



PRESS RELEASE

IMMEDIATE RELEASE

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Pennicott Wilderness Journeys wins 3 State Tourism Awards

The wins keep coming for Tasmanian eco-cruising pioneer Rob Pennicott and his team at Pennicott Wilderness Journeys, winning 3 categories at the 2010 Tasmanian Tourism Awards.

Rob's flagship cruise experience, Bruny Island Cruises, won the Tourist Attraction and Ecotourism categories. Pennicott Wilderness Journeys, which encompasses both of the cruise experiences, Bruny Island Cruises & Tasman Island Cruises, has been awarded Tasmania's 2010 Qantas Award for Excellence in Sustainable Tourism.

"We were very excited to be named Best Tasmanian Attraction and Best Ecotourism, as well as winning the Qantas Award for Excellence in Sustainable Tourism," Rob says. "Each of the awards is important to us for different reasons and it's a great thrill to be acknowledged across a wide variety of criteria."

This is the fourth win for Bruny Island Cruises in the Tourist Attraction category, building on its success in this category in 2006, 2008 & 2009. As a result, Bruny Island Cruises has been inducted into the prestigious Hall of Fame. The Tourist Attraction award recognises the significance of Bruny Island Cruises in raising the profile of Bruny Island, south-east of Tasmania's capital city of Hobart, as a key destination for local and interstate visitors. The cruise has also been highly acclaimed internationally and was published by *Travel & Leisure* as one of the Greatest 100 Trips of the World in their 2008 hardcover yearbook.

The Ecotourism Award acknowledges the passion and energy that the Bruny Island Cruises team puts into delivering an outstanding environmental experience. The company's yellow boats cruise beneath some of the tallest sea cliffs in the southern hemisphere, pausing frequently to observe the natural wonders and wildlife along the coast. The open-sided boats give visitors a personal encounter with marine mammals and seabirds, putting people close to nature in a way that only authentic ecotourism products can. The win in the Ecotourism category is the third for Bruny Island Cruises, following wins in 2006 and 2009.

Rob Pennicott is delighted that Pennicott Wilderness Journeys has won the Qantas Award for Excellence in Sustainable Tourism.

"From the start, we've had a clear focus on sustainability and ecologically-responsible operation," he says. "It shows in our commitment to reducing our environmental impact, conserving the regions natural resources and benefiting local communities through direct donations, support for local suppliers and employment opportunities for local people."

Most of the company's 50 staff are locals, either living on Bruny Island or the Tasman Peninsula. "Since we started back in 1999, it's been a total team effort, all the way – without our skippers, bus drivers, kitchen staff, deckhands, finance, marketing and promotion staff – not to mention all our partners and business colleagues in the Tasmanian tourism industry – none of these awards would ever be won."

Pennicott Wilderness Journeys donates a percentage of profits to the Tasmanian Coast Conservation Fund, which Rob and his family established in 2007. In May 2010, \$100,000 of these donations was used to eradicate a feral species on Tasman Island, saving 50,000 seabirds each year. The business offsets all its greenhouse emissions through Greening Australia and has achieved Ecotourism Accreditation and Green Globe Lite Operator Status, recording above best-practice results for all sustainability indicators such as fuel, energy, water usage and minimal waste creation.

The company's success at the state level means it now has a chance to win three categories at the Australian Tourism Awards in March 2011.

"Whatever the result, it's great to be able to highlight one of Tasmania's best visitor experiences on the national stage," Rob says.

For more information on Bruny Island Cruises or Tasman Island Cruises, please contact

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Previously won Awards

Best Australian Ecotourism 2009 (Bruny Island Cruises)

Best Tasmanian Attraction 2006, 2008 & 2009 (Bruny Island Cruises)

Best Tasmanian Ecotourism 2006 & 2009 (Bruny Island Cruises)

Tasmanian Qantas Award for Excellence in Sustainability 2009 (Bruny Island Cruises)

Best New Tasmanian Product Development 2008 (Tasman Island Cruises)

Telstra National MYOB Small Business of the Year 2008

Telstra National Sensis Social Responsibility Award 2008

Telstra Tasmanian Business of the Year 2008

Family Business Australia's National Small Business of the Year 2008