



# Media release

**The Hon Louise Asher MP**

Minister for Innovation, Services and Small Business  
Minister for Tourism and Major Events

Monday 14 November 2011

## Coalition congratulates winners of the RACV Victorian Tourism Awards

Minister for Tourism and Major Events Louise Asher tonight joined Victorian tourism and business operators as they celebrated their achievements at the industry's night of nights; the 2011 RACV Victorian Tourism Awards at Crown in Melbourne.

Speaking at the ceremony, Ms Asher said this year's awards had attracted a record 140 entrants across 32 categories, which was a testament to the breadth of tourism excellence on offer across Melbourne and regional Victoria.

"The awards are the Victorian tourism industry's top accolade and I congratulate all of the winners for their contribution to our \$15.2 billion industry," Ms Asher said.

"Importantly, they also inspire industry leadership to build better business practices, to innovate and to grow the sector.

"That's why the Victorian Coalition Government is proud to support the RACV Victorian Tourism Awards and, in doing so, our highly skilled tourism workforce of 193,000 people across the state, who work incredibly hard to make Victoria a premier tourism destination."

For the second year in a row, Melbourne Museum took out the award for *Best Major Tourist Attraction*, acknowledging its role in the success of *Tutankhamun and the Golden Age of the Pharaohs*, the most successful exhibition in Australian history.

The Tourism Manager of Bass Coast Shire Council Ken Hore was acknowledged for his leadership skills, passion and commitment to developing strategic partnerships, through the *Most Outstanding Contribution by an Individual Award*.

Others honoured at the awards included:

- Melbourne Fringe Festival, winning the *Skybus Award for Major Festivals and Events*;
- Habitat HQ, winning the *Metlink Award for Backpacker Accommodation*;
- Crown Metropol, winning the *Luxury Accommodation Award*;
- Max's at Red Hill Estate, winning the *3AW Award for Tourism Restaurants and Catering Services*;
- Rhyll Trout & Bush Tucker Farm, winning the *Herald Sun Award for Tourist Attractions*;

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- Montalto Vineyard & Olive Grove, winning the *Crown Award for Tourism Wineries, Distilleries & Boutique Breweries*; and
- Anita Donnelly, winning the *3AW Award for Young Achiever*.

Five businesses were inducted into the Victorian Tourism Awards Hall of Fame for winning their category for three consecutive years. They are Melbourne Convention and Visitor's Bureau, Alto Hotel, BIG4 Beacon Resort; Mornington Peninsula Tourism; and the Bendigo Visitor Centre.

"It is no wonder the awards are so hotly contested with so much on offer from the Victorian tourism industry, setting the bar high this year across a number of categories," Ms Asher said.

"I congratulate all of this year's winners and I look forward to seeing our tourism stars go on to compete at the national level at the Qantas Australian Tourism Awards in Cairns next year."

For a full list of winners and finalists visit [www.victoriantourismawards.com.au](http://www.victoriantourismawards.com.au)

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