



Media Release

Queensland shines bright at Australian Tourism Awards

15 March 2024

- The nation's best of the best in the tourism industry gathered on Friday 15 March in Darwin for the 2023 Qantas Australian Tourism Awards.
- The Qantas Australian Tourism Awards are the biggest annual celebration of tourism business excellence in Australia.
- Out of the 26 award categories, Queensland operators have taken out five gold, seven silver, and two bronze.
- A total of 78 awards were presented across 26 categories with a gold, silver and bronze winner announced for each category.
- Having won gold on a state level at the 2023 Queensland Tourism Awards, 21 Queensland tourism operators were finalists at the national awards.

The nation's tourism industry gathered tonight for the announcement of the winners and medallists of the 2023 Qantas Australian Tourism Awards.

Over 180 leading tourism operators vied for top honours across the 26 categories announced at the industry's premier event, held at the Darwin Convention Centre.

With 21 Queensland tourism operators up for top honours, the sunshine state celebrated a remarkable night by accepting 14 accolades with five gold, seven silver, and two bronze.

The highly coveted Major Festivals and Events Award was presented to Queensland's iconic Toowoomba Carnival of Flowers while Whitsunday's Ocean Rafting took the title for best Adventure Tourism.

The Reef House Boutique Hotel and Spa in North Queensland was awarded gold for the illustrious 5 Star Luxury Accommodation Award.

Fun Over 50 Holidays were crowned the best in Ecotourism while BIG4 Adventure Whitsunday Resort took out the top gong for Caravan and Holiday Parks.

Nine other Queensland tourism operators from the Gold Coast to the Tropical North took to the podium with silver or bronze, including Currumbin Wildlife Sanctuary who were crowned Australia's second-best Major Tourist Attraction.



The awards were supported by returning naming rights sponsor, Qantas, as well as Platinum Sponsor, Tourism Australia, and Host Partners, the Northern Territory Government and Tourism NT. The awards were also supported by numerous Partners and Sponsors including GetAboutAble, the Big Red Group, Darwin Convention Centre, the Airport Development Group and Signature Media.

For more information on the Qantas Australian Tourism Awards, visit <http://www.qualitytourismaustralia.com/australian-tourism-awards/>

The list of Queensland winners is listed below. Images and interviews with award recipients can be arranged on request.

Quotes attributable to Brett Fraser, CEO of Queensland Tourism Industry Council:

“On behalf of our tourism industry, I applaud all of the Queensland finalists and congratulate our winning operators. They have done us proud.

“To be taking home 14 accolades at the national level is a wonderful achievement and demonstrates the dedication of our tourism operators in making Queensland one of the best destinations to holiday.

“No state or territory is successful in wowing visitors or becoming a world-class destination without the hard work of its tourism operators. We owe our triumphs to those businesses that work tirelessly to deliver outstanding visitor experiences.

“I encourage all Queenslanders to get out and explore our great state and to enjoy some of these award-winning tourism experiences – who are officially the best of the best in Australia.”

Quotes attributable to Senator the Hon Don Farrell, Minister for Trade and Tourism of Australia:

“Tourism businesses and their staff are the backbone of our vibrant tourism industry, delivering world class experiences to visitors from across Australia and around the world. The bright future of the sector couldn’t be in better hands.”

Quotes attributable to Shaun de Bruyn, Chairperson of Australian Tourism Awards:

“The Australian Tourism Awards are the tourism industry’s most prestigious awards which showcases innovation and business excellence.

“There was an exceptional level of competition across all categories which demonstrates the dedication tourism operators have to developing extraordinary visitor experiences.



“Congratulations to all the tourism businesses for their submissions and a special mention goes to those awarded and recognised this evening for exceptional achievement in their categories.”

FULL LIST OF QUEENSLAND WINNERS

The following is the complete list of categories and Queensland winners at the 2023 Qantas Australian Tourism Awards.

GOLD

- Fun Over 50 Holidays – *Ecotourism*
- BIG4 Adventure Whitsunday Resort – *Caravan & Holiday Parks*
- Ocean Rafting – *Adventure Tourism*
- Toowoomba Carnival of Flowers – *Major Festivals & Events*
- The Reef House Boutique Hotel and Spa – *5 Star Luxury Accommodation*

SILVER

- Cape York Peninsula Lodge – *Aboriginal & Torres Strait Island Tourism Experience*
- Narrows Escape Rainforest Retreat – *Hosted Accommodation*
- Rockhampton Regional Council – Explore Rockhampton – *Tourism Marketing & Campaigns*
- Ocean Rafting – *Major Tour & Transport Operators*
- Fun Over 50 Holidays – *Cultural Tourism*
- Bundaberg Rum Distillery Visitor Experience – *Tourist Attractions*
- Currumbin Wildlife Sanctuary – *Major Tourist Attractions*

BRONZE

- Magnums Accommodation Airlie Beach – *3-3.5 Star Accommodation*
- Cape York Peninsula Lodge – *4-4.5 Star Deluxe Accommodation*

– ENDS –



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**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.

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