

23 June 2022

SUMMARY

- For the third year in a row, Exmouth has made it into the Top 3 of the GWN7 Tourism Awards.
- Exmouth will enter the National Awards and be able to showcase Western Australia's unique adventures for the first time on a national level.
- Shire of Exmouth worked together with local creatives to capture the heart and soul of its unique backyard and recognises the efforts of local businesses to create those unforgettable experiences.

EXMOUTH CLAIMS GOLD AMONGST WA COMPETITORS

The GWN7 Top Tourism Town Awards recognise and reward towns in Western Australia that demonstrate a strong commitment to encouraging tourism and increasing visitation to their destination. Exmouth, with a population of less than 2,500, entered the Small Tourism Town category and will now take the opportunity to enter the National Awards for the title of Australia's Small Tourism Town.

Exmouth is looking forward to showcasing its beauty nationally in Canberra on Tuesday, September 13 2022, shining a spotlight on the North West Cape and the Gascoyne in advance of the Ningaloo Eclipse 2023.

The submission Imagine was created together with local filmmakers Andre Rerekura and Anouska Freedman, who have been able to capture the heart and soul of Exmouth's unique experiences on offer while being an advocate for sustainable travels and growth as a tourism destination.

COMMENTS ATTRIBUTED TO THE SHIRE – SHIRE PRESIDENT DARLENE ALLSTON

"This year's campaign enables previous visitors and residents alike to reflect on the unique beauty and adventures in our backyard while allowing future visitors to have a glimpse at the Ningaloo Reef and Cape Range National Park - simply to Imagine."

"I know how much effort and dedication our visitor centre staff and every local business in town pours into our visitor's experiences; we're all trying to be better than yesterday. Every single day. And it shows."

"Australia's Coral Coast, the Ningaloo Reef and especially Exmouth have made their name as one of Western Australia's Premium Destinations, and we are ready to showcase our incredible journey and the responsibility that comes with it to the whole of Australia."

Shire of Exmouth MEDIA RELEASE



ABOUT THE GWN7 TOURISM TOWN AWARDS

"The public vote is combined with votes from an industry panel of judges to decide which destinations will receive the titles of Top Tourism Town, Small Tourism Town and Tiny Tourism Town. The GWN7 Top Tourism Town Awards have been running for more than 30 years and recognise cities and towns across Western Australia for their commitment to tourism and the innovative experiences and facilities on offer.

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