



MEDIA RELEASE

Jetty wins Bronze at Australian Tourism Awards

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Busseton Jetty was announced the Bronze Medal winner in the Major Tourist Attraction category at the 2018 Qantas Australian Tourism Awards in Launceston last night.

Busseton Jetty Inc (BJI) Chair Jenny Sheehan said it was wonderful for the Jetty to be recognised by national judges at the prestigious awards.

“We wish to thank all of our visitors, the local community for their support and our tireless staff and volunteers.

“This award inspires us to continue exciting visitors with new experiences to help us conserve the 154-year-old heritage icon for future generations to enjoy.

“The standard of finalists was incredible and we pass on our congratulations to all of them,” Jenny said.

BJI CEO Lisa Shreeve said that the Jetty had attracted over 500,000 visitors last year.

“The key to attracting more visitors has been to offer a range of experiences that appeal to various markets.

“Last year we developed popular new experiences including the Sunset Train and Sunset Marine tours, mini tours and Mermaid Tours.

“We also have some exciting new initiatives to attract international visitors including Underwater Dining, an Australian first.

“The indulgent dining experience was developed to attract affluent visitors with flights included from Perth to Busseton, creating awareness of the region amongst a new target audience.

“Also on the cards is the ‘Village’ 1.8km out to sea at the end of the Jetty with plans for Margaret River region food and beverage options, additional ablution amenities, marine zone, education facilities and a designated swimming area.

“BJI’s long term plan is to build the Australian Underwater Discovery Centre (AUDC) to replace the current Underwater Observatory.

“This will be the world’s largest underwater observatory and is expected to generate over 400,000 additional visitors and \$12 million in revenue per annum, creating 40 direct and 340 indirect jobs,” Lisa said.

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