



20 JUN, 2025

# Whitsundays Shine With Gold Bowen and Airlie Beach Take Out Top Tourism Honours

Whitsunday Life, Whitsunday



Chair of Bowen Tourism and Business Jenn Honnery, Tourism Whitsundays CEO Tim Booth, and Manager of Bowen Tourism and Business Leanne Abernethy celebrating their win. Photo supplied

On Monday this week The Queensland Tourism Industry Council (QTIC) announced the 2025 winners of the Top Tourism Town Awards, recognising the outstanding contributions of communities across the state in welcoming visitors year-round.

For the first time ever, Bowen won the Top Tourism Town Awards and Airlie Beach won the Small Tourism Town Awards for the fourth time in a row.

Winning these two awards is not only a testament to the natural wonders we have on our doorstep but also an acknowledgment of the friendly faces throughout our region.

*Continued on page 3*

# Bowen and Airlie Beach Take Out Top Tourism Honours

*continued from page 1*

Bowen has had a huge few weeks, on Queensland Day Bowen's Big Mango was named 'Best Big Thing' in Queensland and Birds Fish Bar was named 'Best Fish and Chips', now for the first



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time they have won Top Tourism Town in Queensland.

Member for Burdekin Hon Dale Last MP said this is a testament to the whole community.

“This award is well deserved by Bowen’s tourism businesses and the community as a whole. Whether they are directly involved with tourism or not, Bowen residents are extremely vocal and parochial when it comes to their town, and I am sure those qualities contributed to Bowen securing the award,” he said.

“Take a bow Bowen, you deserve this and I am glad to see your efforts receiving the wide acclaim they deserve.”

Manager of Bowen Tourism and Business Leanne Abernethy said winning the award was a proud moment.

“This award capped off a fantastic couple of weeks,” she said.

“These awards are a testament to the dedication of our entire team of staff, volunteers and our supportive committee and I thank them all for their passion, their drive and their local knowledge.

“This award is also for the entire Bowen community and the entire Whitsundays region. We thank everyone for the support of what we do.”

Chair of Bowen Tourism and Business Jenn Honnery said this award proves that Bowen’s focus is on visitors and making sure they feel welcome and providing an amazing beachside experience.

Alongside Bowen, Airlie Beach was also in the national spotlight, after winning the Top Small Tourism Town for the fourth time in a row.

Member for Whitsunday Amanda Camm MP said this award proves that Airlie Beach is a premier tourism destination.

Not only is Airlie Beach the gateway to the Great Barrier Reef and the Whitsunday Islands, it is also a dynamic town in its own

right, with a vibrant local culture for both visitors and locals to enjoy. Congratulations to the residents, businesses and tourism operators of Airlie Beach who have collectively achieved this accolade.

Whitsunday Regional Council Mayor Ry Collins said both Bowen and Airlie Beach winning is a fantastic achievement for the whole region.

“We’ve won before, but it really re-affirms our position as Queensland’s top area for regional tourism,” he said.

“From my perspective, it’s not just about individuals. This is a whole of community effort.

“We know that these awards are voted on by visitors in the community and it’s a real reflection on the community itself.

“Our residents are warm and welcoming to visitors and the fantastic efforts by our businesses and tourism bodies make sure our region stands out.”

Tourism Whitsundays CEO Tim Booth also said it was great to see the region reaching these heights.

“It’s such an honour to see Airlie Beach take out the Small Tourism Town award for the fourth year in a row. It really shows the heart and hard work of our local tourism operators and community,” he said.

“And with Bowen claiming the title of Top Tourism Town, it’s a fantastic day for the entire Whitsunday region.

“A huge thank you to Whitsunday Regional Council for their ongoing support - these achievements wouldn’t be possible



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without them.”



*Tourism Whitsundays CEO Tim Booth, Manager of Bowen Tourism and Business Leanne Abernethy, Top Tour Guide Winner Joel McPherson, and representing 1770 Top Tiny Tourism Town Winner Melissa Smith. Photo supplied*