



Santos Tour Down Under

Get up close and personal

ADELAIDE 17 - 24 January 2010

MEDIA RELEASE



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Santos Tour Down Under wins Australian Tourism Award

The Santos Tour Down Under capped another successful year with a win at the Qantas Australian Tourism Awards last night in Hobart.

The 2009 Santos Tour Down Under won the Major Festivals and Events category at the national awards ceremony.

“The win is a great recognition of the growth of the event, which has become the biggest cycling race in the Southern Hemisphere and a major tourism attraction,” says Hitaf Rasheed, General Manager, Events South Australia.

“The Tour is the first race on the prestigious UCI ProTour calendar, attracts the world’s best cyclists including Lance Armstrong and Cadel Evans, and draws thousands of visitors to South Australia to celebrate a week-long festival of cycling.

“The award win, against an impressive range of events including the Sydney Festival and the Melbourne Food & Wine Festival, is a wonderful achievement and testament to the hard work, passion and support of everyone involved in the event.”

It is the fourth award for the Santos Tour Down Under this year, with the event also winning:

- Australian Event Awards – Best Tourism Event (October 2009)
- South Australian Tourism Awards - Major Festivals and Events category (November 2009)
- The Australian Travel & Tourism Awards 2009 - Best Innovative Tourism Experience (February 2010)

Established in 1999, the Santos Tour Down Under has grown to become the biggest event staged in South Australia.

“Visitors travelled here to watch the world’s best cyclists, to take part in the range of associated events and public rides, and to enjoy the great attractions and hospitality that South Australia has to offer,” says Hitaf Rasheed.

“Television coverage of the race showcases the best of South Australia, beaming the State’s beautiful vineyards and spectacular coastline into homes across the world.”



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The Santos Tour Down Under continued to grow in 2010, attracting record crowds, visitor numbers and income for the South Australian economy.

The event, held in South Australia on 17-24 January 2010, attracted:

- 770,500 spectators compared to 760,500 in 2009
- 39,700 event specific visitors from interstate and overseas compared to 36,200 in 2009
- \$41.5 million in economic impact compared to \$39 million in 2009
- The Mutual Community Challenge Tour, the public recreational ride, also set a new record of 8099 participants – with a record 30% travelling from interstate and overseas.

For more information on the Santos Tour Down Under, visit www.tourdownunder.com.au.

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