

## The search is on for Queensland's Top Tourism Town

Queenslanders are being called on to nominate their favourite hotspots, local treasures, and hidden gems for the 2023 Queensland Top Tourism Town Awards.

Presented by the Queensland Tourism Industry Council (QTIC), the annual Top Tourism Town Awards recognise Queensland's diverse and outstanding regional destinations.

QTIC CEO Brett Fraser encourages all Queenslanders to get involved by throwing their support behind the state's regional getaways and nominating their best-loved towns.

"The Top Tourism Town Awards allow us to shine the spotlight on Queensland's favourite gems and to reward communities who are united in delivering a great holiday experience," he said.

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

"Over the last 12 months, Queensland has consistently topped the national charts for visitor spending. Our sunshine state is officially Australia's favourite holiday destination and we're looking to crown the best of the best across the state.

"Whether it's fossil hunting in the outback, escaping to a rainforest retreat or accessing the reef from a coastal hideaway, Queensland is home to countless exceptional destinations.

"The Awards are a great way for Queenslanders to discover hidden treasures. The winners of Top Tourism Town are sure to become a new favorite getaway for families and holidaymakers," Fraser said.

There are four awards in the program, with a *Top Tour Guide Award* introduced as a new accolade in 2023:

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

The Top Tour Guide Award will recognise a tour guide or coach captain who goes above and beyond in providing guests with an outstanding experience.

"Queensland's visitor economy is enjoying a nation leading domestic recovery as Queenslanders and interstate travelers discover more of our great lifestyle and holiday experiences," Mr Hinchliffe said.

# Media Release



“Whether it’s an unforgettable holiday, good coffee, or a friendly smile at the supermarket checkout, Queensland’s Top Tourism Towns make welcoming visitors everybody’s business.

“The Top Tourism Towns and Top Tour Guide Awards are a terrific way of highlighting new, must see destinations and celebrating the amazing diversity of visitor experiences only Queensland has.”

With nominations now open and closing Monday 6 March, Queenslanders have three weeks to nominate their favourite town through the QTIC website at <https://www.qtic.com.au/top-tourism-award/>.

Last year, 35 towns were nominated for the Awards, with Tamborine Mountain, Airlie Beach, and Winton taking out *Top Tourism Town*, *Top Small Tourism Town*, and *Top Tiny 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 or Australia’s Top Tour Guide.

Queensland’s three Top Tourism Towns and Top Tour Guide will be announced in June at an awards ceremony held in Brisbane.

– ENDS –

## MEDIA CONTACT

Cat Riddle  
Communications Manager  
[Cat.Riddle@qtic.com.au](mailto: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 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.

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