



# Media Release

---

## Inaugural national tourism award shines light on accessible tourism

1 March 2024

The national finalists for the inaugural Excellence in Accessible Tourism award have been announced ahead of the prestigious 2023 Qantas Australian Tourism Awards taking place in Darwin, Northern Territory on Friday 15 March 2024.

As the newest of 27 national awards categories, the Excellence in Accessible Tourism award recognises a business that provides a tourism product, experience or service that goes above and beyond to accommodate and cater for people with accessibility needs.

Big4 Adventure Whitsunday Resort (QLD), Cocky Guides (NSW), Katherine Outback Experience (NT), Adelaide Fringe (SA), Accessible Accommodation (VIC) and Off the Beaten Track WA (WA) are the six national finalists vying for the coveted national Gold award.

“It’s important that operators who work hard to improve the accessibility of their visitor offerings are recognised and celebrated on our country’s highest tourism stage,” said Queensland Tourism Industry Council (QTIC) CEO Brett Fraser.

“In Australia, one in five people identify as having or living with a disability or accessibility challenges. It’s important that our tourism industry is committed to ensuring that every guest feels welcome in Queensland.

“It’s fantastic to see a tourism icon like BIG4 Adventure Whitsunday Resort demonstrating a tangible and lasting commitment to improving accessibility.

“While I will be cheering on Queensland’s finalist, BIG4 Adventure Whitsunday Resort, I applaud all the finalists who are up for the top gong. Each of these businesses have shown that they’re committed to making Australia a more inclusive destination.”

Spinal Life Australia, a sponsor of the upcoming 2023 Qantas Australian Tourism Awards, hopes that the new accessible tourism award will inspire more of the nation’s tourism industry to continue making meaningful changes to welcome more visitors with accessibility needs.

“We are thrilled to see tourism businesses recognised for demonstrating Excellence in Accessible Tourism, and look forward to seeing more inclusive tourism products, experiences and services become available across Australia in time for next year’s Awards,” said Spinal Life Australia CEO Mark Townend.

“The accessible tourism market is continuing to grow, so now is the time for tourism businesses to make changes to improve their access and inclusion to reach more potential customers.”

The 2023 Qantas Australian Tourism Awards ceremony will take place on Friday 15 March 2024 in



Darwin, Northern Territory. For information about the awards, go to <https://aapevents.eventsair.com/2023-australian-tourism-awards/>

## **2023 Qantas Australian Tourism Awards - Excellence in Accessible Tourism Award Finalists**

- QLD – BIG4 Adventure Whitsunday Resort
- NSW – Cocky Guides
- NT – Katherine Outback Experience
- SA – Adelaide Fringe
- VIC – Accessible Accommodation
- WA – Off the Beaten Track WA

– 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**

**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.

[www.qtic.com.au](http://www.qtic.com.au) | [LinkedIn](#) | [YouTube](#) | [Instagram](#) | [Facebook](#)