

EMBARGOED UNTIL:

Tuesday, 14 October 2025 at 11:00am (AEDT)

Finalists Announced for the NSW Tourism Awards

The [NSW Tourism Association](#) has today announced the finalists for the [NSW Tourism Awards 2025](#), with over 230 nominations from across the state – it's a record year. From these, 125 businesses and individuals have progressed as finalists across 30 categories, with four special awards to be presented at the Gala event in November.

This year saw a record number of first-time entrants, highlighting the growing recognition and significance of the Awards as both a celebration of excellence and a valuable tool for business development.

Natalie Godward, CEO of the NSW Tourism Association, said the finalists reflect the strength, passion and professionalism of the NSW visitor economy.

"We are incredibly proud to reveal this year's finalists, representing tourism businesses and individuals from every corner of our state. This year's awards are coming off the back of a record result at the 2024 Australian Tourism Awards where 9 NSW-based operators took out a podium placement.

"The NSW Tourism Awards unite our industry, strengthen our communities, and shine a light on the dedication and pride of operators who create world-class experiences," said Ms Godward.

For the first time, the program includes finalists from the **North Coast Regional Tourism Awards**, thanks to a new partnership providing a direct pathway and greater support.

"We are delighted about this new partnership providing greater opportunity for North Coast operators to enter the awards which is a great result," said Ms Godward.

All entries were rigorously assessed by a panel of 56 independent industry experts, with judges noting the increasing calibre of submissions and the commitment to sustainable business practices. The program is the only pathway for NSW operators to compete at the Australian Tourism Awards.

The NSW Tourism Awards provide entrants with extensive business support, as part of the submission process to increase the value of entering.

"We've had highly positive feedback from participants who say the process is extremely valuable in helping them build actionable steps to creating business success. It's why we continue to see new entrants embracing the program – it builds long-term capability as well as celebrating success," said Ms Godward.

The 2025 NSW Tourism Awards finalists are recognised across the following categories:

- **Tours, Attractions & Experiences**
- **Festivals & Events**
- **Accommodation**
- **Food & Drink Tourism**
- **Sustainable Tourism**
- **Tourism Services**

- **New Tourism Businesses**

Minister for Jobs and Tourism Steve Kamper congratulated all the finalists and said it showed that the state's tourism sector was driven by dedicated industry champions.

"Tourism is a \$50 billion industry in NSW, and a major driver of jobs, growth and opportunity," he said.

"Our recently launched Visitor Economy Strategy 2035 targets even more flights, visitors, hotel rooms and visitor spend across the next decade — and industry leaders will be an important part of that drive.

"The finalists represent the very best of our state, setting benchmarks of excellence and demonstrating the important role tourism plays in strengthening local communities. I congratulate every finalist and thank them for their contribution in making NSW the number one visitor economy in the nation."

Destination NSW is the proud major sponsor of the NSW Tourism Awards for 2025.

The full list of 2025 finalists can be viewed here: nswtourismassociation.com.au/nsw-tourism-awards

The winners of the 2025 NSW Tourism Awards will be announced at the NSW Tourism Gala on Thursday, 27 November 2025 at Waterview in Bicentennial Park, Sydney Olympic Park.

NSW Tourism Awards 2025 Finalists:

Organisation	Region
Attractions	
Coffs Coast Wildlife Sanctuary	North Coast
Crystal Castle & Shambhala Gardens	North Coast
Northern Rivers Rail Trail	North Coast
Old Dubbo Gaol - Dubbo Regional Council	Country and Outback
RFDS Outback Heritage Experience Broken Hill	Country and Outback
Symbio Wildlife Park	Sydney Surrounds South
Taronga Western Plains Zoo Dubbo	Country and Outback
Events	
Bluesfest Byron Bay	North Coast
Broken Hill Mundi Mundi Bash	Country and Outback
Crank It Up Festival	Southern NSW
Deni Ute Muster 2024	Riverina / Murray
EAT Festival Sapphire Coast	Southern NSW
Festival of W	Riverina / Murray
Grafton Jacaranda Festival	North Coast
Lismore Lantern Parade	North Coast
Narooma Oyster Festival	Southern NSW
Orange Food Week	Central NSW
Park Beach Hotel Motel - HOEY MOEY	North Coast
Reflections Cadet Cup	North Coast
Savour The Tweed	North Coast
Eco Tourism	
Ecoasis	North Coast
Kestrel Nest EcoHut	Riverina / Murray
Positive Energy Adventures & Retreats	North Coast
REGION X Kayak, Walking & Camping Adventures	Southern NSW
Showtime Kayaking	Sydney Surrounds North

Sydney Kayak Experience	Sydney
Vision Walks - Eco Tours	North Coast
Whale Tales Whale Watching Sydney	Sydney
Cultural Tourism	
Adam Edwards Photography	Country and Outback
Bundyi Cultural Tours	Riverina / Murray
Eden Local Aboriginal Land Council	Southern NSW
Old Dubbo Gaol - Dubbo Regional Council	Country and Outback
Port Macquarie Museum	North Coast
Visitor Information	
Ask Roz Blue Mountains	Sydney
Ballina Visitor Information Centre	North Coast
Bathurst Visitor Information Centre	Central NSW
Destination Central Coast	Sydney Surrounds North
Hunter Valley Visitor Information Centre	Sydney Surrounds North
Tours & Activities	
4WD Tours R Us	Sydney Surrounds North
Aquamarine Adventures	Sydney Surrounds North
Barefoot Boats Harrington	North Coast
Better by Bike	North Coast
Beyond The Blacktop Adventure Tours	Sydney
BIGWAVE Skydive	Sydney Surrounds South
Blue Mountains Climbing School	Sydney
Brighton Coach & Tours	Sydney
Cape Byron Kayaks	North Coast
Chapman Tours	Sydney
Explore Sydney Harbour	Sydney
Moonshadow -TQC Cruises	Sydney Surrounds North
Mudgee Ale Trail	Central NSW
Northern Rivers Rail Trail	North Coast
Oz Jet Boating	Sydney
REGION X Kayak, Walking & Camping Adventures	Southern NSW
Soul Surf School	North Coast
Spotto Books	Sydney Surrounds North
Stand Up Paddle Boarding Shellharbour	Sydney Surrounds South
Starscape Australia	Central NSW
Sydney By Kayak	Sydney
Sydney Harbour Boat Tours	Sydney
ULTIMATE Travel	Sydney
Vision Walks - Eco Tours	North Coast
Marketing	
Destination Central Coast	Sydney Surrounds North
Destination Kiama - Coast in Chill out Campaign	Sydney Surrounds South
Destination Store - Where Time Does Wonders, Port Macquarie	North Coast
Headjam - Tourism Snowy Mountains Website	Southern NSW
Orange360 - Enjoy the Now	Central NSW
The Tweed Tourism Company	North Coast
Visit Wollongong - Discover the Hidden Gems of the Illawarra	Sydney Surrounds South
Food & Beverage	
Aanuka Beach House	North Coast
Courabyra Wines	Riverina / Murray
Cupitt's Estate	Sydney Surrounds South
Earth Beer Company	North Coast
Foxdog Distillery & Brewery	Southern NSW

Harwood Hotel	North Coast
Italian Cooking Experience with Stefano Marvello	Sydney Surrounds South
Jervis Bay Brewing Co	Sydney Surrounds South
Krinklewood Estate	Sydney Surrounds North
Pipit Restaurant	North Coast
Printhie Wines	Central NSW
Spare Chef Catering	North Coast
Tocumwal Chocolate School	Riverina / Murray
Accommodation + Events Venues	
Akuna Estate	Central NSW
Amaroo Valley Springs	Sydney Surrounds South
Cedars Mount View	Sydney Surrounds North
Contained in Nimbin Accommodation	North Coast
Crowne Plaza Terrigal Pacific	Sydney Surrounds North
Dimensions X Farmstay at Krinklewood Estate	Sydney Surrounds North
Holiday Haven Lake Conjola	Sydney Surrounds South
Holiday Haven Lake Tabourie	Sydney Surrounds South
ICC Sydney	Sydney
Ingenia Holidays Nambucca Heads	North Coast
Into The Wild Escapes	Sydney Surrounds North
Invercauld House	North Coast
Kalinya Estate	Sydney
Mantra on Salt Beach	North Coast
Mt Hay Retreat	Sydney Surrounds South
Palmer Lane Estate	Sydney Surrounds North
Reflections Holidays - Hawks Nest	North Coast
Reflections Holidays - Wilderluxe Lake Keepit	Country and Outback
Shawwood Estate	Central NSW
Sierra Escape	Central NSW
Taronga Western Plains Zoo Dubbo	Country and Outback
Tasman Holiday Parks - North Star	North Coast
Tathra Beach Eco Camp	Southern NSW
The Belfry Guesthouse	North Coast
The Drawing Rooms of Berry	Sydney Surrounds South
The Health Lodge	North Coast
The Oriana Orange Retro Hotel & Resort	Central NSW
The Silos Accommodation	Riverina / Murray
Wilga Station	Central NSW
Wollemi Ridge Retreats	Sydney
Local Government	
Central Coast Council	Sydney Surrounds North
City of Coffs Harbour	North Coast
City of Wagga Wagga	Riverina / Murray
My Clarence Valley	North Coast
Tourism Business Service	
Destination Research & Development	North Coast
Sparrowly Group	Sydney
The Hotel School Australia	Sydney

-ENDS-

Notes to Editor:

Interviews are available with Natalie Godward, CEO of NSW Tourism Association about the awards. If you would like to interview a finalist, please let us know and we can look to arrange. Please contact Oakley Grioli (oakley@zadroagency.com.au).

Images:

Images of the finalist are available upon request.

Media contacts:

Oakley Grioli, Account Manager, ZADRO

E: oakley@zadroagency.com.au | M: +61 434 295 302

Debbie Bradley, Group Account Director, ZADRO

E: debbie@zadroagency.com.au | M: +61 420 761 189

About NSW Tourism Awards:

The NSW Tourism Awards represent the pinnacle of recognition for New South Wales' tourism industry. With categories spanning attractions, tours, festivals, food, wine and accommodation, the awards champion excellence across the diverse visitor economy, showcasing the brilliance of businesses both small and large.

Through the NSW Tourism Awards, we continue to build pride, strengthen communities, and celebrate the passion that makes NSW a truly exceptional destination.

The NSW Tourism Awards serves as the only pathway for NSW visitor economy businesses to compete at the Australian Tourism Awards. As such, all entries are required to be assessed in line with the Quality Tourism Framework Sustainable Business Standards.

<https://nswtourismassociation.com.au/nsw-tourism-awards>

About NSW Tourism Association:

NSW Tourism Association is the peak body representing the visitor economy in New South Wales.

Comprising of member businesses across the state, NSW Tourism Association is dedicated to advancing the interests of the tourism industry in government policy, supporting the industry, promoting excellence and driving economic growth through tourism.

<https://nswtourismassociation.com.au/>