

“Insanely Beautiful” Esperance Second Best Town in the country, Broome and Margaret River not far behind

WA blitzes the 100 Best Towns in Australia, published by *Australian Traveller* magazine today, with three WA towns in the Top 10.

WA Golden Outback coastal town Esperance has beaten many more famous and renowned holiday hot spots like Byron Bay, Noosa, and Margaret River to take out the second spot on a list of the 100 Best Towns in Australia.

Esperance is described by *Australian Traveller* magazine as “The real secret of WA. It’s insanely beautiful...” with many visitors describing it as “the most beautiful coastline in Australia.”

More well-known travellers’ paradise Broome came in at fourth in the list of Top Towns, with the magazine describing it as “the trifecta of the best Australia has to offer: red dirt, white sand, and blue sea all in one spot.” And wine lovers’ favourite Margaret River completed the trifecta in the top 10.

Australian Traveller editor Greg Barton says, “WA’s 13 towns on the list of 100 Best Towns reflects the range of real Australian experiences in our western state: from wine-rich Margaret River to the outback and sea paradises of Esperance and Broome, to the Gold Rush history of Kalgoorlie and – the quirkiest town of all – Nain, in the Principality of Hutt River.”

Methodology

The 100 best towns were decided by a panel of tourism experts. The panellists were asked to rate towns according to their answer to one question: “Regardless of where it’s located, would you recommend to a friend to add one hour to their trip just to visit this town?” The answers were tabulated and the 100 towns were ranked from 1 to 100.

Editor Greg Barton is available for interview. The complete 100 Towns list is available at www.australiantraveller.com (From 25th March 2009)

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For media enquiries, interviews and photos please contact:

Quentin Long t. 02 9281 6080 m. 0429 980 955 e. qlong@australiantraveller.com

The 100 Best Towns in Australia issue of Australia’s best selling travel magazine is on sale Wed Mar 25 from all newsagents and Woolworth/Safeway stores nationally.

WA’s Best Towns

2. Esperance
4. Broome
10. Margaret River
23. Fremantle
55. Albany
62. Coral Bay
63. Denmark
80. Exmouth
86. Augusta
92. Derby
97. Nain
98. Kalgoorlie
99. Eagle Bay

Australia’s Top 10 Towns

1. Yamba NSW
2. Esperance, WA
3. Port Douglas, QLD
4. Broome, WA
5. Port Fairy, VIC
6. Beechworth, VIC
7. Byron Bay, NSW
8. Apollo Bay, VIC
9. Strahan, TAS
10. Margaret River, WA