

Australia's top tourism towns announced

Thursday 14 September 2023

- The nation's best holiday hotspots were announced Thursday 14 September at Australia's Top Tourism Town Awards 2023, with the ceremony held at Parliament House in Canberra.
- The winners were determined by a state and national level voting process combining people's choice votes and a tourism industry judging panel.
- Three award categories were up for grabs – Top Tourism Town (population over 5,000); Top Small Tourism Town (population between 1,500 – 5,000); Top Tiny Tourism Town (population under 1,500).
- The town of Mandurah in Western Australia won the top award, Australia's Top Tourism Town, for the first time ever.
- Queensland's Airlie Beach won silver in Australia's Top Small Tourism Town Award category.
- Caloundra in Queensland took out bronze in Australia's Top Tourism Town Award category.

Mandurah in Western Australia, Tasmania's Queenstown and the tiny Western Australian community of Dwellingup have been named Australia's best tourism towns for 2023.

The annual awards, presented by the Australian Tourism Industry Council, were judged on a state and national level by a panel of tourism experts and people's choice votes.

Across three hotly contested award categories, the regional gems were crowned the best in the land based on population size, with Mandurah dubbed Top Tourism Town, and Queenstown and Dwellingup named Top Small and Top Tiny Tourism Town respectively.

Having won on a state level at the Queensland Tourism Industry Council's Top Tourism Town Awards in June this year, the sunshine state had three finalists competing for top national honours – Caloundra, Airlie Beach, and Winton.

The bustling coastal community of Caloundra were awarded bronze in the highly coveted Australia's Top Tourism Town Award.

Home to stunning waterways and breathtaking coastline, Airlie Beach were crowned Australia's second-best Small Tourism Town.

As part of the awards formalities, all state and territory finalists and their guests were treated to a lunch time ceremony at Canberra's Parliament House, with addresses by Minister for Trade and Tourism, Senator the Hon Don Farrell, and Executive General Manager of Corporate Affairs for Tourism Australia, Bede Fennell.

Media Release



See a full list of category finalists and winners, along with more information on the Top Tourism Town Awards 2023, by visiting www.toptourismtowns.com.au.

Quotes attributable to Queensland Tourism Industry Council CEO Brett Fraser:

“To be taking home two podium finishes at a national level is a great achievement.

“Queensland has no shortage of natural and local wonders to marvel. It’s fantastic to receive nationwide recognition for our award-winning holiday destinations.

“It’s obviously not only Queenslanders who are taken by our sandy shores, with the pristine beach locales of Caloundra and Airlie Beach entering the hallowed list of Australia’s top tourism towns.

“On behalf of our industry, I congratulate all the Queensland finalists and award winners. Your outstanding work and commitment to visitor excellence do our industry proud.”

Quotes attributable to Executive General Manager of Corporate Affairs for Tourism Australia Bede Fennell:

“Tourism is the lifeblood of so many communities around the country and the Top Tourism Town Awards are a chance to acknowledge the contribution they have made to our visitor economy.

“Tourism towns have helped to make Australia the welcoming and desirable destination it is today, and we thank these communities for all of their hard work and resilience over the past few years.”

Quotes attributable to Australia’s Top Tourism Town Awards Chairman Shaun de Bruyn:

“Australia’s Top Tourism Town Awards 2023 are part of the Australian Tourism Awards series, with a focus on promoting regional tourism in Australia - this is the chance for our regions to really claim the spotlight. They promote not only the individual towns themselves, but also the positive impact tourism has on regional communities.

“Competition has been fierce this year, and we’ve had strong representation across all categories from each state and territory. Our awards form part of the Quality Tourism Framework which combines multiple tourism accreditations, business development and awards programs into a single, user-friendly online tool to develop tourism businesses of all sizes all over Australia to grow their market.”

– ENDS –

Media Release



MEDIA CONTACT

Cat Riddle
Communications Manager
Cat.Riddle@qtic.com.au
0479 048 686



Queensland Tourism Industry Council (QTIC) is the peak industry body for tourism in Queensland representing more than 800 members. QTIC is a not-for-profit, 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.

info@qtic.com.au | www.qtic.com.au | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [Instagram](#) | [QTA Facebook](#)