

Golden glow after awards

Tourism success amid tough times

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TASMANIAN “seafood institution” Mures is confident about the future after navigating the challenges of Covid and scoring its inaugural gold medal in the Australian Tourism Awards.

Mures was one of eight Tasmanian tourism operators to win gold medals at the national judging on Friday night, along with Saffire Freycinet, Pumphouse Point, Pennicott Wilderness Journeys, Gordon River Cruises, Blue Derby Pods Ride, Wonders of Wynyard Visitor Centre and Coal River Farm.

Mures restaurant manager James Alcock said it had won awards before but this was the first national tourism industry gold for the business.

“I think we’re this iconic Tasmanian seafood institution,” he said.

“At the moment we’re as busy as we can be. We’re booked out nearly every single night.”

He said the business was confident about the future.

“The last couple of years



Lauren Hodder from Federal Group tourism, James Alcock of Mures and Eleanor Leesong of Coal River Farm.

have been challenging for sure, but Mures used that time to adapt and make some changes,” he said.

Federal Group representative Lauren Hodder said the last few years had also been challenging for luxury hotels Saffire and MACq01

“We’re lucky the two properties in MACq01 and Saffire, they really do sell themselves,” Ms Hodder said. “But the borders opening in the last couple of months have definitely driven growth.”

Ms Hodder said there were many reasons why they had won. “The submission for that

category was all around connection to place, that’s what really brings Saffire out from their competitors,” she said.

Destination Southern Tasmania chief executive Alex Heroys said the awards would help attract more tourists.

“People say we punch above our weight but I would argue we are actually the heavyweight of the tourism industry and the other states have got a job to catch up,” he said.

Premier Peter Gutwein said the awards would boost Tasmania’s reputation as a tourist destination.