



Media Release

Winners of Australia's Top Tourism Town Awards 2024 announced

10 September 2024

The winners of Australia's Top Tourism Town Awards 2024 have been announced, with the awards ceremony taking place at Parliament House in Canberra this morning.

Devonport in Tasmania was named Australia's Top Tourism Town for 2024, winning Gold in the titular award category. Exmouth in Western Australia won Gold in the Small Tourism Town category, followed by Huskisson in New South Wales who took home Gold in the Tiny Tourism Town category. Fellow Gold winner Adam Hinks from Aquascene Magnetic Island in Queensland was crowned as Australia's Top Tour Guide.

"Congratulations to Devonport, Tasmania for winning the title of Australia's Top Tourism Town for 2024. This award highlights Devonport's role as a vibrant gateway to Tasmania's northwest, making it a key regional destination and a must-visit town in Tasmania," said Erin McLeod, CEO of the Australian Tourism Industry Council.

"Each of the winning towns are a treasure trove of unique experiences, where stunning landscapes, vibrant communities, and rich heritage come together to create unforgettable journeys," said Ms McLeod.

Australia's Top Tourism Town Awards celebrate the regional towns and tour guides that help to shape the landscape of Australian tourism through offering intimate and authentic experiences for visitors.

National finalists are determined from the Gold winners at the state and territory Top Tourism Town Awards. The four award categories include Top Tourism Town (population over 5,000), Small Tourism Town (population under 5,000 but over 1,500), Tiny Tourism Town (population under 1,500) and Top Tour Guide.

"Australia's Top Tourism Town Awards highlights regional tourism in Australia, bringing warm and heartfelt destinations into the spotlight," said Shaun de Bruyn, Chairman Australia's Top Tourism Town Awards.

"These awards showcase the unique charm of Australia's regional towns, each offering its own blend of natural beauty, cultural richness, and local community pride. These towns really demonstrate the positive impacts that tourism has on regional destinations", said Mr de Bruyn.



Australia's Top Tourism Town Awards 2024 are proudly supported by Qantas, Tourism Australia and Storytowns.

Tourism Australia Executive General Manager of Corporate Affairs, Bede Fennell, said Tourism Australia acknowledges the achievements of all the finalists and winners at the Top Tourism Town Awards.

"Today is about recognising the hard work and ongoing commitment of the tourism industry which is the lifeblood of so many communities right around Australia," Mr Fennell said.

"These communities make a significant contribution to our visitor economy and have played an important role in making Australia the world class destination it is today."

Australia's Top Tourism Town Awards form part of the Quality Tourism Framework, an integrated online system that includes awards programs, business development tools and a suite of Quality Tourism programs supporting small, medium and regional tourism businesses to enhance their quality, accessibility, and sustainability.

For more information about the awards and the 2024 winners and finalists, please visit <https://www.toptourismtowns.com.au/>

To learn more about the Quality Tourism Framework, visit <https://www.qualitytourismaustralia.com/>

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Australia's Top Tourism Town Awards 2024 – QUEENSLAND WINNERS

CATEGORY – Top Tourism Town

AWARD	TOWN	STATE
BRONZE	Roma	QLD

CATEGORY – Top Tour Guide

AWARD	GUIDE NAME/ TOUR COMPANY	STATE
GOLD	Adam Hinks, Aquascene	QLD



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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 60,000 tourism businesses. 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 \$32 billion to the Queensland's economy and employs more than 206,000 Queenslanders.

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