

MEDIA RELEASE: 3rd October, 2008

SHOAL BAY RESORT & SPA – STATE FINALISTS IN THREE CATEGORIES AT TOURISM AWARDS

NSW Tourism today announced the finalists of the 2008 NSW Tourism Awards with Shoal Bay Resort & Spa named in three categories - the culmination of a successful year within local tourism awards.

Shoal Bay Resort & Spa celebrated success at the 2008 Mid North Coast NSW Regional Tourism Awards as winners of “Tourism Education & Training” and “Meetings & Business Tourism” which followed July’s Hunter Regional Tourism Awards for Excellence announcement of winner for “Tourism Education & Training” and “Deluxe Accommodation”.

New South Wales Tourism Awards finalists for this year were chosen from a record 250 entrants across 30 categories with Shoal Bay Resort & Spa being successful for the following: Meetings & Business Tourism, Tourism Education & Training as well as Deluxe Accommodation. These Awards recognise the diverse range of tourism product throughout NSW and the outstanding individuals who promote and support the industry. They also celebrate tourism businesses that have demonstrated exceptional achievement and success throughout the year.

The 2008 NSW Tourism Awards aim to:

- encourage and celebrate creativity, professionalism and innovation
- provide a benchmark for best practice within the tourism industry
- promote business planning amongst NSW tourism operators
- publicly recognise and reward excellence through an annual celebration
- reinforce the value of the tourism industry
- provide an opportunity for successful entrants to progress to the Australian Tourism Awards.

The Awards are held annually based on a written submission and inspection-based competition. Winners will be announced at the 2008 Awards Ceremony and Gala Dinner on Thursday 20 November at Star City Hotel & Casino, showcasing the very best of NSW industry excellence. Presented by Tourism NSW and in conjunction with Tourism Industry

Council NSW, the Awards Ceremony is the largest and most anticipated event on the NSW tourism calendar with Larry Emdur announced as this year's Master of Ceremonies.

Recognition at such high quality levels has once again raised the standard of service that Shoal Bay Resort & Spa aims to deliver. Director of Sales & Marketing, Harlan Marriott could not be more pleased with the recognition Port Stephens will receive from the Resort's continued success. "We are so incredibly proud to be part of such a beautiful part of the Mid North Coast and the Hunter. These awards are a testament to the resort's continued commitment to promoting Port Stephens and making this the ideal holiday location. Being recognised at the NSW Tourism Awards encourages us to raise our high level of excellence even further and to strive for bigger and better things to come in 2009 within the tourism industry".

Shoal Bay Resort & Spa now look forward to representing Port Stephens and the Hunter region at a state level and to continue to deliver a standard of service that keeps visitors returning to such a picturesque area within New South Wales.

- ENDS -

About Shoal Bay Resort & Spa

Shoal Bay Resort & Spa is the ultimate beachfront resort for couples and families alike. Including 200 luxury self contained apartments, 4 restaurants, 5 bars, the iconic Country Club Hotel and the exclusive Aqua Spa.

Shoal Bay Resort & Spa overlooks the pristine white sandy beaches to Port Stephens volcanic Tomaree headland. Shoal Bay boasts walking and cycling tracks, flat water beaches perfect for families as well as three pristine unspoilt National Park surf beaches. For the more energetic a paved pathway to the top of Tomaree affords unparalleled views of Port Stephens, all within sight and a 10 minute stroll of the resort. Port Stephens is the largest Marine Park in NSW with over 160 resident dolphins and 7000 Humpback Whales passing within sight on migration each year.

Dining options range from Catch at Shoal Bay, showcasing the freshest seafood with stunning water views, the casual alfresco dining of Sandyfoot Café, the iconic Promenade Dining Room and the family friendly Mermaids Bar & Grill. The legendary Shoal Bay Country Club Hotel is highly regarded as one of the most popular watering holes on the East Coast of Australia.

Aqua Spa includes the unique thalassotherapy mineral spas, twelve treatments rooms, group room and an extensive menu of treatments from hydrotherapy to massage.

MEDIA ENQUIRIES:

For more information and images about Shoal Bay Resort & Spa please contact:

Shoal Bay Resort & Spa
Sarah Mansfield
Marketing Executive
T +61 2 4984 8145
E sarah.mansfield@shoalbayresort.com.