

Thursday 31 March 2011

## Chance to shine for Yarra Valley's tourism heroes

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

The region will be hoping to build on last year's awards success, which saw Rochford – Yarra Valley win the Tourism Wineries, Distilleries and Boutique Breweries category and Myers Creek Cascades win the RACV People's Choice Award for Service.

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.

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)

For further information contact Chaz Sarathchandra, Corporate Communications – 9653 9881