

MEDIA RELEASE

FAR NORTH SA SHINES IN RECENT AWARDS

The Far North SA region has certainly been in the spotlight in the last few weeks with awards coming from near and far.

The diverse region, which covers the Flinders Ranges and the Outback, is home to businesses and communities that have been recognised for their hard work and commitment to tourism.

Claire Wiseman, RDA Far North CEO said “It’s great that so many businesses and people being recognised and awarded for all the hard work they have put into building their businesses and lifting the profile of tourism in the Far North SA region. RDA Far North is also proud that we have assisted them over the years in reaching their goals in many different ways, such as access to grants and funding and business support, growth and advisory services.”

Australian Geographic recently announced the Top 10 Australian Outback Pubs, of which the Top Four are all in the region. They are in order from number one to four, Prairie Hotel, William Creek Hotel, The Pink Roadhouse and the Innamincka Hotel.

At the same time Australian Geographic also rated Coober Pedy as coming fifth in the Top 10 Australian Towns to Visit.

The Crossroads Ecomotel in Port Augusta has also been ranked sixth in the Trivago best-rated accommodation in South Australia. This rating was the result of 175 million traveller ratings from over 250 online booking sites and more than 300 reviews. “The Crossroads Ecomotel has been operating for a few years and for it to rate this high by a very popular travel site like Trivago is testament to how great the facility really is. This ranking sees the Ecomotel alongside of some very well known and high markets places such as the Mayfair and Playford in Adelaide.”

“The Prairie, William Creek and Innamincka Hotels and the Pink Roadhouse are all very iconic outback pubs and to be rated 1, 2, 3 and 4 of the top 10 by Australian Geographic is amazing and shows the effort that these businesses have put into keeping their iconic status” Ms Wiseman went on to say.

Coober Pedy was also highlighted recently with The Today Show streaming live from this spectacular opal mining town “Coober Pedy is a unique township in Australia and with The Today Show having recently streamed their morning show live from there, their profile and uniqueness continues to grow.”

The South Australian Tourism Industry Council (SATIC) 2016 South Australian Tourism Awards held on Friday 4 November also highlighted the successful businesses in the Far North region.

The Far North region had five finalists in the awards with four of these receiving bronze and higher awards. The businesses and achievements are outlined as follows:

- Wrightsairst – Winner Major Tour and Transport Operator
- Blinman Heritage Mine – Silver Medallist Tourist Attractions
- Australian Arid Lands Botanic Gardens – Silver Medallist Ecotourism
- Almerta Station – Bronze Medallist Unique Accommodation
- Camel Treks Australia – Finalist Adventure Tourism

“I wish to congratulate all finalists and winners for the 2016 South Australia Tourism Awards. Tourism businesses in the Flinders Ranges and Outback Region put a lot of time and effort into applying for the prestigious annual awards and the region features significantly each year. Being in business alone, especially tourism, is time consuming so for businesses to find the time to promote themselves and the wider region by entering awards such as these is testament to them.”

“In addition to these outstanding businesses, Michelle Reynolds from Willow Springs Station was recently named the Australian Regional Tourism Network Young Tourism Professional of the Year. Michelle currently assists her parents run Willow Springs Station and is the 5th generation of her family working on the station and tourism enterprise. This award automatically gives Michelle a place on the national ARTN Board for 2017.”

Here at RDA Far North our dedicated team of regional people are thrilled with these achievements of our region, “we are lucky that our roles allow us to get out and about in this spectacular region working one-on-one with such high achieving dedicated business operators, well done Far North SA and we look forward to continuing to assist businesses in our region grow and achieving continued success in the future.”

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