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## MEDIA RELEASE

### Busselton Named Top Tourism Town

The south west town of Busselton has been named the winner of the 2021 GWN7 Top Tourism Town Award at the 2021 Perth Airport WA Regional Tourism Conference held in Geraldton tonight.

Busselton claimed the Gold Medal in the Top Tourism Town category, with Manjimup claiming Silver and Exmouth taking out Bronze. Busselton will receive a \$25,000 airtime package to promote the town on the regional television network GWN7.

In the Small Tourism Town category, the Gold Medal was awarded to Dwellingup, which takes home a \$10,000 airtime package from GWN7. The Silver Medal was won by Coral Bay, and Bronze went to Balingup.

Now in its 31st year, the awards program is a major highlight of the State's tourism calendar, with prizes eagerly coveted by destinations across Western Australia. Visitor Centres enter the awards on behalf of their destination, and entrants are required to submit a short video, itinerary and editorial article which was reviewed by a panel of industry judges.

The public then had its say, with more than 7,700 people casting a vote for their Top Tourism Town.

Busselton was lauded as an easily accessible destination to "escape hectic urban life", while Dwellingup was praised for having everything for a great getaway, including "beautiful nature trails, swimming spots, fresh produce and you can visit all year round."

"With the support of the public through the consumer vote, tonight's winners can truly say they are giving visitors what they are looking for in a Top Tourism Town," said Visitor Centres WA Chairman Troy De Souza.

The awards are run by Visitor Centres WA and supported by GWN7, Vanguard Press, Tourism WA and RAC Parks & Resorts.

Ends.

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