

Monday 1 November 2021

2021 NSW TOURISM AWARDS' FINALISTS REVEALED

The state's peak tourism organisation, **NSW Tourism Industry Council**, is pleased to announce the finalists for the prestigious **NSW Tourism Awards** for 2021.

"The NSW Tourism Awards are a celebration of the outstanding innovation and resilience demonstrated again and again by our magnificent industry over the past two years," said NSW Tourism Industry Council Executive Manager, Greg Binskin.

"It's been an extremely challenging period for the NSW visitor economy and after a break in 2020, the return of the NSW Tourism Awards demonstrates the renewed energy of the visitor economy and celebrates the people, places, and vibrant culture of our feel-good state, NSW.

"The Tourism Awards categories recognise the broad range of services and experiences across the broader visitor economy.

"It is impressive to see the number of operators and regions who made the most of lockdowns and restricted travel to build new visitor experiences and worked together to attract domestic visitors to their regions," Mr Binskin said.

"After a break last year, the 2021 awards are our opportunity to showcase NSW's 'visitor first' approach and our strengths in digital innovation, high-quality product and collaborative efforts.

"These awards are managed by the NSW Tourism Industry Council in partnership with the NSW Government and Destination NSW, and we look forward to celebrating a path to recovery, re-energise the industry and unify all who are working hard to build back better," Mr Binskin said.

Minister for Tourism Stuart Ayres said this year's finalists embodied the resilient nature of the NSW visitor economy.

"Tourism is an important driver and essential part of the NSW economy," Mr Ayres said.

"The NSW Tourism awards are a wonderful opportunity to recognise the thousands of individuals who have worked tirelessly during this difficult time, and a great platform to demonstrate why our State is in a fantastic position to be the premier visitor economy of the Asia Pacific by 2030.

"The NSW Government is proud to partner with the NSW Tourism Industry Council in celebrating the dedication and innovation of our tourism industry, and I congratulate the finalists for 2021."

The NSW Tourism Award Winners will be announced at a **Gala Dinner on 3 February 2022**. Come and feel new at one of our states most iconic venues, Luna Park Sydney, our venue partner who will roll out the red carpet to showcase its investment in nine fabulous new rides. Winners in the designated national award categories will represent NSW at the Australian Tourism Awards to be held on Queensland's Sunshine Coast, 18 March 2022.

EDITORS' NOTE: A full list of this year's NSW Tourism Awards finalists and categories is outlined below.

About NSW Tourism Industry Council

Powered by **Business NSW**, the NSW Tourism Industry Council helps businesses operating in the Visitor Economy maximise their potential to ensure New South Wales remains the number one tourism destination in Australia.

Media enquiries: Greg Binskin - 0412 280 154

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2021 NSW TOURISM AWARDS FINALISTS

- A by Adina Sydney
- Activity Tours Australia, Farmborough Heights
- Ask Roz Blue Mountains
- Aussie Ark, Somersby
- Australian Reptile Park, Somersby
- Bandalong Cottages, Mudgee
- Bathurst Regional Council: Bathurst Winter Festival 2019
- Bathurst Visitor Information Centre
- Belle Bois, Boguee
- Belmont Lakeside Holiday Park
- Beyond Ballooning, Lovedale
- Beyond Byron E Bikes, Mullumbimby
- Birch, Moss Vale
- Blue Ginger Picnics, Kingscliff
- Blue Mountains Stargazing
- Blueberry Hills on Comleroy, Kurrajong
- Blueys Motel, Blueys Beach
- Brick Studios and Campbelltown City Council / We Are Campbelltown Tourism Series
- BridgeClimb, The Rocks
- Bundyi Cultural Tours, Wagga Wagga
- Byng Street Boutique Hotel, Orange
- Cape Byron Distillery, McLeods Shoot
- Central Coast Council Marketing and Tourism Team
- Central West Cycle Trail, Mudgee
- Cocky Guides, Sydney
- Coffs Skydivers, Coffs Harbour
- Colourful Collective Travel, Bathurst
- Country Food Trails, Orange
- Courabyra Wines, Tumbarumba
- Critters Distillery, Woolgoolga
- Cupitt's Estate, Ulladulla
- Deni Ute Muster 2019
- Ecotreasures, Warriewood
- EcoWalks Tours, Mosman
- Eden Visitor Information Centre
- Events at Taronga
- Forbes Shire Council: Frost and Fire 2021
- Heifer Station Wines, Orange
- Hello Koalas Sculpture Trail, Port Macquarie
- Hughes - Australia's Chauffeur Service, Alexandria
- Hunter Valley Gardens
- Hunter Valley Gardens: 2020 Christmas Lights Spectacular
- Hunter Valley Gardens: 2021 Mega Creatures/ Mega Creatures Night Safari
- HWH Stables, Upper Orara
- Ibis Styles, The Entrance
- Ingenia Holidays South West Rocks, South West Rocks
- Kalinya Estate, Bargo
- Lets Go Surfing, Bondi to Byron Bay
- Manera Heights Apartments, Dubbo
- MidCoast Council: Destination Barrington Coast
- Mildura Houseboats, Buronga NSW via Mildura
- Mt Hay Retreat, Berry
- Mudgee Region Tourism
- Murray River Council: Moama Lights 2021

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- My Sydney Boat, Point Piper
- NRMA South West Rocks Holiday Resort
- Oakvale Wildlife Park, Salt Ash
- Orange360
- Port Macquarie-Hastings Council
- Q Station, Sydney Harbour National Park, Manly
- QT Sydney
- Quentin Park Alpacas & Studio Gallery, Tomingley
- Redleaf Farm, Fitzroy Falls
- Reflections Holiday Parks Seal Rocks
- Richmond Valley Council
- Ridge Retreat Mollymook
- Riverside Holiday Resort Urunga
- Seafarers Diamond Beach
- Shoalhaven Visitors Centre
- Sierra Escape, Mudgee
- Simpson Cottage, Bundeena
- Stand Up Paddle Boarding Shellharbour
- Swansea Lakeside Holiday Park
- Sydney by Kayak, Lavender Bay
- Sydney Caravan Camping Holiday Supershow
- Sydney Harbour Kayaks, Mosman
- Sydney Oyster Farm Tours, Mooney Mooney
- Sydney Zoo, Bungaribee
- Taronga Western Plains Zoo, Dubbo
- The Depot Historic Vehicle & Memorabilia Collection, Deniliquin
- The Giingan Experience by Bularri Muurlay Nyanggan Aboriginal Corporation, Coffs Harbour
- The Observatory Holiday Apartments, Coffs Harbour
- The River Deck, Albury
- Tweed Eco Cruises, Tweed Heads
- Vision Walks - Eco Tours, Mullumbimby
- Wajaana Yaam Gumbaynggirr Adventure Tours, Coffs Harbour
- Whitton Malt House, Whitton
- Wildlife Retreat at Taronga
- Zoofari Lodge, Taronga Western Plains Zoo, Dubbo

Website: <https://www.businessnsw.com/members/nsw-tourism-awards-2021/finalists-2021>

Finalists will contest the following categories at the 2021 NSW Tourism Awards:

- Major Tourist Attractions
- Tourist Attractions
- Major Festivals and Events
- Festivals and Events
- Ecotourism
- Cultural Tourism
- Excellence in Aboriginal and Torres Strait Islander Tourism
- Tourism Retail & Hire Services
- Visitor Information Services
- Business Event Venues
- Major Tour and/or Transport Operators
- Tour and/or Transport Operators
- Adventure Tourism
- Tourism Marketing & Campaigns
- Tourism Restaurants and Catering Services

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- Tourism Wineries, Distilleries and Breweries
- Caravan & Holiday Parks
- Hosted Accommodation
- Unique Accommodation
- Self-Contained Accommodation
- 3 – 3.5 Star Accommodation
- 4 – 4.5 Deluxe Accommodation
- Luxury Accommodation
- New Tourism Business
- Excellence in Food Tourism
- Excellence in Accessible Tourism* (state-based award)
- Local Government Award for Tourism *(state-based award)

Two individual state-based award winners will also be announced at the Gala Awards Dinner, 3 February 2022:

- Young Achiever Award
- Dean Gorddard Award for Outstanding Contribution by an Individual to NSW

A new judges award category will recognise outstanding business resilience and innovation via the **Tourism Stars Award**. This special award may be awarded to any finalist business regardless of whether they win another award.