

AUSTRALIAN TRAVELLER

MEDIA RELEASE:
EMBARGO 6:00am 11 May 2026

New South Wales top state for tourism towns

NSW has 24 towns on the coveted list of the 100 Best Towns in Australia to Travel to, the most of any state in the country.

Byron Bay (No. 3) and Bowral (No. 5) the two NSW entries on the top 10.

Byron Bay, Bowral and 22 other towns across NSW have been included in the prestigious list of the best towns to travel to in Australia by best-selling domestic travel brand [Australian Traveller](#).

It comes as no surprise that Byron Bay topped the NSW list – the Northern Rivers coastal town remains a perennial favourite for its natural beauty, laid-back coastal lifestyle and unique character. It also claimed the No. 1 spot in the Wellness category – and while you can still head to Byron to get your chakras realigned, Byron today offers retreat-seekers all that and more.

Bowral is a longtime favourite country getaway for Sydneysiders. But did you know you can now sleep in Donald Bradman's childhood home or sip wine in a new French bistro? Time to revisit.

Challenging Byron's position as NSW's premier beach town, Yamba also ranks highly for its blend of nostalgic seaside holiday vibes, beautiful natural scenery and a smattering of great places to stay and eat.

While the list is a celebration for the entire state and regional Australia, it will reignite some inter-regional rivalry. Central West wine and foodie town Orange (No. 33) won bragging rights over fierce Central West rivals Mudgee (No. 46) and Bathurst (No. 98).

Australian Traveller Print Editor and panellist Imogen Eveson says, "From its unrivalled coastline to its country, hinterland and outback, NSW is such a diverse state that it's little wonder it claimed the most hits on our list of 100 Best Towns in Australian to Travel to."

"For more than 20 years, *Australian Traveller* has championed regional travel – encouraging Australians to explore the wealth of amazing places you can find in your own backyard. This list is no exception and comes at a time when destinations around NSW are doing it tough. We hope to support those towns by encouraging travellers – where they can – to get out there and keep exploring. And with 24 to choose from, you're bound to be able to find a town to visit that's closer to home."

The 24 NSW towns on the list of the 100 Best Towns in Australia to travel and their position in the 100 were:

3	Byron Bay	23	Broken Hill
5	Bowral	28	Thredbo
14	Yamba	33	Orange
16	Bellingen	38	Lightning Ridge

45	Leura	83	Merimbula
46	Mudgee	84	Nelson Bay
59	Murwillumbah	88	Woolgoolga
63	Griffith	89	Armidale
68	South West Rocks	93	Broke
73	Terrigal	98	Bathurst
76	Kiama	99	Goulburn
82	Berry	100	Ballina

About the 100 Best Towns in Australia to Travel to

The 100 Aussie Best Towns were selected by aggregating the votes of a panel of 15 well known Australians and tourism industry experts. The towns are ranked 1-100 and then organised into 10 categories.

The 10 categories and number one town in each of the categories is as follows:

- 1. Emerging Towns**
Top Emerging Town – Bicheno, Tas (Ranked 1/100)
- 2. Adventure & Nature Towns**
Top Adventure & Nature Town – Port Douglas, Qld (Ranked 2/100)
- 3. Wellness Towns**
Top Wellness Town – Byron Bay, NSW (Ranked 3/100)
- 4. Festival & Events**
Top Festival & Events Town – Port Fairy, Vic (Ranked 4/100)
- 5. Country Towns**
Top Country Town – Bowral, NSW (Ranked 5/100)
- 6. Outback Towns**
Top Outback Town – Broome, WA (Ranked 6/100)
- 7. Food & Wine Towns**
Top Food & Wine Towns – Willunga, SA (Ranked 7/100)
- 8. Beach Towns**
Top Beach Town – Eagle Bay, WA (Ranked 8/100)
- 9. History & Heritage Towns**
Top History & Heritage Town – Stanley, Tas (Ranked 17/100)
- 10. Arts & Culture**
Top Arts & Culture Town – Townsville, Qld (Ranked 31/100)

The full list can be seen [here](#) and the panel can be seen [here](#).

Quotes from the panel for each town are available [here](#).

State specific press releases and imagery are available:

NSW
Vic
Qld
WA
SA
Tas
NT

ENDS

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