

## **MEDIA RELEASE**

### **FLINDERS RANGES AND OUTBACK A STAR TOURIST ATTRACTION**

The Flinders Ranges and Outback SA tourism region had a successful night at the South Australian Tourism Awards, with operators receiving eight awards and accolades.

Mark Sutton, RDA Far North Chair said “It’s great that so many businesses and people have been recognised and awarded for all the hard work they have put into building their businesses and lifting the profile of tourism in the Flinders Ranges and Outback 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.”

The South Australian Tourism Industry Council 2018 South Australian Tourism Awards held on Friday 9 November highlighted the successful businesses in the Flinders Ranges and Outback region.

The Flinders Ranges and Outback region had ten finalists in the awards with eight of these receiving bronze and higher awards. The businesses and achievements are outlined as follows:

- Wrightsair – Winner Major Tour and Transport Operator and inducted into the Hall of Fame for the third year in a row.
- Bendleby Ranges – Bronze Medallist Tourist Attractions
- Australian Arid Lands Botanic Gardens – Bronze Medallist Ecotourism
- Almerita Station – Bronze Medallist Unique Accommodation
- Bendleby Ranges – Silver Medallist Adventure Tourism
- Coober Pedy Retail, Business and Tourism Association – Bronze Medallist Destination Marketing
- Flinders Bush Retreats – Silver Medallist Self-Contained Accommodation
- Marree Hotel – Silver Medallist Standard Accommodation

“I wish to congratulate all finalists and winners for the 2018 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.”

The Flinders Ranges and Outback SA Region is one of the fastest growing tourism regions outside of Adelaide with the region reaching an annual average of over 3 million overnight stays for the period September 2015 – September 2017, resulting in \$410m worth of expenditure.

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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