

Saturday November 12, 2011



PRESS RELEASE

The Old Woolstore Apartment Hotel wins big at the 2011 Tasmanian Tourism Awards!

Hobart's Old Woolstore Apartment Hotel enjoyed a successful night at the Tourism Industry Council of Tasmania's annual gala awards, winning the popular 4-Star category "Deluxe Accommodation" and also being highly commended for "Business & Meetings Tourism".

It is the fifth time that The Old Woolstore has triumphed in this category since opening in 1997, and as usual the competition was fierce with previous winners Avalon Coastal Retreat, iconic Wrest Point Hotel & Casino, serene Freycinet Lodge and Lenna of Hobart among the finalists. Success at state level once again gives The Old Woolstore the opportunity to repeat their 2008 and 2010 recognition in this category where they went on to win nationally in Melbourne (February, 2009) and Perth (March, 2011). The 2011 Australian Tourism Awards will be held in Cairns in March, 2012.

Commercial Manager, Ben Targett, proudly accepted the award on behalf of The Old Woolstore and said, "This recognition is really exciting for all our staff, and hopefully our many guests as well. To win against such quality properties and as an independent Tasmanian hotel is just a great credit to everyone who works at our property."

"Winning this award will also help us market our property during the coming year and keep us focussed on continuing to lift the bar with our service, offerings and business practices", he added.

Hobart's multi-award winning Old Woolstore Apartment Hotel has built a reputation among business and leisure travellers as one of Australia's most welcoming and relaxing inner-city hotels. Renowned for spacious rooms and friendly hospitality, the property is centrally located – within a stone's throw of the city centre and just a block from Hobart's waterfront. Accommodation consists of a unique choice of apartments and hotel rooms; the decor is contemporary, rooms are well appointed and immaculately presented. A comprehensive range of business, conference and meeting services is on offer, complemented by Stockmans Restaurant and The Baaa Bar.

Further information about The Old Woolstore can be found at www.oldwoolstore.com.au and any enquiries should be directed to Ben Targett on (03) 6235 5355.