



MEDIA RELEASE | 1 May 2023

Victor Harbor in the running to secure title as SA's Top Tourism Town

Victor Harbor has been recognised as one of seven leading towns with a chance to win the SA Top Tourism Town Awards.

The SA Top Tourism Town Awards, coordinated by the South Australian Tourism Industry Council, recognise towns that offer amazing experiences and are committed to encouraging and developing tourism in their region.

You can check out all seven towns in the running at www.ticsa.com.au and vote for your favourite! The town with the most votes will receive the 2023 People's Choice Award.

City of Victor Harbor Mayor, Dr Moira Jenkins, said Victor Harbor certainly deserves to be listed as one of South Australia's favourite places.

"People visit Victor Harbor throughout the year for fresh air and lively experiences. It's so refreshing on the south coast that people continue to return year after year, and some even decide to move into our coastal city permanently," said Mayor Jenkins.

"This recognition as a top tourism town is a reflection of everything on offer in Victor Harbor, including our incredible tourism operators and businesses, and our stunning natural surrounds."

"It takes less than a minute to vote in the Top Tourism Town Awards, so jump online and vote for Victor Harbor now!"

City of Victor Harbor Chief Executive Officer, Victoria MacKirdy, said a significant amount of work has been undertaken in recent years to showcase Victor Harbor as a great place to visit.

"Council is extremely proud of what has been achieved in the tourism space in recent years. This has included the launch of our new destination brand, the renovation of our new and modern Visitor Centre, and the growth of major events taking place locally," said Ms MacKirdy.

"We are seeing considerable private investment in Victor Harbor, reflecting Council's recent investments into our City with projects like the Mainstreet Precinct upgrades."

"Victor Harbor is the vibrant, creative heart of the Fleurieu Peninsula. We are brimming with culture, and have plenty on offer for visitors."

By voting, you can go into the draw to win a \$500 voucher for a weekend at a Council-owned caravan park, thanks to the Local Government Association of South Australia.

To place your vote, visit www.ticsa.com.au/industry-programs/sa-top-tourism-town/2023-peoples-choice/

Voting closes at 9am on Monday, 8 May 2023.