

Media Release

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Gippsland's Inspired Effort at the Victorian Tourism Awards

Gippsland's tourism industry was recognised for its excellence at the 2008 Victorian Tourism Awards announced on Monday night. In a tremendous effort Gippsland produced two winners and four finalists in an outstanding effort for the region.

The results were:

Winners - Destination Gippsland for Tourism Marketing

Winners – The Outpost Retreat at Noojee for Tourism Restaurants and Catering Services

Finalists – Limosa Rise at Yanakie for Deluxe Accommodation

Finalists – Lakes Entrance Waverley House Cottages at Lakes Entrance for Hosted Accommodation

Finalists – Stringybark Cottages Bed & Breakfast at Sarsfield for Hosted Accommodation

Finalists – Gippsland Tourism Industry Leadership Program for Tourism Education and Training

Terry Robinson, CEO of Destination Gippsland said that this was a fantastic effort by many people.

“The marketing award was truly a team effort led by Chris Buckingham and Pearl Findlay James with many tourism stakeholders right across Gippsland. The ‘Inspired by Gippsland’ campaign has been very successful not only in raising the awareness of Gippsland as a destination but also in bringing the tourism industry together under one united brand.

“The Outpost’s win was a tremendous effort by John and Barb Snelling and confirms the quality of the Food and Wine tourism experiences available in Gippsland. Limosa Rise, Lakes Entrance Waverley House Cottages and Stringybark Cottages Bed & Breakfast also demonstrate the excellent accommodation available throughout the region”, he said.

The Gippsland Tourism Industry Leadership Program is another success story. This program was specifically developed to produce tourism leaders in Gippsland that will help the sustainability of the industry long term. "Janiene Ayre and Emma Harry have done a great job with this program and reaching the finalist stage is great recognition for their work and that of the Steering Committee and all involved", Mr Robinson said.

Acknowledgement is also made to all Gippsland based entrants into the awards. These industry leaders include:

East Gippsland Institute of Tafe

Latrobe Visitor Information Centre

Montfort Manor

Nickelby at Darnum Pty Ltd

The Grayn Restaurant

Wellington Visitor Information Centre

Destination Gippsland and The Outpost Retreat will now go forward to represent Victoria at the Qantas Australian Tourism Awards to be hosted by Melbourne in February 2009.

For more information contact Terry Robinson on 0428 595 634 or email trobinson@destinationgippsland.com.au