

Thursday, 30 June 2011

People power at the RACV Victorian Tourism Awards

The 2011 RACV Victorian Tourism Awards revs into gear as Victorians are once again invited to help determine the winners of the two "People's Choice" categories.

Voting is simple, but the rewards are great.

Just by voting online for their favourite Victorian accommodation provider for guest satisfaction or for service, consumers will have the chance to win one of one of seven \$500 RACV Cruises and Tours Travel Vouchers* and one \$1000 RACV Cruises and Tours Travel Voucher*.

Last year's worthy winners were Abalina Cottages in Bright (Guest Satisfaction Award) and Myers Creek Cascades cottages in Healesville (Service Award).

This year's victors will be announced at the gala awards night at Crown in Melbourne on November 14 – the premier night in the Victorian tourism industry calendar.

The guest review facility at racv.com.au/travel is designed to help holidaymakers decide which accommodation is best for them by reading independent property ratings from fellow travellers.

RACV Tourism and Travel general manager Neil James said increasingly people are looking for independent reviews to verify their choices.

"People want to make informed decisions about their choice of accommodation to ensure that they have the holiday experience they were looking for, whether that's at a caravan park or a five-star resort," said Mr James.

RACV's online review process asks guests to rate the property in six areas: cleanliness, facilities, service, atmosphere, location and value.

Tourism Victoria Acting Chief Executive John Dalton said he was pleased to have RACV as the platinum partner of the awards. The partnership strengthens RACV's long held ties with the tourism industry.

"The RACV Victorian Tourism Awards celebrate and promote leading businesses and individuals for their contribution to the Victorian tourism industry, and award winners benefit from tapping into RACV's 1.4 million circulation monthly members magazine *RoyalAuto* and other year round marketing opportunities with the Herald Sun and 3AW," said Mr Dalton.

To find out more about the 2011 RACV Victorian Tourism Awards go to victoriantourismawards.com.au

* Full terms and conditions of the campaign are available at racv.com.au/travel