

For Immediate Release
15 September 2023

Airlie Beach Takes Silver at **Australia's** Top Tourism Town Awards

The nation's best holiday destinations for 2023 were announced yesterday in Canberra at the Australian Top Tourism Town Awards, where Airlie Beach was awarded Silver in the Top Small Tourism Town category!

Presented by the Australian Tourism Industry Council (ATIC), the annual Awards program recognises and celebrates Australia's best holiday destinations and honours communities across the country who demonstrate a commitment to visitor excellence.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton stated that being awarded silver confirms Airlie Beach is a world-class destination loved by Australians and is the perfect overseas destination, right on our doorstep!

"The Whitsundays is the most tourism-reliant region in Queensland with one in three jobs directly related to tourism. Winning silver in the Small Tourism Town category in the Australian Top Tourism Town Awards shows that Airlie Beach punches well above its weight."

"Being recognised at a state level was a massive achievement for the region and our tourism operators. Being honoured at a national level as the runner-up Top Small Tourism Town in Australia is outstanding," Mr Hamilton said.

These awards are an opportunity for state finalists to showcase their local towns to a panel of judges and have their town promoted on a national stage. Regional Tourism Organisations, Local Tourism Organisations, and Councils in conjunction with accredited Visitor Information Centres submitted a state awards submission in early 2023, with results announced in June.

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

"Tourism is one of the three key pillars for our regional economy, and being awarded silver in the national awards is just a 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 one of Australia's top tourism destinations."

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

A Top Tourist 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](#).

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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.

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