

NSW More “Best Towns In Australia” Than Any Other State + Yamba *IS* the Nation’s Best Town

NSW has 29 towns on the prestigious list of the 100 Best Towns In Australia, published by *Australian Traveller* magazine today.

Yamba, the sleepy fishing village on the north coast of NSW (population 5600), was named the **Best Town in Australia**, pipping renowned holiday hotspots like Byron Bay, Noosa, Port Douglas, Broome and Apollo Bay. Byron Bay is the only other NSW town to make it into the Top Ten of the 100 Best Towns in Australia.

Australian Traveller editor Greg Barton is already apologising to local residents for telling the world. “Sorry, Yamba locals. We’ve let the cat out of the bag,” says Barton. “You can’t keep a secret this good forever.”

“Yamba has that X-factor: underdeveloped, underrated and totally unpretentious. Great surf, a fantastic community, it’s a safe and peaceful getaway,” Barton continues.

Of the 100 Best Towns in Australia, NSW has a total of 29. “NSW has featured prominently for two reasons. First, the dense population of NSW means more towns. Second are its well-preserved pioneer and heritage communities, Tilba Tilba and Bellingen being two of my favourites,” says Barton.

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.

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

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The 100 Best Towns in Australia issue of *Australia’s* best selling travel magazine is on sale Wed Mar 25.

NSW’s Best Towns

1. **Yamba**
7. Byron Bay
11. South West Rocks
17. Burnt Pine
22. Bowral
24. Kangaroo Valley
25. Broken Hill
26. Nelson Bay
27. Bellingen
28. Leura
30. Mudgee
32. Jindabyne
40. Tilba Tilba
42. Seal Rocks
43. Pokolbin
47. Silverton
48. Huskisson
53. Lightning Ridge
54. Merimbula
57. Tamworth
60. Bermagui
67. Mollymook
75. Dorrigo
78. Berry
83. Sofala
84. Tumut
89. Wisemans Ferry
94. Wollombi
95. Evans Head

Australia’s 10 Best 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