



MEDIA RELEASE

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MINISTER LAUNCHES 2013 NSW TOURISM AWARDS

Minister for Tourism and Major Events, George Souris, has urged tourism operators across the State to enter the 2013 NSW Tourism Awards, which will take place at the newly redeveloped Randwick Racecourse on the 28 November 2013.

Launching the Tourism Industry Council's NSW Tourism Awards at Parliament House last night, Mr Souris reminded the gathering that the Awards saluted excellence in the NSW tourism industry.

"The tourism and events industry is a key employer across the State. The Tourism Awards acknowledge the work of people in the industry and the quality of experiences and services they deliver.

"The Awards highlight our outstanding operators who strive to constantly improve their product. They also help to grow consumer confidence in the industry by demonstrating a commitment to excellence.

"NSW continued its outstanding performance at the Australian Tourism Awards last year by winning with seven gold and nine silver Awards, more than any other state.

"These awards add value to the industry and acknowledge the commitment of the operators and individuals whose aim is to keep this State number one for tourism."

Mr Souris pointed out that participation in the Awards can deliver great rewards to individual businesses and to the industry as a whole, by raising our profile for world-class tourism and events.

Destination NSW CEO, Sandra Chipchase, acknowledged the Tourism Industry Council of NSW for its continued role in managing the Awards and said that Destination NSW is pleased continue its role as the Awards' Official Sponsor.

"Destination NSW is committed to working in partnership with the industry to achieve the NSW Government's objective of doubling overnight tourism expenditure by 2020," Ms Chipchase said.

For more information on the NSW Tourism Awards please visit
www.nswtourismawards.com.au