



**10 September 2024**

**MEDIA RELEASE**

**WINNERS OF AUSTRALIA'S TOP TOURISM TOWN AWARDS 2024 ANNOUNCED**

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 – WINNERS**

### **CATEGORY – Top Tourism Town**

<b>AWARD</b>	<b>TOWN</b>	<b>STATE</b>
GOLD	Devonport	TAS
SILVER	Bendigo	VIC
BRONZE	Roma	QLD

### **CATEGORY – Small Tourism Town**

<b>AWARD</b>	<b>TOWN</b>	<b>STATE</b>
GOLD	Exmouth	WA
SILVER	Daylesford	VIC
BRONZE	Richmond	TAS

### **CATEGORY – Tiny Tourism Town**

<b>AWARD</b>	<b>TOWN</b>	<b>STATE</b>
GOLD	Huskisson	NSW
SILVER	Stanley	TAS
BRONZE	Gundaroo	CBR

### **CATEGORY – Top Tour Guide**

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