

PRESS RELEASE

**SOFITEL SYDNEY SHORTLISTED IN THE SIXTH ANNUAL
“THE AUSTRALIAN TRAVEL & TOURISM AWARDS 2009”**

13 January 2010: The Sofitel Sydney Wentworth hotel has been selected as one of the short-listed nominees for the **Best Luxury Accommodation (100 rooms and over)** category in the sixth annual “The Australian Travel & Tourism Awards 2009”.

The Australian newspaper in association with *The Weekend Australian’s* Travel & Indulgence section hold the awards each year to bring together consumers and operators in recognition of great Australian travel and tourism products and services.

Sofitel Luxury Hotels PR Manager Rebecca Freestun says the nomination is welcome recognition for a hotel with a remarkable history.

“The Wentworth has a heritage like no other in Australia, so we’re very proud to have placed it back at the top of Sydney’s finest hotels with this special nomination,” Ms Freestun says. “Our challenge is to create a hotel that combines the spirit of Sydney with the French sophistication of Sofitel, and we’re delighted to have achieved that and been recognised in such a spectacular way.”

Sofitel Sydney Wentworth has been back at the top of Sydney’s five-star hotel list since it won the title of “Best Deluxe Hotel” in the 2008 Australian Hotel Association (NSW) Awards after a \$10 million revitalisation. The Australian’s nod represents Sofitel Sydney Wentworth’s second consecutive nomination in the annual travel and tourism awards, with the hotel also shortlisted last year.

Other finalists announced in this esteemed category announced today were BLUE Sydney, A Taj Hotel, Woolloomooloo, NSW; Emporium Hotel, Brisbane, QLD; Intercontinental Melbourne The Rialto, Melbourne, VIC; Park Hyatt Sydney, NSW; Sofitel Sydney Wentworth, Sydney, NSW; and The Westin Melbourne, VIC.

The Weekend Australian’s Travel & Indulgence section will launch the promotion of the awards on Saturday January 23, over a four-week period leading up to the announcement of winners in the February 20 issue.

Readers of *The Weekend Australian* will be asked to vote in 17 specialised categories covering such areas as accommodation, family-focused tourism, food and wine experiences, destination spas, tour operators and other integral components of the domestic travel and tourism industry.



To make an enquiry or reservation please call Sofitel Sydney Wentworth on 02 9228 9188 or for more information on the hotel and to purchase a gift voucher visit www.sofitelsydney.com.au.

Sofitel: re-inventing French elegance in luxury hotels

Sofitel creates unique luxury hotels in the world's most attractive destinations, by the artful blending of its French origins with the very best of local cultures. Sofitel forges a privileged bond between its staff of devoted service professionals and its cosmopolitan guests who expect and appreciate beauty, quality and excellence. Sofitel offers the best of French elegance, from food and wine rituals to bedding, design and personal care products. Hotels where life can be savoured, shared with others, lived in harmony with oneself; transforming every stay into a unique and unforgettable experience.

www.sofitel.com

Images available on request

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