

STRICTLY EMBARGOED UNTIL 2PM WEDNESDAY 29 MAY 2024

NSW TOP TOURISM TOWNS FOR 2024 REVEALED SOUTH COAST NSW SCOOPS ALL THE GOLD

Huskisson, Berry, and Kiama have emerged triumphant as the winners of the highly coveted NSW Top Tourism Towns for 2024. These exceptional destinations have captivated the hearts of the public and industry alike, standing out as the most desirable places to visit for an outstanding visitor experience.

The announcement was made during the Local Government NSW Destination and Visitor Economy Conference in Wagga Wagga, on Wednesday 29 May, where 19 finalist destinations vied for the title.

Paula Martin, Executive Director, NSW Tourism Industry Council, expressed her delight at seeing three beloved regional gems claim the top honours. “With their picturesque landscapes, rich historical significance, abundance of activities, and warm welcoming community spirit, **Huskisson, Berry and Kiama** have become shining beacons in regional NSW’s tourism landscape.

“These towns represent the epitome of what visitors seek—an immersive and revitalising experience that will leave a lasting impression, showcasing the very best that NSW has to offer. These vibrant towns set our state apart from other visitor destinations.” said Ms Martin.

Huskisson, took home the **Tiny Tourism Town** award for the second year running and was lauded for being the ultimate destination for adventurers and food lovers, including the iconic 16 white sand beaches where you can swim with whales or boom-net with dolphins.

Berry, declared the **Small Tourism Town** winner, drew praise for its award-winning restaurants, stunning vineyards, abundance of amazing shopping opportunities and the warm community that welcomes you in the picturesque town nestled between mountains and the sea.

Berry was also presented with a **Hall of Fame** award, in recognition of its outstanding achievement in being crowned winner in the Small Tourism Town category at the NSW Top Tourism Awards in 2022 and 2023 and 2024.

Kiama completed the hat trick for the South Coast, taking home the 3rd gold for the region when it was awarded the **Top Tourism Town** honour for its wealth of natural wonders; stunning national parks, breathtaking beaches and majestic waterfalls.

Due to the high calibre of submissions this year, Silver and Bronze honours were also awarded to acknowledge commendable contributions to the tourism industry. Silver awards were presented to **Broke, Merimbula and Ballina**, with Bronze titles awarded to **Eugowra, Gloucester and Newcastle**.

A Judges Commendation Awards was presented to **Murwillumbah**. This accolade acknowledges the exceptional endeavours of these communities in showcasing their town's unique characteristics through creative and captivating content.

Each participating town submitted a short video, itinerary, and editorial, evaluated by a judging committee comprised of 10 industry experts. The public was then invited to cast their votes, with a response of more than 10,000 individuals voicing their opinions to determine the ultimate Top Tourism Towns.

Managed by the NSW Tourism Industry Council, the awards celebrate towns across three population categories: under 1,500, between 1,500 and 5,000, and over 5,000 residents. Huskisson, Berry and Kiama will now proudly represent NSW at the upcoming Australian Top Tourism Town Awards, scheduled to be held later this year.

Full list of award winners:

Top Tiny Tourism Town (population under 1,500 residents)

Winner – Huskisson

Silver – Broke

Bronze – Eugowra

Top Small Tourism Town (population between 1,500 and 5,000 residents)

Winner – Berry

Silver – Merimbula

Bronze – Gloucester

Top Tourism Town (population over 5,000 residents)

Winner – Kiama

Silver – Ballina

Bronze – Newcastle

Judges' Commendation - Murwillumbah

About NSW Tourism Industry Council

Powered by **Business NSW**, the NSW Tourism Industry Council helps businesses operating in the Visitor Economy maximise their potential to ensure New South Wales remains the number one tourism destination in Australia.

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Images of the winners available at: <https://www.businessnsw.com/events/2024-nsw-top-tourism-town-awards>