

# Media Release



19 November 2010

## Tourism Award Win for Santos Tour Down Under

The 2010 Santos Tour Down Under took home the top prize in the Major Festivals and Events Category of the South Australian Tourism Awards at a ceremony in Adelaide last night.

The Santos Tour Down Under is no stranger to the South Australian Tourism Awards, as this win marks the second successive time the event was honoured in this category.

“Since its inception in 1999, the event has grown in leaps and bounds, and is today the biggest cycling race in the Southern Hemisphere and one of South Australia’s major tourism drawcards,” says Santos Tour Down Under Race Director Mike Turtur.

“The 2010 event injected \$41.5 million into the State’s economy and beamed images of South Australia’s regions, vineyards and spectacular coastlines into homes across the world.

“This achievement reflects the steadfast commitment of everyone involved in the Tour - from the South Australian Government to the event team, emergency services, sponsors, councils, contractors and volunteers, in putting this event on the world map.”

This is the third in a string of award wins for the 2010 Santos Tour Down Under this year. Earlier this month, the event bagged the top honours for the Best Public Event Safety Award at the South Australian Safe Work Awards 2010, and was named the Best Tourism Event for the second successive year at the Australian Event Awards last month.

The 2011 Santos Tour Down Under will be held in Adelaide and regional South Australia from 16-23 January 2011. For further information visit [www.tourdownunder.com.au](http://www.tourdownunder.com.au)

For travel and accommodation details, contact the South Australian Visitor and Travel Centre on 1300 674 630 (+61 8 8303 2220 for international callers).

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**Santos Tour Down Under**  
Adelaide 16-23 January 2011  
[tourdownunder.com.au](http://tourdownunder.com.au)

