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MEDIA RELEASE

Celebrating 40 Years: 2024 Qantas Australian Tourism Awards Honour Winners in Adelaide

Tonight, the 2024 Qantas Australian Tourism Awards celebrated 40 years of excellence and recognised the nation's best tourism businesses, showcasing the dedication to quality and innovation that defines Australian tourism.

Held at the Adelaide Convention Centre in South Australia, this year's awards not only honoured achievements across 26 categories but also served as a moment of reflection on the vibrant four decades-long history of the Australian Tourism Awards.

"Over the past 40 years, the Australian Tourism Awards have been a testament to the vision, perseverance and passion of our industry. Each winner represents the evolving spirit of Australian tourism – businesses that embrace innovation, adapt to change, and continually raise the bar for visitor experiences," said Shaun de Bruyn, Chairperson, Australian Tourism Awards.

"This milestone is not just about celebrating history but also looking ahead to who will shape Australian tourism into the future," said Mr de Bruyn.

Among the night's Gold winners, BIG4 Adventure Whitsunday Resort (QLD) and Urban Camp Melbourne (VIC) were inducted into the prestigious Hall of Fame after securing Gold for three consecutive years in the Caravan & Holiday Parks and 3–3.5 Star Accommodation categories, respectively.

Questacon – the National Science and Technology Centre (CBR) was recognised as the winner of Major Tourist Attractions, while Darwin Festival (NT) claimed Gold in the Major Festivals & Events category.

For their first ever win, Spinifex Brewery Cable Beach (WA) took Gold in the New Tourism Business category. The Tourism Wineries, Distilleries and Breweries category saw Gold awarded to Seppeltsfield Barossa (SA).

Peppers Silo Hotel (TAS) triumphed in the 4-4.5 Star Deluxe Accommodation category, with Balloon Aloft Australia (NSW) securing Gold in Excellence in Accessible Tourism.

Senator the Hon Don Farrell, Minister for Trade and Tourism, said the Australian Tourism Awards are an important way to recognise the outstanding operators across Australia.

"My sincere congratulations to all nominees and winners, it is an absolute honour to work alongside you to ensure the industry continues to go from strength to strength," said Minister Farrell.

“Your outstanding contributions to our tourism industry reflects the passion, creativity and authenticity that make visitors eager to explore all the incredible destinations across our country.”

“Your efforts have not only enhanced the global appeal of Australia but have also supported thousands of jobs, strengthened local communities, and contributed to the continued growth of our economy.”

As Naming Rights Sponsor, Qantas continues to play a vital role in supporting and promoting Australian tourism.

“Qantas is incredibly proud to help celebrate the outstanding achievements of this year’s winners. These remarkable organisations and individuals exemplify the innovation and commitment to excellence that help make Australia a world-class destination,” said Catriona Larritt, Qantas Group Chief Customer & Digital Officer.

“Congratulations to all of the 2024 winners and nominees for their amazing work showcasing our country’s natural beauty and unique experiences to millions of domestic and international visitors each year.”

The success of this year’s awards was made possible by the invaluable support of event sponsors and partners, whose commitment continues elevates excellence in tourism. These include Platinum Sponsor Tourism Australia, Host Partner the South Australian Tourism Commission, Gold Sponsors Big Red Group and Adelaide Airport, Venue Partner Adelaide Convention Centre, and Accessible Consultant GetAboutAble.

For more information on the awards, visit www.australianaward.com.au

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The list of National winners is listed below. A selection of images from the awards has been included.

Additional Images and interviews with award recipients can be arranged on request.

Aboriginal & Torres Strait Islander Tourism Experiences

GOLD – Cape York Peninsula Lodge (QLD)

SILVER – Voyages Indigenous Tourism Australia – Wintjiri Wiru (NT)

BRONZE – Kool Tours (SA)

Cultural Tourism

GOLD – Shrine of Remembrance (VIC)

SILVER – SEIT Tours (NT)

BRONZE – Port Macquarie Museum (NSW)

Unique Accommodation

GOLD – Sierra Escape (NSW)

SILVER – The Cove Tasmania (TAS)

BRONZE – Cygnet Bay Pearl Farm (WA)

Self Contained Accommodation

GOLD – Old Coach Road Estate (SA)

SILVER – Pinnacles, Airlie Beach (QLD)

BRONZE – Alice’s Cottages (TAS)

Hosted Accommodation

GOLD – The Dragonfly Inn (TAS)

SILVER – Boat Harbour Jetty B&B (VIC)

BRONZE – Wooleen Station (WA)

Caravan & Holiday Parks

****Hall of Fame Inductee**** GOLD – BIG4 Adventure Whitsunday Resort (QLD)

SILVER – Alivio Tourist Park Canberra (CBR)

BRONZE – BIG4 St Helens Holiday Park (TAS)

New Tourism Business

GOLD – Spinifex Brewery Cable Beach (WA)

SILVER – Red Rock Hut, King Island (TAS)

BRONZE – NT Driver Guide – Escorted Touring (NT)

Tourism Marketing & Campaigns

GOLD – The Tweed Tourism Company (NSW)

SILVER – Rottnest Island Authority – Wrap Yourself In Wonder (WA)

BRONZE – Barossa Australia – Barossa. Be Curious (SA)

Ecotourism

GOLD – National Arboretum Canberra (CBR)

SILVER – The Big Duck Boat Tours (SA)

BRONZE – Busselton Jetty (WA)

Business Event Venues

GOLD - Peppers Silo Hotel (TAS)

SILVER - Darwin Convention Centre (NT)

BRONZE - Melbourne Convention and Exhibition Centre (VIC)

Tour & Transport Operators

GOLD - Fun Over 50 Holidays - Immersive Tours and Adventures (QLD)

SILVER - Spirit of the Coorong (SA)

BRONZE - Air Adventure Golf (TAS)

Major Tour & Transport Operators

GOLD - HeliSpirit (WA)

SILVER - Pennicott Wilderness Journeys (TAS)

BRONZE - Ocean Rafting (QLD)

Tourism Retail, Hire & Services

GOLD - Younique Stays (TAS)

SILVER - Go Adventure Nagambie (VIC)

BRONZE - Uluru Audio Guide (NT)

Adventure Tourism

GOLD - Balloon Aloft Australia (NSW)

SILVER - Bendleby Ranges (SA)

BRONZE - Aquascene Magnetic Island (QLD)

Excellence in Food Tourism

GOLD - Harvest Tours (WA)

SILVER - Love Lord Howe (NSW)

BRONZE - The Truffle Farm (TAS)

Tourism Restaurants & Catering Services

GOLD - Sea World Cruises Dining Experiences (QLD)

SILVER - Grain of the Silos (TAS)

BRONZE - Potager (NSW)

Tourism Wineries, Distilleries & Breweries

GOLD - Seppeltsfield Barossa (SA)

SILVER - Bangor Vineyard Shed (TAS)

BRONZE - Singlefile Wines (WA)

Visitor Information Services

GOLD - Swan Valley Visitor Centre (WA)

SILVER - Quilpie Visitor Information Centre, Museum & Gallery (QLD)

BRONZE - Canberra and Region Visitors Centre (CBR)

3-3.5 Star Accommodation

****Hall of Fame Inductee**** GOLD - Urban Camp Melbourne (VIC)
SILVER - Safari Lodge Motel (NT)
BRONZE - Broadwater Resort, Busselton (WA)

4-4.5 Star Deluxe Accommodation

GOLD - Peppers Silo Hotel (TAS)
SILVER - Oval Hotel (SA)
BRONZE - Novotel Cairns Oasis Resort (QLD)

5 Star Luxury Accommodation

GOLD - The Reef House Adults Retreat (QLD)
SILVER - Mt Hay Retreat (NSW)
BRONZE - Pullman Bunker Bay Resort (WA)

Excellence in Accessible Tourism

GOLD - Balloon Aloft Australia (NSW)
SILVER - National Arboretum Canberra (CBR)
BRONZE - Adelaide Fringe (SA)

Tourist Attractions

GOLD - Katherine Outback Experience (NT)
SILVER - Northern Rivers Rail Trail (NSW)
BRONZE - National Dinosaur Museum (CBR)

Major Tourist Attractions

GOLD - Questacon - The National Science and Technology Centre (CBR)
SILVER - Zoos Victoria - Melbourne Zoo (VIC)
BRONZE - WA Museum Boola Bardip (WA)

Festivals & Events

GOLD - Birdsville Big Red Bash (QLD)
SILVER - Margaret River Region Open Studios (WA)
BRONZE - Junction Arts Festival (TAS)

Major Festivals and Events

GOLD - Darwin Festival (NT)
SILVER - Beef Australia 2024 (QLD)
BRONZE - Lightscape Melbourne - Royal Botanic Gardens Victoria (VIC)