

MEDIA RELEASE

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SHOAL BAY RESORT & SPA SHINES AT NSW TOURISM AWARDS

The annual NSW Tourism Awards were held last night at Star City Hotel & Casino where Shoal Bay Resort & Spa was announced as the Gold Award Winner for the best Deluxe Accommodation in New South Wales. This outstanding recognition for the Resort marks the culmination of a highly successful year after winning multiple tourism awards at a local, regional and now state level.

Presented by Tourism NSW, in conjunction with the Tourism Industry Council NSW, the Awards ceremony and Gala Dinner is the largest and most prestigious event on the NSW Tourism calendar. Award finalists were selected after a three day judging process by a panel of NSW tourism industry experts and Awards sponsors. This year, the judges selected 146 finalists across 30 categories from a record 250 entries, an increase of twenty five percent on last year. These Awards recognise the diverse range of tourism products throughout NSW and the outstanding products and individuals who promote and support the industry. They also celebrate tourism businesses that have demonstrated exceptional achievement and success throughout the year.

A large number of Tourism operators and providers vied for Gold, Silver and Bronze Awards across a range of categories including attractions, festivals and events, ecotourism, tour and transport operators, marketing, and a range of accommodation styles. Last Month, Shoal Bay Resort & Spa was delighted to be announced as a finalist in three key categories - Meetings & Business Tourism, Tourism Education & Training, as well as Deluxe Accommodation.

The Gold Award as the best Deluxe Accommodation in New South Wales for 2008 has once again recognised the high standard of services and facilities that Shoal Bay Resort & Spa aims to deliver. The Marketing Manager for Shoal Bay Resort & Spa, Rebecca Smith, was delighted with the positive recognition Port Stephens will receive from the Resort's continued success. "We are incredibly proud to be part of such a beautiful part of the Mid North Coast and the Hunter and to represent this region at such a distinguished level. This success is a testament to the Resort's continued commitment to promoting Port Stephens and to making

the Resort the ideal holiday destination in this region. Being successful at the NSW Tourism Awards encourages us to raise our expectations and services even further and to strive for bigger and better things to come in 2009”.

Shoal Bay Resort & Spa consistently aims to deliver the best in quality and inspirational beachfront accommodation in Port Stephens. Located beneath the spectacular volcanic Tomaree headlands and beside the pristine waters of picturesque Shoal Bay, the Resort offers a broad range of suites, apartments and villas with accommodation packages and facilities to suit a broad range of budgets, couples, families, conference and special interest groups and the most discerning of travellers. Whether you are looking for a relaxing escape, an unforgettable family break, an action packed friends getaway or an indulgent girls Spa retreat, Shoal Bay Resort & Spa has something for everyone, the perfect excuse to celebrate every day. All guests have exclusive access to the decadent Aqua Spa as well as a choice from four restaurants and five bars.

Shoal Bay Resort & Spa – **Gold Award Winner for best Deluxe Accommodation in NSW** at the 2008 NSW Tourism Awards.

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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:

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