

13 September 2022

## SUMMARY

- Western Australia's reputation as a place to visit has increased exponentially over the past few years.
- Now, the remote town of Exmouth has been awarded Gold on the national stage as one of Australia's Top Tourism Towns.

## EXMOUTH RECOGNISED ON THE NATIONAL TOURISM STAGE

Exmouth, with its stunning landscapes and the Ningaloo Reef, competed directly with towns like Airlie Beach (QLD) - the gateway to the iconic Great Barrier Reef, and the mainland hub of the Whitsundays, Port Fairy (VIC) on the Great Ocean Road, Sheffield (TAS), Berry (NSW) and Wallaroo (SA) for the Small Tourism Town Awards at today's award ceremony.

The Australian Top Tourism Town Awards are presented by the Australian Tourism Industry Council and supported by Tourism Australia, with finalists in each category having won at a state level through a process involving industry panel judges and a public vote. This is the second year the Top Tourism Town Awards have been run nationally, with the program having a lengthy history in Western Australia.

Top Tourism Town Awardees (+5,000 residents)	Small Tourism Town Awardees (2,500 - 5,000 residents)	Tiny Tourism Town Awardees (up to 2,500 residents)
Gold - Mudgee (NSW)	Gold - Exmouth (WA)	Gold - Strahan (TAS)
Silver - Bendigo (VIC)	Silver - Sheffield (TAS)	Silver - Winton (QLD)
Bronze - Mandurah (WA)	Bronze - Port Fairy (VIC)	Bronze - Mount Macedon (VIC)

## COMMENTS ATTRIBUTED TO THE SHIRE – SHIRE PRESIDENT DARLENE ALLSTON

"We're grateful to represent and showcase Exmouth, Western Australia and the whole country - as the unique wonderland it is. And we're looking forward to the future ahead, knowing that we have the unwavering support from Tourism WA and the Department of Jobs, Tourism, Science and Innovation to establish Exmouth as a premium tourism destination while listening to our community's needs."

"This Award is an absolute credit to our local tourism operators, partners, community, and stakeholders - only together can we continue to set the highest standards across the tourism industry."

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**Sandra Flint**, Coordinator Communications & Marketing, Shire of Exmouth  
M: [0459 431 439](tel:0459431439) | E: [sflint@exmouth.wa.gov.au](mailto:sflint@exmouth.wa.gov.au)