

Media Release

Steve Dimopoulos MP
Minister for Tourism, Sport and Major Events
Minister for Creative Industries



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VICTORIAN TOWNS SHINE AT TOURISM AWARDS

The best of regional Victoria has been recognised at this year's Top Tourism Town Awards, celebrating some of the state's most attractive tourist destinations.

Minister for Tourism, Sport and Major Events Steve Dimopoulos attended the awards held in Healesville, which showcased the 18 finalists from Victoria.

Recognising the value tourism brings to country towns and communities across Australia, the awards showcase the diversity of regional destinations across the nation.

Accolades were handed to eight towns across the state with Bendigo, Port Fairy and Mount Macedon winning gold in their respective categories, while Echuca, Sorrento and Timboon won silver and Heathcote and Noojee were awarded bronze.

Selected for their commitment to encourage and support tourism, towns are recognised for their visitor offerings and ability to collaborate with tourism operators, local businesses and the wider community to deliver unique experiences.

The Top Tourism Awards are presented in three categories:

- Tiny Tourism Town awarded to towns with less than 1500 people
- Small Tourism Town awarded to those with 1500 to 5000 people
- Top Tourism Town awarded to towns with over 5000 people

Judged on written submission, consumer review and public vote, this year's finalists stretch the breadth of the state from Mildura and Bendigo to Shepparton and Lakes Entrance.

Winners will represent Victoria later this year at the Australian Top Tourism Town Awards.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"These awards showcase some of the best regional destinations across Victoria, providing visitors from across the state and the country even more reasons to discover the world class experiences our state has to offer."

"Tourism is a vital part of Victoria's economy, that's why we're continuing to invest in regional centres across the state – delivering more jobs and economic benefits for communities across Victoria."

Quote attributable to VTIC CEO Felicia Mariani

"It was a terrific evening to celebrate the regional towns in Victoria that offer superb tourism experiences and attractions. I look forward to seeing the winners represent the state at the Australian Top Tourism Town Awards later this year."

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