

The search is on for Queensland's Top Tourism Town

The best holiday destinations across Queensland are competing in this year's Top Tourism Town Awards.

Presented by the Queensland Tourism Industry Council (QTIC), the Awards program recognises and celebrates Queensland's diverse and outstanding regional destinations.

QTIC Chief Executive Daniel Gschwind says that the judges will be looking for towns that offer an amazing visitor experience and have a strong commitment to making their town the best destination it can be.

"Queensland is home to many exceptional destinations. From unique Outback towns to picturesque coastal locations, these places deserve to have the spotlight put on them.

"The Awards give regional destinations a chance to showcase themselves and are a great way for Queenslanders to discover new towns to visit and hidden gems. The winners of Top Tourism Town are likely to become a new favorite getaway for families and holidaymakers.

"We're calling on tourism operators and locals to come together and unite in nominating their regional community and showing our judges why their destination deserves to be crowned a Top Tourism Town", says Gschwind.

There are three awards in the program, with *Tiny Tourism Town* introduced as a new award category in 2022:

- Top Tourism Town Award – those with a population over 5,000
- Small Tourism Town Award – those with a population between 1,500 – 5,000
- Tiny Tourism Town Award – those with a population below 1,500

Tourism Minister Stirling Hinchliffe said the Top Tourism Town Awards acknowledged the hard work of tourism operators and their communities.

"Creating a top tourism town is a team effort," Mr Hinchliffe said.

"The Top Tourism Town Awards are a terrific way of recognising the destinations united in delivering world-class visitor experiences.

"Successful tourism towns know the importance of making holidaymakers feel welcome and adapting to changing expectations.

"The Palaszczuk Government continues to back the economic recovery of Queensland visitor destinations and the local jobs tourism supports.

"Judges of this year's awards have some big decisions ahead of them.

Media Release



“Multiple, independent surveys are finding Queensland is the place to be for the world’s favourite holiday getaways.”

Last year, more than 40 towns were nominated for the Awards, with Noosa and Agnes Water 1770 taking out *Top Tourism Town* and *Small Tourism Town* respectively.

State winners will go on to represent Queensland at the National Awards held later in the year, where they have the chance to be crowned one of Australia’s Top Tourism Towns.

After winning at the state level in 2021, Noosa went on to win silver at the National Awards.

Tourism Noosa Chief Executive Officer Melanie Anderson says that the Awards are a wonderful acknowledgment of the uniqueness of a destination.

“For Noosa, winning this award was a great privilege, not only for our organisation but for our entire community.

“Noosa has an incredibly strong tourism industry that continues to showcase our region for visitors and locals alike. This award recognises this and is a great example of how the tourism industry and the local community work together”, says Anderson.

Nominations open Friday 4 February, and Queenslanders have three weeks to nominate their favourite town through Visitor Information Centres and Local Councils.

With nominations closing Friday 25 February, Queensland’s three top tourism towns will be announced in June at an Awards ceremony held in Brisbane.

– ENDS –

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Queensland Tourism Industry Council (QTIC) is the peak industry body for tourism in Queensland representing more than 3,000 members. QTIC is a private sector, membership-based organisation which, since 2001, has worked to influence and shape the state's tourism business environment that directly contributes \$27.2 billion to the Queensland's economy and employs more than 237,000 Queenslanders.