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## Fremantle Prison's record-breaking streak at Western Australian Tourism Awards

- Fremantle Prison takes home gold in the Cultural Tourism category and silver in the Major Tourist Attractions category
- Win showcases State's only built World Heritage site

Western Australia's convict and criminal past was recognised when Fremantle Prison took home the gold medal in the prestigious Cultural Tourism category at the 2019 Perth Airport Western Australian Tourism Awards on Saturday 9 November. Fremantle Prison also won a silver medal in the Major Tourist Attractions category.

This is the fifth consecutive year, the Prison has taken home the gold medal in the Cultural Tourism category, making the Prison the first tourism attraction to be awarded the highest honour within the competitive category for five successive years.

Fremantle Prison Director Paula Nelson said the record-breaking achievement is testament to the dedication of all those involved with the Prison who work passionately to conserve, interpret and share the stories behind WA's only built World Heritage site.

"Winning a gold medal, for the fifth consecutive year, demonstrates the value of the experience-based tourism experience the Prison provides to visitors, as well as highlighting the unique atmosphere and sense of history that a site like Fremantle Prison provides," Ms Nelson said.

"Fremantle Prison now has its sights set firmly on the Qantas Australian Tourism Awards to be announced in Canberra on Friday 6 March 2020. The Prison will compete in the same category against the best cultural tourism attractions in the country."

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

Built by convicts in the 1850s and decommissioned as an operating prison in 1991, Fremantle Prison is a heritage icon in Western Australia that offers world-class cultural tourism experience to visitors, including a range of interpretive tours, revolving exhibitions and cultural events, which support conservation efforts.

### 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
- Fremantle Prison was inducted into the Major Tourist Attractions Hall of Fame at the 2010 WA Tourism Awards
- Fremantle Prison was inducted into the Cultural Tourism Hall of Fame at the 2018 WA Tourism Awards
- Fremantle Prison is a division of the Department of Planning, Lands and Heritage