

Tuesday 13 February 2024

GRIFFITH NAMED IN WOTIF'S TOP TEN AUSSIE TOWN OF THE YEAR AWARDS

Griffith has been named among the TOP TEN places to visit in Australia, ranking number seven in the Wotif 2024 Aussie Town of the Year Awards.

Now in its seventh year, the Wotif Aussie Town of the Year Awards recognise 10 deserving locations across the country for their contribution to Australian tourism. Designed to celebrate the many Australian cities, towns and regions worthy of the spotlight, the awards provide travellers with inspiration on where to travel in Australia in 2024.

The winner and finalists are determined based on a Wotif data index that looks at accommodation affordability, quality, and traveller satisfaction.

Bendigo, VIC claimed the top spot followed by Broken Hill, NSW and Stanthorpe, QLD rounding out the top three.

Griffith Mayor, Councillor Doug Curran welcomed the announcement.

“Being named in the Top Ten WOTIF Aussie Towns of the Year Awards for 2024 is such an honour for a regional city of our size - we are absolutely stoked!” Councillor Curran said.

“We all know how great Griffith is, we get to experience the many unique and authentic offerings every single day, but to be recognised as such is extremely satisfying; It really cements our position as a destination of choice.”

Wotif Travel Expert, Sarah King, said, “Aussie travellers are driven by a curiosity to experience the world around them and it’s fantastic to see that pursuit of discovery leading many to find culture close to home. As one in five (20%) Aussies are planning a trip during the upcoming Easter long weekend and over half (56%) plan on taking advantage of school holidays for local getaways, these awards provide the ultimate inspiration for those planning their travels for the year ahead.”

Griffith City Council Tourism Manager, Mirella Guidolin said, “Griffith is one of Australia’s most vibrant cosmopolitan centres. We don’t have mountains or the sea but we do have the friendliest people, a rich blend of cultures and traditions, an abundance of world-class local food and wine producers, passionate chefs, and many festivals held throughout the year showcasing the true essence of Griffith.”

2024 Wotif Aussie Town of the Year Award winners:

1. Bendigo, VIC
2. Broken Hill, NSW

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3. Stanthorpe, QLD
4. Katherine, NT
5. Bathurst, NSW
6. Tanunda, SA
- 7. Griffith, NSW**
8. Stanley, TAS
9. Exmouth, WA
10. Coober Pedy, SA

ends