



# Media Release

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## The search is on for Queensland's top tourism towns and top tour guides

6 February 2024

Queenslanders are being called on to nominate their favourite hotspots, local treasures, and hidden gems for the 2024 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 and to throw their support behind the sunshine state's regional getaways and nominating their best-loved towns.

"Queensland is home to many exceptional and unique destinations. From fossil hunting in the outback, to hinterland escapes and captivating coastal getaways, our state's regional communities are as varied as they are enchanting. We're looking to crown the best of the best.

"The Top Tourism Town Awards are a terrific way to celebrate the regional communities who rally and work together to create a welcoming and unforgettable guest experience.

"Becoming a top tourism town is a real team effort – from a friendly smile at the local store to the delivery of high-caliber experiences. We want to acknowledge and celebrate those communities who make Queensland the world-class destination it is.

"We're inviting locals and tourism operators to come together and nominate their regional community and to show our expert judges why their slice of paradise ought to be celebrated as a top tourism town.

"I have no doubt that this year's awards judges will have a tough job ahead of them," Fraser said.

There are four awards in the program, with a *Top Tour Guide Award* returning in 2024:

- 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 recognises a tour guide or coach captain who goes above and beyond in providing guests with an exceptional experience.



“Tour guides go hand-in-hand with the tourism industry and it’s only fitting that we recognise these incredible individuals for their talent in captivating audiences,” said Fraser.

“Their passion for storytelling fills guests with a deeper appreciation for Queensland and our rich history.

“We invite Queenslanders to nominate a tour guide or coach captain who’s worthy of celebrating for the state’s highest accolade.”

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

Last year, 24 towns were nominated for the Awards, with Caloundra, 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 in Brisbane.

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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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