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Airlie Beach Wins Queensland's Top Small Tourism Town, AGAIN!

The State's best holiday destinations for 2023 were announced today in Brisbane at the Queensland Top Tourism Town Awards, where Airlie Beach was awarded as the Top Small Tourism Town!

Queensland Tourism Industry Council (QTIC) once again presented the awards. The annual Awards program recognises and celebrates Queensland's best holiday destinations and honours communities across the state who demonstrate a commitment to visitor excellence.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said taking out the award again proves that Airlie Beach has remained a favourite for Aussies travelling to the State.

"The Whitsundays is the most tourism-reliant region in Queensland with 1 in 3 jobs directly related to tourism; winning this award again is a feather in The Whitsundays' cap and hugely encouraging to the tourism industry," said Mr Hamilton.

These awards are an opportunity for Regional Tourism Organisations, Local Tourism Organisations, and Councils, in conjunction with accredited Visitor Information Centres, to showcase their local towns as great visitor destinations and raise awareness of what's special and unique about their part of Queensland.

Whitsunday Regional Council Mayor, Julie Hall said the award was excellent news for Airlie Beach and the broader Whitsundays region.

"Tourism is one of the three key pillars for our regional economy and the win is just reward for the resilience and passion of our tourist operators and the leadership shown by Tourism Whitsundays (TW).

"Council are proud to be the major funding supporter for TW and look forward to partnering with them to continue promoting our Whitsunday region as Australia's top tourism destination."

"This is not only a win for Airlie Beach as best Small Tourism Town 2023 but a win for Proserpine, Bowen, Collinsville, our islands and everywhere in between who all offer such a diverse range of visitor experiences," she said.

A Top Tourism Town getaway is waiting for you in Airlie Beach, for more information and to book visit tourismwhitsundays.com.au/airlie-beach.

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To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays destination video, [click here](#).

About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

MEDIA RELEASE

The
Whitsundays

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