

Jodi McKay

Minister for Tourism
Minister for the Hunter
Minister for Science and Medical Research
Minister Assisting the Minister for Health (Cancer)



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Minister launches 2009 NSW Tourism Awards

Minister for Tourism Jodi McKay today encouraged operators across the State to enter this year's NSW Tourism Awards.

Ms McKay launched the Tourism Industry Council's NSW Tourism Awards, which are held annually to celebrate tourism businesses that demonstrate outstanding achievement and success throughout the year.

"These awards shine the spotlight on the quality and diversity of the NSW tourism industry," Ms McKay said.

"While the industry faces challenges arising from the global economic crisis, it is important we continue to celebrate the achievements of operators in the State.

"Our tourism industry is a proven economic driver of employment, directly responsible for 158,000 jobs in NSW. It contributes more than \$27 billion each year to the State's economy, more than in any other State.

"These awards are about saluting the very best in our industry, those who have set the bar high and enhanced our reputation as Australia's premier visitor destination.

"I'm confident that this year's entries will demonstrate that challenging times have not impacted the quality of tourism experiences and products in NSW."

Ms McKay said last year's awards attracted a record number of entries, with 146 finalists across 30 categories.

"Last year's State award winners, including attractions, tour and transport operators, accommodation providers, events and new tourism developments, went on to the National Awards where they brought home more Awards than any other State," Ms McKay said.

Ms McKay commended the hard work of the Tourism Industry Council of NSW, which is managing the awards this year and said that Tourism NSW is pleased to be the Principal Sponsor of the NSW Tourism Awards.

"Tourism NSW is committed to working in partnership with the industry and its peak bodies such as the Tourism Industry Council of NSW," Ms McKay said.

"Through strong partnerships with industry we are delivering on the objectives outlined in the NSW Tourism Strategy, which includes an additional \$40m investment from the NSW Government over the next three and half years.

For more information on the NSW Tourism Awards go to <http://www.visitnsw.com/www.ticnsw.com.au>

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