

11<sup>th</sup> November 2010

## Booderee and Kangaroo Valley win Tourism Awards

The Virgin Holidays Responsible Tourism Awards 2010 have been announced and Australia is a well deserved recipient.

These nationally acclaimed awards which were founded in 2004 and voted by tourists themselves, are given to those destinations that contribute to the culture and economies of local communities and are providing a positive contribution to biodiversity conservation.

Sponsored by the Jamaica Tourist Board the award for the Best Cultural Heritage Conservation was won by Booderee National Park.

The judging panel announced that "Booderee is proof that a partnership between government and a marginalised community can work to protect cultural heritage through long-term conservation goals. The Park's Botanic Gardens is the only Aboriginal-owned botanic garden in existence.

The judges recognised the partnership for preserving the privacy of the Wreck Bay Aboriginal Community within the sanctuary zone, and using tourism to the National Park for securing their livelihoods. With 430,000 visitors a year bringing in 1.2 million Australian Dollars and with 80% of the workers Indigenous and living within the park, the future plan for the community to take over sole management of the park alone is very real."

The Kangaroo Valley Tourist Association was awarded a highly commended for Best Destination which was sponsored by the Oman Ministry of Tourism.

The Association is a leader in environmentally responsible travel and presents many eco-friendly destinations that are reducing their footprints by using water and energy efficient appliances and devices and allow customer access to organic produce.

Judging takes one month as references are assessed. Due to the large number of nominations a short list of 20 in each category is chosen.

Criteria for winning are the benefits delivered to the local people and environment that encourages environmental responsibilities and shows measurable improvement and a demonstrated flow on effect.

<http://www.environment.gov.au/parks/booderee>

<http://www.kangaroovalleytourist.asn.au/>

