



Australia's Top Tourism Town Awards

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MEDIA RELEASE

Regional Towns and Tour Guides Celebrated at Australia's Top Tourism Town Awards 2025

The winners of the Australia's Top Tourism Town Awards 2025, presented by the Australian Tourism Industry Council (ATIC), were announced this morning at a ceremony held at Parliament House in Canberra.

Fremantle in Western Australia was crowned as Australia's Top Tourism Town for 2025, winning the coveted Gold award. Bungendore from the Canberra Region took Gold in the Small Tourism Town category, with Trentham in Victoria claiming Gold in the Tiny Tourism Town category. The Gold winner of Australia's Top Tour Guide category was Cat Davidson from Inala Nature Tours based in Tasmania.

"Fremantle, or Freo as the locals call it, is an exceptional destination. Its vibrant maritime heritage, thriving arts and music scene, world-class food and wine, and rich culture make it a standout winner as Australia's Top Tourism Town for 2025. We congratulate Fremantle and all this year's winners and finalists," ATIC CEO Erin McLeod said.

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.

"These awards shine a spotlight on the communities and guides who bring Australian tourism to life through local knowledge, warmth and genuine connection," said Shaun de Bruyn, Chairperson, Australia's Top Tourism Town Awards.

"Our regional destinations play a crucial role in Australian tourism, offering authentic experiences that support local towns and attract visitors from near and far."

Australia's Top Tourism Town Awards 2025 are proudly supported by Tourism Australia, Qantas, Localis and Tour Guides Australia.

Speaking about the awards, Tourism Australia Executive General Manager of Corporate Affairs, Tanya Bowes, acknowledged the achievements of all the finalists and winners at this year's Top Tourism Town Awards.

“Tourism is the lifeblood of so many communities across Australia. Today is about recognising the hard work and commitment of the people and places that are at the frontline of our visitor experiences,” Ms Bowes said.

“These communities make a significant contribution to our visitor economy and continue to play a vital role in positioning Australia as a world class destination.”

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

For more details about the awards and the 2025 winners and finalists, visit <https://www.toptourismtowns.com.au/>

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

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See full list of winners below.

Australia's Top Tourism Town Awards 2025 – WINNERS

Top Tourism Town

AWARD	TOWN	STATE/TERRITORY
Gold	Fremantle	Western Australia
Silver	Devonport	Tasmania
Bronze	Kiama	New South Wales

Small Tourism Town

AWARD	TOWN	STATE/TERRITORY
Gold	Bungendore	Canberra Region
Silver	Deloraine	Tasmania
Bronze	Airlie Beach	Queensland

Tiny Tourism Town

AWARD	TOWN	STATE/TERRITORY
Gold	Trentham	Victoria
Silver	Huskisson	New South Wales
Bronze	Town of 1770	Queensland

Top Tour Guide

AWARD	GUIDE NAME/TOUR COMPANY	STATE/TERRITORY
Gold	Cat Davidson, Inala Nature Tours	Tasmania
Silver	Monique Boucher, Hidden deTours	Western Australia
Bronze	Justin Steele, Local Sauce Tours	New South Wales

Media Contact: For more information or images, contact Alexandra Reddoch, ATIC Communications and Marketing Officer, areddoch@qualitytourismaustralia.com / 03 9454 2823