



28 JUN, 2025

Agnes Water and 1770 Take Home Honours at State Tourism Town Awards

Coastal Rag, Agnes Water

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Locals Melissa Smith and Tash Hobbs from GAPDL (Gladstone Area Promotion and Development Ltd.) proudly represented our region this month at the prestigious Queensland Tourism Industry Council (QTIC) Top Tourism Town Awards, held at 1 William Street in Brisbane.

Early this year, the Agnes Water Visitor Information Centre submitted two strong entries into the 2025 competition — one for Agnes Water in the Small Top Tourism Town category (for towns under 5,000 population), and another for the Town of 1770 in the Tiny Top Tourism Town category (for towns under 1,500).

Each submission included a professional 1–2 minute video, an 800-word editorial article, a detailed two to three-day visitor itinerary, eight stunning images, and content showcasing our commitment to tourism, sustainability, and targeted audience engagement. The final ten points of the scoring were determined by public vote — and we extend a heartfelt thank you to everyone who supported us by voting.

We are overjoyed to announce that the Town of 1770 has been crowned QTIC's 2025 Tiny Top Tourism Town, and Agnes Water proudly took out the silver award in the Small Top Tourism Town category.

These awards are more than just titles — they reflect the incredible spirit of our community, the hard work of local operators, and our collective passion for sharing our naturally beautiful backyard with others. It's a moment for us all to celebrate.

As part of the win, 1770 will now represent Queensland on the national stage, going up against other state and territory winners in Canberra this September. From that pool, a town will be crowned Australia's Top Tiny Tourism Town, taking out national gold, silver, or bronze honours.

In addition to the recognition, 1770 will also receive a \$20,000 promotional package from Bisshop (billboards),

Melissa Smith and Tash Hobbs bring home a gold and silver

allowing us to continue showcasing our destination thoughtfully and

authentically to like-minded travellers.

We understand that conversations around tourism can bring mixed opinions. But rest assured — our goal isn't to over-advertise or flood our community with visitors. Instead, we're focused on attracting those who genuinely appreciate and respect the environment, culture, and slower pace that makes this part of the world so special.

Tourism supports local jobs, brings life to small businesses, and helps us preserve the places we love. These recent awards are a testament to what we can achieve when we work together and take pride in where we live.

We couldn't have done it without you — our community. Thank you again for helping us shine.

Melissa Smith
Gladstone Area Promotion and Development Limited





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