

*For Immediate Release*  
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## Airlie Beach Wins Queensland's Top Small Tourism Town 2022

The state's best holiday destinations for 2022 have been announced at the Queensland Top Tourism Town Awards, where Airlie Beach was awarded as the Top Small Tourism Town!

Presented by the Queensland Tourism Industry Council (QTIC), the annual Awards program recognises and celebrates Queensland's best holiday destinations. Honouring communities across the state who demonstrate a commitment to visitor excellence.

Tourism Whitsundays Chief Executive Officer, Rick Hamilton said the incredible win only highlights what we already know, that Airlie Beach is an iconic destination with world-class offerings for all to enjoy.

"The Whitsundays is the most tourism reliant region in Queensland with 1 in 3 jobs directly related to tourism, to have both Airlie Beach and Bowen as finalists in the Queensland Top Tourism Town Awards shows that the region punches well above its weight.

"Being recognised at a state level is a massive achievement for the region and our tourism operators. We look forward to representing Queensland and the Heart of the Great Barrier Reef later this year at the national Top Tourism Town Awards," Mr Hamilton said.

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.

Acting Mayor, Mike Brunner said this was fantastic news for Airlie Beach and the entire Whitsunday region.

"Thank you to Tourism Whitsundays, the tourism operators and the community for their support which has resulted in Airlie Beach being named the Top Small Tourism Town in Queensland in 2022.

"We look forward to continuing to promote Airlie Beach as a top destination with magnificent visitor experiences," he said.

Airlie Beach has gained automatic entry to the national Top Tourism Town Awards held later in the year, where the destination will have the chance to be crowned one of the best holiday towns in Australia.

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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](#).

**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.*

# MEDIA RELEASE

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Whitsundays

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