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Fremantle Prison escapes with gold at Australian Tourism Awards

- Gold Medal win showcases State's only built world heritage listed asset

The successful conservation and interpretation of Western Australia's convict past and cultural history was recognised when Fremantle Prison took out top honours in the 2017 QANTAS Australian Tourism Awards at OPTUS Stadium last Friday.

Fremantle Prison was among a record eight Western Australian winners at the awards, winning the Gold Medal in the Cultural Tourism category ahead of Tasmania's Port Arthur Historic Site and the Northern Territory's Venture North Australia.

Fremantle Prison Director **Paula Nelson** said the win confirms that Western Australia is competing successfully against many high-quality cultural heritage experiences across Australia.

"This Gold medal affirms Fremantle Prison as one of Australia's unique heritage assets and is a fitting tribute to those who work so hard to conserve the property and its collection, and interpret the prison's fascinating history", Paula said.

"Their passion and dedication has seen Fremantle Prison recognised for delivering world class visitor experiences for more than 200,000 visitors who come through the gates every year."

As the only built World Heritage listed place in Western Australia, Fremantle Prison operates as a heritage precinct that balances its cultural heritage significance with complementary activities that generate revenue for the conservation of the site.

Decommissioned as a prison in 1991, Fremantle Prison now offers a range of interpretive tours of the complex and its tunnels, as well as exhibitions and cultural events.

The Australian Tourism Awards showcase the best in the industry for their outstanding customer service, innovation and ongoing business excellence. The Cultural Tourism category recognises tourism operations that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

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Fact File

- Fremantle Prison opened as an attraction in 1992 and welcomes approximately 200,000 visitors annually
- In 2010 Fremantle Prison became the only World Heritage listed building in Western Australia
- In 2010 Fremantle Prison was inducted into the Major Tourist Attractions Hall of Fame at the WA Tourism Awards
- In 2018 Fremantle Prison will be inducted into the Cultural Tourism Hall of Fame after securing back to back wins in 2015, 2016 and 2017 at the Western Australian Tourism Awards