

# AUSTRALIA'S BEST LUXURY HOTEL

## The Westin Melbourne strings together record tourism industry award wins

The Westin Melbourne has capped off an impressive twelve months, being recognised as the country's best Luxury Accommodation property at the 2006 Australian Tourism Awards - the nations most prestigious tourism accolade.

The Westin Melbourne was entered into the national awards after winning the Luxury Accommodation mantle at the Victorian Tourism Awards in November 2006 - and was crowned **National Winner** of the **Luxury Accommodation** category against five other state representatives from around the country.

Hailed as the "Oscar" of the tourism industry, the prestigious Australian Tourism Awards are presented to winners following a rigorous entry and judging process reviewing all facets of the tourism operation from guest and employee satisfaction, financial performance and marketing strategy to social and environmental contribution as well as business planning.

This latest accolade creates an unprecedented string of awards that has seen The Westin Melbourne take out the industry's most coveted international, national and state titles in the past year.

The hotel now boasts awards and accolades across all areas of hotel operation - including the Australian Hotels Association "**Best Overall Hotel**"; Meetings Events Australia "**Nations Best Meeting Venue - 150 Delegates or less**" for as well as Victoria's "**Best Financially Performing Hotel**" at the MAXXotel Awards.

Also in the awards collection for the last 12 months are "**Leading Corporate Hotel in Australasia**" at the 2006 World Travel Awards; "**Best Deluxe Hotel**" and "**Best Accommodation Restaurant**" for Allegro in Victoria at the Australian Hotel Association's state awards as well as a national accolade for "**Accommodation Division Excellence in Service**" at the AHA's 2006 National Awards.

"We're lead to believe that we are now the most decorated Westin property in the world," comments General Manager, Richard Bussiere.

"To be awarded such prestigious accolades for our service, product and financial performances is a credit to our team of associates who take great pride in making guests feel better than when they arrived delivering personal service and sharing our outstanding product,"

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