years. Our categories mirror those of the state and national awards.”

“There are many categories to choose from and we can assure entrants that their submissions will be considered on merit by our expert panel of judges,” Mr Goldstone said.

Nomination forms are available online at www.northqueenslandtourismawards.com.au.

List of Categories:

- Major Tourist Attractions
- Tourist Attractions
- Major Festivals and Events
- Festivals and Events
- Ecotourism
- Heritage and Cultural Tourism
- Indigenous Tourism
- Specialised Tourism Services
- Visitor Information and Services
- Meetings and Business Tourism
- Major Tour and Transport Operators
- Tour and Transport Operators
- Adventure Tourism
- Tourism Marketing
- Tourism Education and Training
- Tourism Restaurants and Catering Services
- Tourism Wineries, Distilleries and Boutique Breweries
- Tourist and Caravan Parks
- Backpacker Accommodation
- Hosted Accommodation
- Unique Accommodation
- Standard Accommodation
- Deluxe Accommodation
- Luxury Accommodation
- New Tourism Development
- Award for Excellence in Sustainable Tourism

ENDS

For more information contact Nathan Campbell on (07) 4726 2753 or 0434 182 765

