



## OFFICIAL

**Monday 28 April 2025**  
**Media Release**

### **From Hidden Gems to Industry Giants – NSW, It's Your Time to Shine in 2025!**

Tourism operators across New South Wales are invited to showcase their excellence, with nominations now officially open for the *2025 NSW Tourism Awards*, proudly delivered by NSW Tourism Association.

This year's program launches following a *comprehensive national review*, shaped by extensive industry consultation across New South Wales and Australia. The result is a *streamlined and more sustainable entry process* that makes participation easier, while continuing to uphold the *prestige and integrity* of these important awards.

Key improvements include:

- *Simplified and refined questions*
- *A reduced word count* (now 4,000–7,500 words, down from 10,000)
- *A guided format* to help entrants present their achievements with clarity

These enhancements, supported by *Austrade's Quality Tourism Framework Grant Program*, will be adopted nationally, ensuring tourism businesses across Australia benefit from a more efficient and rewarding experience.

***Natalie Godward, CEO of NSW Tourism Association, said:***

"We've listened closely to our community and responded with meaningful improvements. These changes make the process more accessible, while still recognising the innovation, leadership and excellence that define the best of NSW tourism. Our goal is to create a clear and respected pathway that celebrates those raising the bar for our state."

"We know it works - NSW had a record-breaking year at the Australian Tourism Awards, with 24 finalists across 26 categories, and bringing home nine podium finishes, including four gold, three silver, and two bronze. That kind of recognition starts here."

***NSW Tourism Association Chair, Stuart Ayres, added:***

"These awards celebrate and recognise the best of the best across the NSW tourism industry. With new programs and a simplified entry process it's never been easier to enter the only nationally accredited tourism awards program in NSW."



Winners of the NSW Tourism Awards benefit from *extensive media exposure*, including coverage by *Sydney Weekender* – with 108 pieces of media exposure generating 41 million audience impressions achieved last year which directly boosted bookings for several winners.

**Shaun de Bruyn, Chair of the Australian Tourism Awards** added “As the Australian Tourism Awards celebrate its 40th anniversary, these updates will modernise the submission process and reflect the current industry climate where tourism operators and their staff are focused on delivering world-class experiences in a dynamic, changing industry”.

In 2025, the program also welcomes some exciting developments:

- The *Regional Tourism Awards* for the *NSW North Coast*, delivered in collaboration with *Destination North Coast*, giving regional operators a formal route to state and national recognition.
- The introduction of the *NSW Top Tour Guide Awards*, a first for the state.
- The return of the *NSW Top Tourism Town Awards*, continuing to recognise outstanding towns that demonstrate tourism leadership and community pride boosted by a partnership with NRMA

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### **Key Dates – 2025 NSW Tourism Awards**

Nominations open:	Monday, 28 April 2025
Nominations close:	Friday, 13 June 2025
Submissions close:	Wednesday, 20 August 2025
Finalists Announced:	Tuesday, 14 October 2025
Gala Awards Night:	Thursday, 27 November 2025

For full entry details, eligibility criteria, and support resources, visit:

👉 [nswtourismassociation.com.au/nsw-tourism-awards](https://nswtourismassociation.com.au/nsw-tourism-awards)

**ENDS**

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