



## **Australia's 20 Best Experiences The Winners Announced!**

**An international panel of Premier Aussie Specialists recently served as judges for the inaugural *Travelling in Australia Magazine 20 Best Experiences Awards*.**

Proudly supported by Virgin Blue, the Awards covered 20 categories including; Best Eco, Adventure, Indigenous, Spa, Dive, Paddle, and Luxury Experiences, among others.

Nominations from all states were put forward by various tourism bodies, with a few wild cards thrown in for good measure by TIAM. Winners will be announced in the upcoming Eco-issue of Travelling in Australia Magazine (TIAM), which is being distributed to delegates at ATE.

"In launching the awards, we wanted to shine the spotlight on some of the best products Australia has on offer" explains Editor Chantal Dunbar. "We felt Premier Aussie Specialists were the most qualified to determine the best of the best, but we never have predicted the enthusiasm they would show!"

Competition between the States was high and resulted in an even spread of four winners each for Queensland, Tasmania, South Australia and the Northern Territory. Western Australia came in with three winners and New South Wales, one.

Judged online and held in total secrecy, the process provided Premier Aussie Specialists with an excellent opportunity to be introduced to companies that they may have previously been unaware of.

Maureen Garretson of Corniche Travel in California was one of those selected to judge. "The process certainly highlighted what a fabulous array of product there is in Australia" she said, "Many I have personally experienced on famils and I voted for just about every one of those properties."



Jeanne Crouse of Great Escape Travel Services in New Hampshire (USA) was equally enthusiastic. "It was extremely interesting to read about the varied experiences in Australia; some of which I have experienced, and others that were previously unknown to me. Often the decision was difficult, as the choices were of such high quality".

The upcoming issue of Travelling in Australia Magazine is hot off the press and being mailed out to subscribers across the world this week. In it, you'll find the full list of Winners, as well as the names of Runners Up. To see if your company was nominated, the full list of nominees can be viewed online at the magazine's new web site; [www.travellinginaustralia.com.au](http://www.travellinginaustralia.com.au)

Travelling in Australia Magazine is published quarterly by Morrison Media and is a free publication mailed to the inbound trade. Within 120 pages of gloriously presented stories, it investigates industry trends, unearths local secrets and showcases the best of Australian product.

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