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ILLAWARRA AND SOUTH COAST BUSINESSES SHINE AT NSW TOURISM AWARDS

The region's peak business organisation, Business Illawarra, has hailed the success of Illawarra and South Coast businesses at the NSW Tourism Awards held last night in Sydney.

The awards are managed by the NSW Tourism Industry Council powered by Business NSW, the state's peak business organisation, and supported by the NSW Government's tourism and major events agency, Destination NSW.

These awards recognise those businesses who exemplify outstanding tourism experiences and five Illawarra and Far South Coast businesses won six awards as follows:

- Jamberoo Action Park – Bronze Award for Major Tourist Attraction
- Destination Wollongong (Warm Up Wollongong campaign) - Bronze Award for Tourism Marketing and Campaigns
- The Drawing Rooms of Berry – Silver Award for Self-Contained Accommodation
- Mt Hay Retreat Berry – Silver Award for 5 Star Luxury Accommodation and Tourism Start Judges' Award for Sustainability
- Crank It Up Festival Batemans Bay – Tourism Star Judges' Award

Business Illawarra Executive Director Adam Zarth said that these businesses have demonstrated leadership in the sector with their innovation, marketing and in the delivery of quality products and services.

"The tourism industry has faced a lot of challenges in recent years and it is great to see such a strong line up of business from the Illawarra and Far South Coast regions getting recognition for their hard work," said Mr Zarth.

"A highlight of this year's awards program was the high number of first-time entrants (60), many of whom are new businesses to the sector.

"With domestic and international visitor expenditure in NSW surpassing pre-pandemic levels, it's an exciting time for the tourism sector. Congratulations again to all the winners and to all those businesses who contribute to this very important sector for our region and NSW as a whole."

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About Business Illawarra

Formerly the Illawarra Business Chamber, *Business Illawarra* is the region's peak business organisation; a not-for-profit advocacy group dedicated to the economic development of the Illawarra.

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.