

For Immediate Release

13 April 2021

Vote for Airlie Beach and Bowen in Top Tourism Town Awards

Airlie Beach and Bowen have made the finals for the Queensland Tourism Industry Council's (QTIC) Top Tourism Town Awards, these awards aim to recognise Queensland's diverse and outstanding destinations.

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!

Submissions included an editorial article, itinerary and video of their region. A panel of Top Tourism Town Judges have reviewed and scored each Award Submission. Thirty-seven finalists have been announced from across the state. Based on population, The Whitsundays have finalists in both categories:

Category one – Top Tourism Town: Bowen

Category two – Small Tourism Town: Airlie Beach

The Top Tourism Town Award winner will receive a \$25,000 Strategic Consulting and Capacity Building package provided by EarthCheck and the Top Small Tourism Town Award Winner will receive a \$7,500 Tourism Consultancy and Development Package provided by The Tourism Group.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler explained what made Airlie Beach and Bowen such worthy recipients of the 2021 Top Town Awards.

"Soaked in the beautiful Queensland sun, Airlie Beach and Bowen offer vibrant towns, friendly locals and unspoilt natural surrounds. Visitors to Airlie Beach and Bowen never have to look far for lush rainforests, award winning beaches, spectacular coral reefs and amazing experiences." she said.

Mrs Wheeler continued, "I'm confident that with Airlie Beach and Bowen named as finalists in QTIC's Top Tourism Town Awards, thousands of visitors will be encouraged to visit the region and enjoy The Whitsundays, in the Heart of the Great Barrier Reef," she said.

Bowen Tourism and Business Chairman, Jenn Honnery, said the announcement was the result of both the regional and local tourism organisations working to highlight the incredible offerings in both locations and provide diverse tour experiences within The Whitsundays region.

"The Top Tourism Town Awards will offer the opportunity to showcase The Whitsundays across Australia and promote Bowen and Airlie Beach as holiday destinations for every traveller," she said.

Whitsunday Regional Council Mayor Andrew Willcox said both Airlie Beach and Bowen are famous for their amazing beaches, snorkelling and reef fishing so it is no surprise to see them figure prominently in the top tourism town nominations.

"Being located in the Heart of the Great Barrier Reef make Airlie Beach and Bowen the ideal bases to explore the wonderful Whitsundays," he said.

"Bowen is Australia's winter food bowl with amazing local produce and fresh seafood while Airlie is the home of live music and provides direct access to the 74 Whitsunday Islands, so both are the perfect towns to unwind on a family holiday."

Voting is now open. The public is encouraged to vote and share across their networks to get Airlie Beach and Bowen across the line.

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

Voting is open [here](#) until 11.59pm Monday 26 April 2021.

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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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