



## **MEDIA RELEASE**

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### **Bendigo Visitor Centre wins the National Award**

The Bendigo Visitor Centre won the national award for Visitor Information and Services late last week at the 26th Qantas Australian Tourism Awards presented in the Burswood Ballroom in Perth, Western Australia.

This follows the Centre also winning the prestigious top award in the Visitor Information and Services category at the Victorian Tourism Awards in November 2010, which allowed the Centre to move on to the national awards.

“We are delighted to see Bendigo recognised in the national arena,” said Kathryn Mackenzie, Executive Manager Tourism, City of Greater Bendigo.

“This is a great achievement for our local tourism industry and acknowledges that the operation of the Bendigo Visitor Centre is at the highest standard in Australia. Our Centre is benchmarking well in terms of service quality, range of services and this award also took into account the upgraded services with the recent renovation.”

The Winner’s sculpture represents a hand striving for higher ideals holding the earth safely in its grasp. Viewed from the reverse angle it represents Australia and its achievements.

“The sculpture is by George Kosturkov and the trophy weighs a ton!”, said Ms Mackenzie.

The National Tourism Awards are about celebrating and acknowledging tourism businesses and individuals that have demonstrated outstanding achievements in the industry.

Presented by the National Tourism Alliance (NTA) and Tourism Council Western Australia (TCWA) and sponsored by Qantas Airways, Tourism Australia and Tourism Western Australia, the Awards are the industry’s biggest and most prestigious event of the year.

“I wish to thank Viv Collins who manages the Centre and all staff and volunteers for their marvellous efforts to keep raising the bar on tourism services in our City,” said Ms Mackenzie.

The Bendigo Visitor Centre engages 60 local volunteers and almost 6 full-time equivalent staff to welcome over 100,000 visitors per year as they pass through the historic doors of the Old Post Office building on Pall Mall.

Recognised for leading the way in accommodation and tour ticketing, the centre generated \$1.6m for the local tourism industry through sales in this area in the financial year 2009/2010.

The Bendigo Visitor Centre is open 9am to 5pm every day of the year, except Christmas Day.

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