

IMMEDIATE RELEASE
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Finalists announced for NSW Tourism Awards 2024

Submissions double in NSW Tourism Association's first year

The [NSW Tourism Association](#) is thrilled to announce the finalists for the [NSW Tourism Awards 2024](#), marking the first time they have hosted these prestigious awards. This year's award program celebrates the businesses and operators delivering exceptional visitor experiences across NSW, while highlighting the strength, pride and passion that drives the state's vibrant visitor economy.

Two hundred award nominations were received this year, double that of previous years. The judging panel, featuring over 50 leading tourism experts, noted the increase in the quality of submissions, reflecting the growth in commitment to excellence across the state.

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 were required to be assessed in line with the Quality Tourism Framework Sustainable Business Standards.

Natalie Godward, CEO, NSW Tourism Association, highlighted the award categories showcase the diverse range of businesses within the visitor economy. She also noted this year's awards hold special significance as they were designed to unite and celebrate the achievements of the tourism sector.

"NSW Tourism Association is delighted to be hosting the awards for the first time and to lead the charge in recognising the amazing operators across NSW who are making great contributions to the visitor economy across our state. These awards recognise the exceptional standards in visitor experience and aim to unite the tourism community.

"This year, we've engaged more industry experts in the judging process to ensure every entrant meets the highest levels of quality through accreditation. It's a reflection of our commitment to supporting the long-term success of tourism businesses across the state and to inspire continued growth," said Godward.

Destination NSW CEO Steve Cox said: "Destination NSW is proud to be a major sponsor of the NSW Tourism Awards, which highlight the remarkable achievements of visitor economy businesses and destinations across the state.

"Our nation-leading \$52.9 billion visitor economy is a testament to the work of these exceptional operators. Their passion for providing world-class experiences will ensure NSW continues to be the number one visitor destination in Australia."

The 2024 finalists

Attractions & Experiences

4WD Tours R Us
Activity Tours Australia
Aquamarine Adventures
Balloon Aloft Australia
Barooga Sports Club
Beyond The Blacktop Adventure Tours
Blue Mountains Climbing School
Bundyi Cultural Tours
Captain Cook Cruises
Chapman Tours Pty Ltd
Dive Lord Howe
Dubbo Regional Council - Old Dubbo Gaol
Hay Shire Council
Let's Go Surfing
Local Sauce Tours
Moonshadow - TQC Cruises
Northern Rivers Rail Trail
Oz Jet Boating
Port Macquarie Museum
Port Stephens Koala Sanctuary
Sandhills Artefacts
Symbio Wildlife Park
The Big Banana Pty Ltd
Tom's Outdoors
ULTIMATE Travel

Festivals & Events

Bathurst Heritage Trades Trail
Bathurst Winter Festival
Bluesfest Byron Bay
Broken Hill Mundi Mundi Bash
Crank It Up Batemans Bay
Deni Ute Muster
Strawberry Fields Festival
Tumbafest Inc
Walcha Motorcycle Rally

Accommodation

Amaroo Valley Springs
Black Sheep Inn
Cedars Mount View
Evamor Valley
Holiday Haven Lake Conjola
Kalinya Estate
Mt Hay Retreat
Myall River Camp

Nyngan Riverside Tourist Park
Sierra Escape
Tasman Holiday Parks Racecourse Beach
Tathra Beach Eco Camp
The Oriana Orange - Retro Hotel & Resort
Waukivory Estate
Wilga Station Pty Ltd

Food Tourism

Calabria Family Wines
Cape Byron Distillery
Cupitt
Firescreek Winery
Food I Am
Frankies Restaurant and Bar
Husk Farm Distillery
Ladbroken Distillery Brewhouse
Love Lord Howe
McWilliam's Wines
Pipit
Potager - A Kitchen Garden
Tocumwal Chocolate School

Sustainable Tourism

Cruise Eden
Kestrel Nest EcoHut
Navigate Expeditions
Sydney By Kayak

Tourism Services

Albury Visitor Information Centre
Ask Roz Blue Mountains
Barrington Coast: Whatever It Takes
Bathurst Regional Council
Bathurst Visitor Information Centre
Central Coast Council
City of Newcastle
Cowra Tourism Corporation
Destination Central Coast
Destination Sydney Surrounds South
Dubbo Regional Council
Hipscotch
Hirehood
MidCoast Council: Destination Barrington Coast
Narrabri Region Visitor Information Centre
Orange360 'Enjoy the Now' Brand Campaign
Outback Jess Pty Ltd

Sparrowly Group
The Tweed Tourism Company
TRC Tourism
Visit Albury Wodonga. Always in Season

New Tourism Businesses

Beneath The Bay
Showtime Kayaking
The Brooklet
W Sydney

The winners will be announced on Thursday 28 November 2024 at the NSW Tourism Gala event at The Star Sydney incorporating the NSW Tourism Awards.

Find out more information about the awards and the finalists here:

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

#NSWTourismAwards2024

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Notes to Editor:

Interviews are available with Natalie Godward, CEO of NSW Tourism Association about the awards. Please contact Oakley Grioli (oakley@zadroagency.com.au).

If you would like to interview the finalists, please also contact Oakley Grioli.

Images:

Images of the finalist are available upon request.

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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.



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About NSW Tourism Association:

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

Comprising of tourism business members and associations, 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/>

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