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MEDIA RELEASE

Beach Huts Middleton and Kimbolton Wines win at 2021 SA Tourism Awards among record number of local finalists

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Beach Huts Middleton have been named winners of the '3–3.5 Star Accommodation' category at the 2021 South Australian Tourism Awards, held last week at the Adelaide Oval.

The 12 meticulously and individually designed colourful huts were recognised for their 'wow factor', contrasting boutique beach-style architecture with English country garden surrounds.

Kimbolton Wines were awarded silver in the hotly contested 'Tourism Wineries, Distilleries and Breweries' category, recognising their architecturally designed shipping container and recycled timber cellar door, the perfect setting for their carefully crafted seasonal wine and local artisan cheese flights.

Overall, nine businesses from the Alexandrina region submitted nominations – with support from Business Alexandrina – and all nine were named finalists, a record number for Alexandrina in the SA Tourism Awards.

This is a fantastic result for these local tourism businesses, and reflects the high standard of Alexandrina's products and experiences across the board.

Mayor Keith Parkes said, "I am incredibly proud of Beach Huts Middleton's success in the 2021 SA Tourism Awards, and extend my congratulations also to Kimbolton Wines. The uncertainty caused by the lockdowns certainly impacted local tourism businesses and the shortlisting of all nine local nominees both reflects the resilience and 'can do attitude' of the Alexandrina community, and confirms the region as an ideal place to visit for amazing experiences".

This result is also an outstanding outcome for Business Alexandrina's mentoring program, delivered in partnership with the Tourism Industry Council SA, which supported the nine nominees throughout the year and with their award submissions.

The mentoring program has worked to elevate local tourism during a significant downturn in the industry by providing local businesses with tools and skills to increase their resilience.

The Business Alexandrina team facilitated industry mentorships, provided access to the co-working space at the business hub, held marketing and planning workshops, offered meetings with the Business Hub's 'Experts in Residence' and provided weekly updates with key information and encouragement to maintain momentum throughout the program.

Alexandrina Council Acting CEO, Mark van der Pennen, said, “this is a fantastic example of the role Council can play in supporting its local businesses to survive and thrive – an integral part of our draft Economic Development Strategy, which is currently out for consultation.

“Congratulations to the businesses committing to the significant work involved with preparing a submission while using the opportunity to improve their chances of future business success,” he said.

The full list of local finalists is as follows:

- Canoe the Coorong – Category 5, Ecotourism Tourism
- Carriage of Occasion – Category 12, Tour & Transport Operators
- SA Skydiving – Category 13, Adventure Tourism
- Kimbolton – Category 16, Tourism Wineries, Distilleries and Breweries
- Glenbarr Homestead – Category 19, Unique accommodation
- Woodburn Homestead – Category 19, Unique accommodation
- Beach Huts Middleton – Category 21, 3-3.5 Star accommodation
- Hammer and Tongs – Category 24, New Tourism Business
- Foodbuilder – Category 24, New Tourism Business.