



PREMIER TRAVEL TASMANIA AWARDED AT THE STATE'S EXPORT AWARDS

Premier Travel Tasmania is the winner of the Austrade Tourism Services Award in this year's Tasmanian Export Awards.

The awards, a Department of Economic Development and Tourism initiative and one of the state's most prestigious industry awards, were presented before 250 business leaders at a gala function at Hobart's Wrest Point on October 10 2008.

Premier Travel Tasmania's win recognises the company's innovative approach in capturing the high-end international touring market. Managing Director Peter Ernst was thrilled with the award and said he was proud to be showcasing Tasmania to the rest of the world.

"I'm delighted to be honoured in this way and take great pride in being part of the 'Tasmanian push'," Mr Ernst said. "It's about showing visitors the best of Tasmania, from food and wine to wilderness and history, and exceeding the expectations of usually 'seasoned' holidaymakers."

Formerly known as Naturally Tasmanian Tours, a winner in the 2003 Tasmanian Export Awards, Premier Travel Tasmania has enjoyed continuous growth and this year boasts a 33 per cent increase in passenger numbers compared to a 1 per cent growth in international holiday visitors to Tasmania overall.

With guides fluent in German, French, Italian and Spanish, its tours can be catered to order, groups are kept small and great attention is paid to comfort and interpretation.



Peter Yuile (left) and Katharine Podmore (right) of Austrade present Peter Ernst (centre), Managing Director of Premier Travel Tasmania with the 2008 Austrade Tourism Services Award.



"It's about showing visitors the best of Tasmania, from food and wine to wilderness and history, and exceeding the expectations of usually 'seasoned' holidaymakers."

ANNOUNCEMENT

WEDNESDAY, 15TH OCTOBER 2008

While working to strengthen its European market share, the Hobart-based Premier Travel Tasmania is also pushing into the United Kingdom and the United States with plans to expand into Asia, focusing on Korea and China. It is also exploring the Indian market.

Premier Travel Tasmania will now represent the state in the Australian Export Awards, with the national category winners due to be announced at a ceremony in Melbourne on December 5 2008.

For more information please contact:

Mr Peter Ernst
Managing Director
Premier Tasmania Tours
GPO Box 1753
Hobart Tasmania 7001
Ph: +61 3 6227 1388
Fax: +61 3 6227 1366
Email: peter.ernst@premiertasmania.com
Website: www.premiertraveltasmania.com



Premier Travel Tasmania has enjoyed continuous growth and this year boasts a 33 per cent increase in passenger numbers compared to a 1 per cent growth in international holiday visitors to Tasmania overall.



Premier Travel Tasmania's win recognises the company's innovative approach in capturing the high-end international touring market.

