



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Thursday 5 March 2020

COFFS HARBOUR TOP AUSSIE TOWN FOR 2020 THREE NSW TOWNS HONOURED IN WOTIF TOP 10

NSW north coast gem Coffs Harbour has been named Wotif.com's Aussie Town of the Year, with Batemans Bay and Katoomba also in the country's top 10 destinations to visit this year.

The prominent online travel site unveiled their 2020 awards today, ranking the top 10 destinations for Australian travellers' wish lists. New Wotif research shows a resurgence in intent to travel domestically with one-in-three travellers likely to plan an additional trip to a bushfire-affected area this year.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said 2020 was the year to holiday 'here' by booking a NSW break.

"With Coffs Harbour in first place, Batemans Bay in fourth and Katoomba ranked eighth, Australia clearly agrees these NSW towns are bucket list destinations for all Australians," Minister Ayres said.

"Tourism is incredibly important to many NSW communities and businesses, so now's the time to love NSW and get out, explore our own backyard, spend 'locally' and stay 'locally'. In the year ending September 2019, domestic overnight visitors generated an invaluable \$13.9 billion in tourism related spend for regional NSW."

Member for Coffs Harbour Gurmish Singh said the award acknowledged what locals have always known – Coffs Harbour is a dream holiday location.

"What's not to love about Coffs Harbour? We have 60km of spectacular coastline, lush hinterlands on our doorstep and an abundance of world-class produce matched by outstanding hospitality," Mr Singh said.

"Coffs Harbour is a really special community with a proud history of welcoming visitors from across Australia and the world – this award reinforces why people should book a break in Coffs now."

Wotif data shows Coffs Harbour will be one of Australia's fastest-growing and best-value holiday spots in 2020 with year-on-year demand up 120 per cent.

In its third year, the Wotif Aussie Town of the Year awards rank holiday spots based on affordability, interest, accommodation deals and traveller review data compiled by the website for 2019.

Batemans Bay on the South Coast offers visitors magnificent beaches, fresh seafood and an abundance of water sports, while Blue Mountains' Katoomba is home to the iconic Three Sisters and provides visitors with world-class bushwalking and adventure tours.

Wotif Managing Director Daniel Finch said Australians were spoiled for choice.

"During what is an incredibly tough time for many parts of the country, this year's awards are more relevant than ever, as a way of recognising the hard-working tourism operators and local businesses who make up Australian tourism – the driving force behind many regional communities," Mr Finch said.