



Scenic Rim shines at 2010 QLD Tourism Awards

Scenic Rim businesses were celebrated among the state's leading tourism operators at the recent QTIC Queensland Tourism Awards, with a number of local winners and finalists awarded.

The Scenic Rim region is proud of all of our businesses and all that they continue to achieve year-round.

Scenic Rim Tourism Award Winners

O'Reilly's Canungra Valley Vineyard was named the winner in the Best Tourism Winery category.

O'Reilly's was also announced as finalist in the following categories:

- Steve Irwin Ecotourism Award
- Meetings and Business Tourism
- Deluxe Accommodation



About O'Reillys:

O'Reilly's is located in the heart of World Heritage Lamington National Park, a scenic 2 hour drive south of Brisbane and 1½ hours west of the Gold Coast. For over 90 years the O'Reilly family has been welcoming visitors to our mountain home, sharing the natural beauty of this stunning area.

Lamington National Park is home to a vast array of unique flora and fauna, making O'Reilly's a nature lover's paradise.

Congratulations to O'Reilly's Managing Director, Shane O'Reilly, and all of the team at O'Reilly's Rainforest Retreat on these achievements.

Find out more about all that's on offer at O'Reilly's at www.oreillys.com.au

Witches Falls Cottages on Tamborine Mountain was awarded Winner, Best Hosted Accommodation.



Congratulations to owner/operators Daniela Kuratli and David Kennedy on this achievement.

Witches Falls Cottages offer a unique bed and breakfast experience for couples. Relax in your gorgeous cosy cottage or explore all that Tamborine Mountain has to offer.

Read more about what's on offer at Witches Falls Cottages at www.witchesfallscottages.com.au

Scenic Rim Tourism Award Finalists

Mt Barney Lodge was a finalist in the Steve Irwin Ecotourism Award.

Congratulations to Innes & Tracey Larkin of Mt Barney Lodge on this achievement.

Mt Barney Lodge is situated at the base of Mt Barney and is an ecotourism retreat which offers self-contained accommodation. Relax in a Queenslander homestead, a rustic cabin or go 'glamping' in a deluxe camper trailer.

Mt Barney Lodge is a family-friendly destination and offers adventure activities of kids and adults.

Read more about what's on offer at Mt Barney Lodge at www.mtbarneylodge.com.au



Scenic Rim View Cottages was a finalist in the Hosted Accommodation category.

Congratulations to David and Glenys Boyd of Scenic Rim View Cottages on this achievement.

This 5-star romantic retreat offers B&B-style accommodation in a country setting. The private cottages enjoy views of the Great Dividing Range and are the perfect place to relax.

Read more about what's on offer at Scenic Rim View Cottages at www.scenicrimviewcottages.com.au

Scenic Rim Brand Strategy, developed and coordinated by the Scenic Rim Regional Council, was announced as finalist in The Richard Power Award for Tourism Marketing category.

Our region's strategy was one of only two state finalists announced in this category and we congratulate the Mantra Group on their win.

About the Scenic Rim Brand Strategy:

- The Scenic Rim Brand Strategy included a range of foundation projects designed to showcase the Scenic Rim to our identified target markets.
- For the Scenic Rim region this initiative has been about much more than a branding strategy. It's been about providing an authentic reflection of our regional community and its people. The Brand Strategy has provided opportunities for our communities to come together collectively and to have real ownership over the development of our own broader community and its destination identity.
- The Scenic Rim's diverse experiences have been highlighted; and at the same time we have celebrated the quality of our lifestyle, our World Heritage natural landscapes, our cultural heritage and the passionate people that make the Scenic Rim such an amazing place.
- Therefore, the success of the Scenic Rim Brand Strategy as state finalist is really a win for our community and all those that make a contribution to the success of our region.

