

January 19, 2024

Bowen a national finalist in two categories

Bowen has been recognised as a great destination for mature-aged travellers after being named as a national finalist in two categories in the Grey Nomad Awards.

The town of Bowen has been shortlisted in the 2023 Best Grey Nomad Friendly Town category, while The Big Mango and Bowen Visitor Information Centre together have been named a finalist in the Best Attraction category after proving to national tourism leaders that both provided an exceptional experience for visitors aged over 50.

Chair of Bowen Tourism and Business, Jenn Honnery said making it to the shortlist for the Grey Nomads awards shines a light on the efforts of the staff and volunteers, local tourism businesses and the whole community.

“Bowen is a place brimming with country hospitality set against a stunning backdrop of tropical beaches and islands.

“This makes it a friendly, safe and inclusive place for over 50s to visit and one which they return to year on year. “

She congratulated the Bowen community and the staff and volunteers at the Big Mango Information Centre for this achievement.

Manager of Bowen Tourism and Business, Leanne Abernethy said this was the first time the organisation had nominated in these awards.

“We entered in two categories and were named as national finalists in both,” she said.

Leanne also congratulated Queen’s Beach Tourist Village who have also been named as national finalists after winning the Large Caravan Park category two years in a row.

Grey Nomads Awards Director, Kim Morgan, said the awards shone a light on coastal, inland regional and remote Australia by rewarding organisations and destinations which catered to mature age visitors in an exemplary way.

Ms Morgan said that through evidence-based assessment, the awards fostered a better lifestyle for over 50s while providing verified information which guided travellers’ decisions on where to visit, play and stay. “

She said 2023 proved to be extremely busy and therefore challenging for those wanting to welcome grey nomads into their towns, communities and tourism businesses,” she said.

“Amidst such times, with often chaotic visitor numbers, operators and communities had to dig deep to find the extra energy needed to pursue a path of excellence.

“That is why our judges want to give a special shout out to Bowen and the other finalists for demonstrating an unmatched commitment to visitor experience,” Ms Morgan said.

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BOWEN
The Whitsundays

The Grey Nomad Awards are judged by tourism professionals, some of whom have experienced the grey nomad lifestyle personally, adding weight to these entrant's results.

The 2023 Awards incorporated 14 categories with Best Grey Nomad Friendly Town being a new category introduced this year for the first time.

National and state winners in all categories will be announced at a gala dinner celebration on Friday, March 8 as part of the Art of Attraction Tourism Summit on Queensland's Sunshine Coast.

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