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MEDIA RELEASE

Taxi Industry to be acknowledged amongst SA's Tourism Elite

The search is on for Adelaide's best taxi driver, with the winner to be announced for the first time at this year's prestigious South Australian Tourism Awards.

In recognition of the importance of the industry to the tourism sector, South Australia's best cabbies will feature in a new category in the highly coveted Tourism Awards.

"We see this as fantastic acknowledgement of the frontline work of the taxi industry in tourism," said Taxi Council SA President Jim Triantafyllou.

"Our drivers are greeting and transporting tourists from Adelaide Airport 365 days of the year and it's something they are really proud of," he said.

South Australian Tourism Industry Council Chief Executive Ward Tilbrook says recognising the Taxi Driver of the Year at the 2014 South Australian Tourism Awards is a perfect fit.

"Taxi drivers are such an integral part of the South Australian tourism experience and are often the first point of contact for visitors when arriving in our State. By encouraging the highest levels of customer satisfaction we can ensure a South Australian welcome is one to remember," Mr Tilbrook says.

As well as their important role in tourism, taxi drivers play a vital everyday role in getting people home safely.

"We'd ask people to think about how much they rely on taxis and to reward those drivers who do an exceptional job in getting you to your destination in a safe, friendly and welcoming environment," Mr Triantafyllou said.

"There are daily stories of the good work that taxi drivers do and we want to encourage customers to share those stories."

Passengers are encouraged to nominate taxi drivers who provide customer service that stands out from the crowd, keeping in mind the following criteria:

- Driver Knowledge and Skills
- Courtesy and Helpfulness
- Driver Vehicle and Presentation
- Safety and Comfort
- Service to Passengers with Special Needs

Nominations for the Adelaide Airport 2014 Taxi Driver of the Year will be assessed by a panel of community leaders, with the winner announced at the SA Tourism Awards on November 14 at the Adelaide Convention Centre.

Passengers can use their smart phones during their taxi journey to nominate a driver during the month of September by logging onto www.sataxidriveroftheyear.com.au

For further information contact: Nicole Haack at The Message Bureau on 0411 196 661