

22 November 2009

FREMANTLE PRISON BREAKS INTO THE WESTERN AUSTRALIAN TOURISM AWARDS HALL OF FAME

Fremantle Prison will join the exclusive Western Australian Tourism Awards Hall of Fame in 2010, after winning the Major Tourist Attraction category of the 2009 Western Australian Tourism Awards.

In a night of celebration, the Fremantle Prison Gift Shop also won the Silver Medal in the Specialised Tourism Services, and the Bronze Medal in the Heritage and Cultural Tourism category.

Executive Manager Mr Bevan Beaver said 'this is a tremendous result for Fremantle Prison. It is a tribute to the hard work and dedication of all involved with the Prison.'

'Winning medals in three categories highlights the delivery of an exceptional visitor experience across all areas of our operation.'

'The Gift Shop is much more than a souvenir outlet. Its sale of prisoner produced artwork assists in their rehabilitation efforts. And with our obvious focus on heritage, it is wonderful to be recognised as an industry leader in this arena,' said Mr Beaver.

This year's results represent the greatest success achieved by the Prison in these awards. Having won the Major Tourist Attraction in 2006, 2008 and now 2009, Fremantle Prison will be inducted into the Hall of Fame in 2010.

Fremantle Prison was opened to the public in 1992 and now welcomes almost 180,000 visitors each year. The Prison is managed by the Department of Treasury and Finance and employs over 50 people.

The Prison is now a finalist in the Major Tourist Attraction category of the National Tourism Awards, to be announced in Hobart in February 2010.