

Cottages Win RACV People's Choice Awards

Winners of the RACV People's Choice holiday accommodation awards announced at gala Victorian tourism event in Melbourne.

December 6, 2010 (FPRC) -- MYER Creek Cascades cottages in Healesville and Abalina Cottages in Bright have been chosen as Victoria's best holiday accommodation properties in the inaugural 2010 RACV People's Choice Awards.

These awards, part of the RACV Victorian Tourism Awards, offered for the first time this year, were judged by guest reviews on RACV's online accommodation review program at racv.com.au, which is designed to help Victorians make informed choices on holiday properties.

Myer Creek Cascades cottages, with its four romantic spa units, Silverbrook, The Ferns, Treetops and Dreamwood, received the top rating to take the RACV People's Choice Award for Guest Satisfaction.

Abalina Cottages, with its two Yarra Valley 4.5-star three bedroom/two bathroom units and one superior townhouse, rated highest in the RACV People's Choice Award for Best Service.

Guest reviews, with at least 50 required for each nominated property, were used to determine the 2010 winners in an initiative designed to highlight the best of the state's tourism operators.

RACV members and other holiday makers were the judges, posting their reviews on the RACV website. The winners were announced last night at the RACV Victorian Tourism Awards gala event in Melbourne.

Congratulating the winners, RACV Tourism and Travel general manager Neil James said holidaymakers were more discerning than ever, wanting the best value for their holiday dollars.

'People want to make informed decisions about their choice of accommodation, seeking out value for money and a unique experience, be it a caravan park or a five-star resort.

'These awards, part of RACV's commitment to the ongoing development of Victorian tourism, will encourage all operators to lift the bar on guest satisfaction and service levels,' Mr James said.

'RACV is proud to be the major sponsor of the RACV Victorian Tourism Awards and we thank Tourism Victoria and the Herald Sun for the part they played in giving holidaymakers the opportunity to identify the best destinations,' Mr James said.

RACV's online review process asked guests to rate the property on cleanliness, facilities, service, atmosphere, location and value and to also write comments on what was great about their stay and what could be improved. The winner of the guest satisfaction award was decided on an average score from all of the criteria ratings while the service award was judged just on the service score.

Mr James urged Victorians planning holidays to visit the RACV website to assess the independent reviews of fellow travellers, and to, in turn, provide their own reviews, adding further to a rich

RACV-sponsored Victorian tourism resource.

Top Ten Properties In The People's Choice Campaign

Myers Creek Cascades - Healesville. Score: 99, 98

Abalina Cottages - Bright. Score: 98, 99

Big Blue Backyard – St Andrew's Beach. Score: 97, 98

Ti-Tree Village and the Barkhut Restaurant - Ocean Grove. Score: 95, 97

Sanctuary Park Cottages - Healesville. Score: 95, 97

Alpine Country Cottages Studio Seven - Mansfield. Score: 95, 96

Hill of Content - Rhyll. Score: 94, 95

Johanna Seaside Cottages - Johanna. Score: 94, 95

A Room with a View B&B – Apollo Bay. Score: 93, 93

Beacon Resort Motel - Queenscliff. Score: 92, 95

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--About The Royal Automobile Club of Victoria (RACV)--

The Royal Automobile Club of Victoria (RACV) is run to benefit members through high quality service, great value products and wide range of member benefits. RACV is committed to representing members' interests in areas such as road safety and mobility, through advocacy and sponsorship of community programs. It also offers a range of insurance policies from car insurance and home insurance to business insurance, with member benefits that include discounts and savings.

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