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# Tourism operator wins state award

**HALLS GAP** - A Halls Gap based tourism operation has taken out a Victorian industry award.

Answalk Walking Holidays took out the Victorian category in the PublicityShip Hidden Jewel Award.

Answalk will receive a three-month publicity campaign from PublicityShip public relations firm as the prize.

Family business Answalk is owned and operated by Monica and Phil Coleman.

"We specialise in small groups, personal advice and high quality itineraries that showcase Australia's best natural and cultural assets," Phil said.

Answalk began in 1994 with four walking holidays and now

offers 24 walking holidays in five states.

Monica and Phil run the business from their home with the help of two administration staff.

The company was founded on close attention to detailed service and quality service and transportation.

All Answalk routes were created by Phil and Monica who drew on their many years of walking experience.

Answalk's Inn to Inn walking tours were specifically recognised with the award.

These walks operate throughout Victoria, New South Wales, Queensland, the Northern Territory and Tasmania. Walks may be self-guided, guided or group guided.

They are from five to nine days and are graded to suit all abilities.

Walks can be commenced any day with a minimum of two people booking together.

Detailed notes allow walkers to follow a fabulous walking trail, with the day ending at the next accommodation. Luggage goes ahead each day by vehicle.

The PublicityShip Hidden Jewel Awards were judged by AATKings escorted holiday operators chief executive officer Les Cox. Australian Traveller Magazine, a representative from Channel Nine's Postcards Series and chaired by PublicityShip manager Jane Hammond Focter.