



MEDIA RELEASE

FOR IMMEDIATE RELEASE

9th January, 2007

QANTAS AUSTRALIAN TOURISM AWARDS

The National Tourism Alliance (NTA) today announced that Qantas Airways has become the official naming rights sponsor of the **Australian Tourism Awards**.

Col Hughes, Chairman of NTA, said "we welcome the ongoing commitment of Qantas to the Australian tourism industry and the Australian Tourism Awards. The Awards have been strengthened through this important partnership."

Qantas Group General Manager Sales and Distribution, Rob Gurney said Qantas had a long track record in supporting tourism in Australia and in working in partnership with local tourism groups to ensure the industry continued to grow and develop.

"As Australia's largest domestic and international airline, it's very important for Qantas to encourage and promote tourism."

"Our sponsorship of the Australian Tourism Awards is part of this ongoing commitment and in recognising the importance of encouraging excellence in the Australian tourism sector."

The **Qantas Australian Tourism Awards** are being held at Star City Hotel and Casino on Friday 23rd February, 2007. The passion and dedication of Australia's tourism operators will be recognised as we announce the tourism industry's "best of the best".

Finalists for the Qantas Australian Tourism Awards are drawn from the State and Territory Tourism Awards across 27 categories.

Tickets for the **Qantas Australian Tourism Awards** are on sale now and can be purchased by calling **Showbiz on (02) 8289 8636** (during business hours).

For further information and a list of finalists please go to:

www.tourismalliance.org/tourismalliance/TourismAwards.html

For media comment, please contact Col Hughes, Chairman, NTA
Mobile: 0419 207 325.

We thank all sponsors of the Qantas Australian Tourism Awards 2006:

Tourism Australia, Tourism New South Wales, Channel 7, Star City, Ernst and Young.

