

PATA YOUNG TOURISM PROFESSIONAL AWARD

Jason Dell

Jason Dell, culinary professional, is the 2007 PATA Young Tourism Professional. The award recognises outstanding individual talent to motivate and inspire them to continue achieving in the tourism sector.

Jason's win acknowledges the significance of professionalism in the hospitality sector to the New Zealand tourism industry and the contemporary visitor experience.

Bill Floyd, Floyd Marketing, represents New Zealand food and beverage exporters to international buyers. He regards Jason as a 'culinary adventurer' and credits his exemplary work as executive chef at Blanket Bay as contributing to New Zealand's coming of age as an epicurean destination.

"He has been internationally significant in giving New Zealand culinary credibility," says Bill.

"That is truly an amazing achievement for a young New Zealander."

A significant part of Blanket Bay's international renown amongst clients and media is also contributed to Jason. Phillip Jenkins, General Manager of Blanket Bay notes most recently UK *Condé Nast Traveller* naming Blanket Bay their Gold List 2007 Best Hotel for Food in the Australasia and South Pacific Region for "classic French and contemporary cuisine delivered from award winning executive chef Jason Dell."

The 1996 New Zealand Chef of Year, Jason describes his style of food as 'a contemporary display of fresh vibrant fare that excites the palate'. Jason regards the respect of peers as coming from not only his cuisine style but also leadership



qualities and the ability to inspire and motivate.

Having been mentored by renowned New Zealand chefs early in his career, he is known for creating and leading a highly successful team at Blanket Bay. His sous chef is the current New Zealand chef of the nation. Jason is President for the Otago and Southland Branch of the New Zealand Chef's Association and is a full member

of the Queenstown Resort College's Hospitality Advisory Board College.

Jason's stated long term goals are to serve as an ambassador for New Zealand food, wine and tourism industries on the global stage. Jason will use the PATA Award to fund professional development including the completion of 'Executive Series' studies.

www.jasondell.co.nz

YOUNG TOURISM PROFESSIONAL AWARD SPONSOR PATA

The new Tourism Strategy 2015 recognises the key importance of staff and people to company and industry success. Its "Focus on People" and acknowledgement that "people are the sector's major asset" need to stay front of mind.

The demand for skilled and motivated people will grow constantly over this period, with business managers and customers at the forefront of the demand side.

The PATA New Zealand Trust sees recognition for outstanding people performing in the

industry as providing a strong motivation for young professionals to meet this demand. Our past winners are making a major contribution to industry growth and visitor satisfaction, and have created role models for others.

This year's winner is filling those large boots and with them will help drive the industry forward.

PATA New Zealand Trust supports the strategy and the industry and will continue to seek recognition for its best and brightest.