



**Canberra Region Tourism Awards are back for 2021**

It's that time of year again! Today the Chief Minister announced that nominations for the 2021 Canberra Region Tourism Awards (CRTA) are open, with this year's program and events again managed by National Capital Attractions Association and VisitCanberra as major sponsor.

The Canberra Region Tourism Awards are the industry's most prestigious program in recognising excellence and resilience in tourism. Each year the best in the tourism sector are recognised for their hard work, innovation, and achievements through a rigorous submission and judging process.

Elements of the program for 2021 have been modified in line with the business challenges associated with bushfires and the COVID-19 pandemic over the last 12 months. The program looks at business planning, marketing, and customer service aspects. Entrants can access support through the program to ensure they can present a strong submission that tells their story.

Chief Executive Officer of the Canberra Region Tourism Industry Council, Dr Naomi Dale notes, "this year's Awards program is a little different, with some changes to the categories and criteria in order to reflect and recognise the challenging operating environment we've all been a part of in the last 18 months."

"We're so proud of the effort and innovation from our tourism industry operators, they are staying informed, meeting customer needs, and running business as usual as best they can. We encourage all tourism businesses to consider entering the awards this year as an opportunity to celebrate your own resilience, success and stories."

ACT Chief Minister Andrew Barr said today's launch of the Canberra Region Tourism Awards program is another boost for local tourism after a tough 18 months.

"The Canberra Region Tourism Awards are an important opportunity for us to recognise excellence and resilience within the local tourism sector.

"The ACT Government is committed to rebuilding our tourism industry and attracting more domestic travellers, which leads to spend in local businesses and helps to generate jobs.

"Our region is now being serviced by the most extensive domestic aviation network in our history, and competition between airlines is making it cheaper and easier to visit Canberra.

"I look forward to seeing our amazing attractions, tourism operators and accommodation providers recognised for their extraordinary resilience over the past 18 months."

The winners of the Canberra Region Tourism Awards will be announced at a local tourism event later in the year.

Finalists and winners can leverage their achievements to propel new opportunities forward and share this prestigious recognition through their marketing channels in what is a highly competitive domestic tourism market. Winners in national categories will go on to compete against their peers from around the country at the Australian Tourism Awards to be held on the Sunshine Coast in early 2022.

Nominations close July 9.

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