



# Media release

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## **Albany in top 10 holiday destinations**

Albany's reputation as a world-class destination continues to grow with a leading online holiday website ranking Albany among Australia's Top 10 summer holiday locations.

Experience Oz has listed Albany as the 10<sup>th</sup> best destination in the nation this summer for its excellent coastline and beaches, quality wines, varied and beautiful landscapes and historical attractions.

It adds to another ringing endorsement for Albany earlier this year when Lonely Planet listed the National Anzac Centre among the world's top 26 new travel experiences of 2015.

The reviews have increased Albany's profile on the national and global tourism stage and reinforced Albany as a must-visit destination.

City of Albany Manager of Tourism Development and Services Matthew Bird said it had resulted in strong accommodation bookings this summer.

"It is great to see Albany is continuing to get coverage in national travel media," Mr Bird said.

"It is reinforcing Albany as a top tourist destination and this has flow-on benefits for local businesses, accommodation providers and tourist operators.

"Albany Visitor Centre has reported strong forward bookings for Christmas and the summer holidays and we're looking at another bumper peak visitor season in Albany."

During January, the City of Albany will be operating an additional visitor information and tour booking desk from the Albany Town Hall from 9am to 2pm daily.

This initiative is aimed at helping promote local tours and trial providing visitor information services in the high-profile main street location.

Last month the City of Albany took out three awards, two gold and one bronze, at the Perth Airport Western Australian Tourism Awards.

**END**

*Image: Albany Visitor Centre staff Viv Campbell, Perri Pires and Patricia Davidovic outside Albany Town Hall where a visitor information and tour booking desk will be trialled during January.*