

16 April 2010

Green light on RACV 2010 Victorian Tourism Awards

Tourism operators are encouraged to enter the RACV 2010 Victorian Tourism Awards, which launched on 12 April.

Now in its 26th year the Victorian Tourism Awards continue to honour outstanding tourism businesses and individuals for their passion, innovation and service to Victorian tourism.

Tourism Victoria Chief Executive Gregory Hywood said all tourism operators in Melbourne and regional Victoria should consider entering one of the 27 business and three individual awards categories ranging from accommodation to tourism marketing, ecotourism and training.

“Our industry relies on its ability to deliver the best possible tourism experiences and to maintain a reputation for excellence. These awards enable outstanding people and organisations to benchmark themselves, share their achievements and be rewarded for their professionalism.”

Mr Hywood also announced a new long-term partnership that will give RACV naming rights for the Victorian Tourism Awards, firmly cementing RACV’s association with Victorian tourism and travel.”

“The signing of RACV as the Platinum partner for these prestigious awards is a huge boost to promoting the value of the state’s tourism industry, and all who work in it.”

“This landmark partnership will also provide year-round marketing benefits for awards entrants, who will have the opportunity to tap into RACV’s extraordinary membership base.”

RACV General Manager Tourism and Travel, Neil James said the RACV is committed to promoting memorable Victorian travel experiences to its two million members.

“RACV has been a proud supporter, sponsor and entrant of the Victorian Tourism Awards since the program’s inception. This partnership is an exciting opportunity for us to strengthen our ties with the Victorian tourism industry, visitors and the wider community,” Mr James said.

Tourism Alliance Victoria will deliver preparatory workshops for awards entrants in Melbourne and regional Victoria from next week.

For the first time, Tourism Awards Project Managers will be on hand to advise first time entrants on the awards submission process. The successful Mentor Program – an initiative unique to the Victorian Tourism Awards – is also available to assist returning entrants.

Entries for the RACV 2010 Victorian Tourism Awards are due on 25 August. The awards process will culminate in a presentation and gala ceremony to be held on Monday 15 November at Crown Palladium.

The RACV 2010 Victorian Tourism Awards are proudly delivered by Tourism Victoria in collaboration with Tourism Alliance Victoria and RACV.

For information on the RACV 2010 Victorian Tourism Awards entrants’ assistance program, marketing opportunities, and key program and workshop dates visit victoriantourismawards.com

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