

Thursday 31 March 2011

## Chance to shine for Melbourne's tourism heroes

Melbourne's tourism heroes have their chance to shine and enter the 2011 RACV Victorian Tourism Awards which opened today (31 March).

Melbourne will be hoping to build on last year's awards success, where some of the winners included the Suzuki Night Market in the Festivals and Events category, Bunyip Tours in the Tour and/or Transport Operators category, Holmesglen Tourism/Event & Hospitality Programs in the Tourism Education and Training category, and the Alto Hotel on Bourke who received the Qantas Award for Excellence in Sustainable Tourism. Bunyip Tours and Holmesglen were also inducted into the Victorian Tourism Awards Hall of Fame.

Tourism Victoria Chief Executive Mark Stone encouraged local tourism operators to enter one of the 27 business and 3 individual award categories.

"These awards showcase the fine work of Victorian tourism operators while providing participants with practical assistance - through workshops and mentorships - to help them build on their success and achieve a competitive and marketable edge," said Mr Stone.

Interested businesses can learn more at one of the Preparatory Workshops being held throughout May. See the [Victorian Tourism Awards website](#) for locations and dates.

Award winners go on to represent Victoria at the national Qantas Australian Tourism Awards.

Four Victorian Tourism Awards winners replicated their state success at the recent national Qantas Australian Tourism Awards, and Holmesglen were Highly Commended.

RACV General Manager Tourism and Travel, Neil James said that these awards contribute towards a successful and vibrant tourism industry and have significant benefits for entrants.

"The RACV's platinum partnership strengthens RACV's long held ties with the Victorian tourism industry. Winners receive year round marketing benefits including the opportunity to tap into RACV's 1.4 million circulation monthly members magazine *RoyalAuto* and on our website".

"Last year we introduced the RACV People's Choice Award for Guest Satisfaction and the RACV People's Choice Award for Service, which encourage the public to participate in the awards process while providing fantastic exposure for nominees and winners," Mr James said.

The awards are an online submission and site visit based competition for all tourism businesses and industry suppliers based in Victoria.

Submissions for business categories are due on Friday 12 August and submissions for the individual categories are due on Friday 23 September 2011. The awards process will culminate in a presentation and gala ceremony to be held on Monday 14 November 2011 at Crown.

The 2011 RACV Victorian Tourism Awards are proudly delivered by Tourism Victoria in collaboration with RACV and Victoria Tourism Industry Council.

For more information on new editorial and marketing benefits for winners, support for entrants, key program and workshop dates visit [victoriantourismawards.com.au](http://victoriantourismawards.com.au)

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