

12 January 2010

Mr David Milne
Sales and Marketing Manager
Josef Chromy Wines
370 Relbia Rd
Relbia TAS 7258
VIA EMAIL: dave@josefchromy.com.au

**YOUR BUSINESS IS SHORTLISTED IN THE SIXTH ANNUAL
“THE AUSTRALIAN TRAVEL & TOURISM AWARDS 2009”**

Dear Mr Milne,

The Australian newspaper, in association with *The Weekend Australian's* Travel & Indulgence section, is delighted to announce the sixth annual *The Australian* Travel & Tourism Awards. Our prestigious awards bring together consumers and operators to recognise great Australian travel and tourism products and services.

Congratulations, your business has been selected by our panel of selectors as one of the short-listed nominees for the **Best Winery Experience** category in the 2009 Awards. Finalists in this category are:

Daniel Alps at Strathlynn, Tamar Valley, TAS
Josef Chromy Wines, TAS
Montalto Vineyard and Olive Grove, Red Hill, VIC
Rock Restaurant at Pooles Rock, Hunter Valley, NSW
The Lane Vineyard, Hahndorf, SA
Vasse Felix, Margaret River, WA

The Weekend Australian's Travel & Indulgence section will launch the promotion of the awards on Saturday January 23, over a four-week period leading up to the announcement of winners in the February 20 issue. Your business will be featured in our editorial coverage during one of the promotional weeks.

Readers of *The Weekend Australian* will be asked to vote in 17 specialised categories covering such areas as accommodation, family-focused tourism, food and wine experiences, destination spas, tour operators and other integral components of the domestic travel and tourism industry. Readers who vote will have a chance to win a set of luxury luggage from Melbourne's Catherine Manuell Design and a selection of cookbooks from Lantern, an imprint of Penguin Australia.

Voting will be on the basis of reader selection from short-lists compiled by a panel comprising the following travel media experts:

- Susan Kurosawa, editor, Travel & Indulgence
- Michelle Rowe, deputy editor, Travel & Indulgence
- Christine McCabe, contributing editor, Travel & Indulgence
- Judith Elen, contributing editor, Travel & Indulgence
- David Meagher, editor, WISH magazine
- Sally Feldman, senior editor, Vogue Entertaining + Travel
- Michael Gebicki, freelance travel journalist
- Lee Mylne, freelance travel journalist
- Lee Atkinson, freelance travel journalist

To assist with our preparation of promotional editorial, we request that you email one or two high-resolution corporate/publicity digital photos, Photoshop file, saved as jpegs. Resolution must be 300 dpi. Photos should be a minimum of 1mb.

Please email to Christine Westwood: westwoodc@theaustralian.com.au and copy to munkmana@newsltd.com.au by **January 18 at latest**.

FOR YOUR REFERENCE, THE SCHEDULE FOR CATEGORY FEATURES IS:

The Weekend Australian's Travel & Indulgence Section

Saturday January 23: Best Luxury Accommodation (100 rooms and over)
Best Luxury Accommodation (less than 100 rooms)
Best Resort Accommodation (100 rooms and over)
Best Resort Accommodation (less than 100 rooms)
Best Lodge Accommodation
Best Value Accommodation

Saturday January 30: Best Hosted Accommodation
Best Family Focused Tourism
Best Eco-Wilderness Experience
Best Adventure Tour Operator
Best Indigenous Tourism Experience
Best Heritage Tourism

Saturday February 6: Best Food Experience
Best Winery Restaurant
Best Destination Spa Experience
Best Innovative Tourism Experience
Best Tour Operator

Saturday February 20: Announcement of Winners

AWARD PROGRAM CO-ORDINATION

For further information, please contact:

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Or

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Congratulations for being selected for our short-list of great Australian tourism destinations, venues and products. We look forward to recognising your achievements in forthcoming issues of *The Weekend Australian's* award-winning Travel & Indulgence section.

Yours sincerely,



Susan Kurosawa
Editor, Travel & Indulgence, *The Australian*