**2017 South Australian Tourism Awards**

Peterborough Tourism won the following accolades at the recent 2107 SA Tourism Awards held in Adelaide on the 10th November:

1. **Winner** – Local Government Award for Tourism.

**This category is open to all local government authorities and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and overall to their State/Territory’s tourism industry.**

1. **Silver** (second in the state) – Destination Marketing.

This category recognises creativity and innovation in fully integrated destination marketing activities. This category is open to Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, local government and marketing alliances.

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| [**Peterborough Tourism – District Council of Peterborough**](http://www.peterborough.sa.gov.au/)  *Supported by the Local Government Association of South Australia*  2017 marks the 100th birthday of Peterborough’s beautiful town carriage – a 1917 first-class sleeper that regularly crossed the Nullarbor. In January, the District Council of Peterborough transformed it into the Town Carriage Museum, a free-of-charge tourism experience that tells Peterborough's dramatic story. The Carriage – together with a new RV Park, a Main Street upgrade and a new Yellow i accreditation – is the apogee of a three-year program implemented by Council to reposition the town as a must-do destination for grey nomads. | [Peterborough Tourism – District Council of Peterborough](http://www.peterborough.sa.gov.au/) |

Congratulations to everyone involved!