



Press release

MARCH 10, 2020

Australian Tourism Awards to shine a spotlight on the Sunshine Coast

SUNSHINE COAST CONVENTION CENTRE WINS HOSTING RIGHTS FOR AUSTRALIAN TOURISM AWARDS GALA EVENT.

The very best of Australia's tourism industry are set to converge on the Sunshine Coast following the announcement that host venue honors for next years 'Australian Tourism Awards' have been awarded to *Novotel Sunshine Coast Resort & Sunshine Coast Convention Centre*.

The news was delivered by **Tourism Industry Development Minister, Kate Jones** on Friday during the closing of this years event at the *National Convention Centre* in Canberra which was attended by the cream of the Australian tourism industry. The 2021 event will be the first time that the prestigious awards night has been hosted at a Queensland destination since 2012.

The Queensland Premier Anastacia Palaszczuk reiterated the excitement that the Australian tourism's night of nights would head to the Sunshine Coast next year. "It's important we celebrate everything that makes Queensland the best destination in the world. Coronavirus, floods and fires have taken their toll. This is a great vote of confidence in our industry," she said.

Minister, Kate Jones said Queensland was the perfect place to host this annual celebration. She said "Bringing the best in the business back to Queensland gives us a great opportunity to showcase what we have to offer. Sunshine Coast is a key growth market for tourism in Queensland. It's an ideal spot for the Australian Tourism Awards in 2021. The *Novotel Sunshine Coast Resort* did a great job at the newly renovated \$8 million convention centre last year. Next year will be bigger and better than ever."

Visit Sunshine Coast CEO Simon Latchford, described the news as a major coup for the region "The announcement follows the Sunshine Coast's hosting of the Queensland Tourism Awards, Destination Q and Destination IQ – three of the leading tourism events in the state – at the Sunshine Coast Convention Centre in November 2019. The fact that we are now hosting the Qantas Australian Tourism Awards just two years later speaks volumes about their success."

Novotel's owners, Shakespeare Property Group, have invested heavily in the resort recently, not least of all with the opening of its \$8 million purpose-built Sunshine Coast Convention Centre in May 2019. The resort unveiled a fresh new lobby complex, bar and resort name following a \$2 million transformation last November while hosting the 2019 Queensland Tourism Awards event at the industry leading Sunshine Coast Convention Centre.

General Manager of the Novotel Sunshine Coast Resort, Warwick Kahl, "We're incredibly excited by the official announcement and feel privileged for this opportunity to showcase our hospitality and welcome our Australian tourism industry peers to the region. The highly coveted awards night will bring the best of the tourism industry to the Sunshine Coast, raising the regions profile to new levels and we look forward to delivering a *wonderfull* event for our industry peers".

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ABOUT THE SHAKESPEARE PROPERTY GROUP

Armed with more than 20 years' experience, the Shakespeare Property Group is a private Melbournebased investment company that seeks to co-invest and build solid, enduring and mutually beneficial partnerships with stakeholders and the communities it operates in. Shakespeare Property Group currently have more than \$1.25 billion worth of commercial property interests (office, retail and hotel) under management across five Australian states. For more information on current projects, visit <http://theshakespearegroup.com.au/>

ABOUT ACCOR

Accor is a world-leading augmented hospitality group offering unique and meaningful experiences in more than 4,800 hotels, resorts, and residences across 100 countries. With an unrivalled portfolio of brands from luxury to economy, Accor has been providing hospitality savoir-faire for more than 50 years.

Beyond accommodations, Accor enables new ways to live, work, and play with Food & Beverage, nightlife, wellbeing, and coworking brands. To drive business performance, Accor's portfolio of business accelerators amplify hospitality distribution, operations, and experience. Guests have access to one of the world's most attractive hotel loyalty programs—ALL Accor.

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ABOUT AUSTRALIAN TOURISM AWARDS

The Australian Tourism Awards are the tourism industry's peak Awards – recognising and promoting excellence in tourism. First established by the Federal Government in 1985, the Australian Tourism Awards are now owned and managed by Australian Tourism Awards Inc, on behalf of the tourism industry. A wide and diverse range of tourism businesses enter their state and territory Tourism Awards. Over 200 reach the prestigious status of becoming a national finalist.

Winners from these finalists are announced at the Qantas Australian Tourism Awards Ceremony in front of an audience of their industry leaders and peers. The prestigious Hall of Fame trophy is awarded to an entrant who has won the same category for three consecutive years. For more information, visit <https://qualitytourismaustralia.com/australian-tourism-awards/>

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