

1 May 2024

SUMMARY

- Exmouth is in the running to win Gold in the WA Small Tourism Town for the third year in a row.
- All voters are entered for a chance to win \$5,000 toward a dream WA holiday.
- 7NEWS Top Tourism Town Awards is a Western Australia-wide competition designed to recognise and reward towns that are strongly committed to tourism and increasing visitation to their destinations.

EXMOUTH NAMED FINALIST IN THE SMALL TOURISM TOWN CATEGORY IN THE 2024 7NEWS TOP TOURISM TOWN AWARDS

After winning Gold in the WA Small Tourism Town in 2019, 2022 and 2023, Bronze in 2021, and Gold in the National Small Tourism Town competition in 2022, Exmouth is a finalist in the Small Tourism Town Category in the 7News Top Tourism Town Awards.

The Small Tourism Town Award recognises Australian towns with a population between 1,500 and 5,000 people that offer amazing visitor experiences and are committed to working collectively to increase visitation to their region. This award is vital in showcasing WA towns and driving tourism to the remote areas of Australia. This year, Exmouth is competing against Carnarvon, Christmas Island, Tom Price, Toodyay, and York.

Exmouth's submission included a videography by Terra Australis, whose work has appeared on Disney +, BBC, Netflix, National Geographic, and the Discovery Channel. The video features Harper, a child on holiday with her family, who meets Hazel Walgar, one of the Traditional owners of the Ningaloo Coast. This unique perspective honours thousands of years of history while capturing the childlike wonder our visitors experience when visiting and connecting to Exmouth for the very first time.

Voting will conclude at 5 p.m. on 22 May. Everyone who votes is entered into a lucky draw to win a \$5,000 WA travel voucher or a two-night stay at RAC Karri Valley Resort for two adults.

COMMENTS ATTRIBUTED TO THE SHIRE – SHIRE PRESIDENT MATT NIIKKULA

"I am so proud of Exmouth for being short-listed for the Top Small Tourism Town. The 7NEWS Top Tourism Town Awards is an incredible opportunity to showcase our town and all the hard work of everyone in our community, which makes Exmouth so special."

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