



Australian Awards

Organized by *Travel Weekly*, The Australian Travel Awards, in association with media partners *Better Homes and Gardens* and *7Travel*, with *Crystal* as a principal partner was held outside Sydney, Australia on November 30, 2018. The inaugural awards program aimed to celebrate wholesalers, destinations, airlines, tourism boards, cruise lines, retailers and other tourism affiliated companies who influence the Australian travel industry.

Travel South USA claims the 2018 Australian Travel Awards' Destination of The Year. The award was given to the destination offering diverse and exciting experiences, and a range of product for all, while giving holidaymakers the trip of a lifetime and invoking a strong consumer sentiment.

"We are thrilled to be selected as the 2018 Destination of The Year," said Kristen Branscum, Commissioner, Kentucky Department of Tourism and Travel South USA Chair. "We continue to gain in-bound market share in Australia by collectively using our resources to better inspire, attract and gain visitors to the Southern USA. Together we have attracted over 140,000 Australian visitors, spending nearly \$300,000,000 in our 12-state region."

Other destinations shortlisted in the same category include:

- New Caledonia Tourism
- The Department of Culture and Tourism – Abu Dhabi
- Voyages Indigenous Tourism Australia
- Wandering the World

> [Learn more about the Australian Travel Awards here.](#)

