



MEDIA RELEASE – STRICTLY EMBARGOED UNTIL 12:01AM SATURDAY, 3 FEBRUARY 2024
Saturday, 3 February 2024

Squeaky Beach named Best Australian Beach for 2024

Official Announcement by Beach Expert Brad Farmer and Federal Tourism Minister

The official Best Australian Beaches for 2024 have been announced with beach expert, Brad Farmer AM, releasing his annual top 10 carefully curated list of beaches chosen from the almost 12,000 contenders found across Australia’s mainland and surrounding islands.

Squeaky Beach is the first Victorian beach to claim the coveted ‘Best Australian Beach’ title after nudging out The Farm in New South Wales, which finished second, and Australia’s southernmost beach, Cockle Creek in Tasmania, which took out the bronze.

Mr Farmer, who is an Australian coastal veteran and one of Tourism Australia’s Friends of Australia, said the list of beaches is refreshed each year to highlight different destinations and to showcase the diversity of beaches Australia has to offer.

“The list of ‘best beaches’ attracts headlines both here in Australia and in key international tourism markets around the world. That’s why I take the chance to uncover some of those destinations that might not be well-known but are home to some of Australia’s, and in my opinion, the world’s, best beaches,” Mr Farmer said.

“The year’s list includes at least one beach from each State, the Northern Territory and even an Australian external territory, which is well off the coast of Australia, but the search for best beaches extends far and wide and one island on the far-flung archipelago caught my eye.”

“Of course all of the ‘Best Australian Beaches’ for 2024 are worthy of the recognition and so are the many thousands of others in Australia and off our coast, making it a tough, sometimes controversial job to come up with a list of just 10 but it has been an honour to do just that once again.”

‘TOP 10’ BEST AUSTRALIAN BEACHES FOR 2024

1. Squeaky Beach	Wilson's Promontory, Victoria
2. The Farm	Shellharbour, New South Wales
3. Cockle Creek	South East, Tasmania
4. Madfish Bay	Great Southern, Western Australia
5. Pulu Blan Madar Island	Cocos (Keeling) Islands
6. Cylinder Beach	North Stradbroke Island, Queensland
7. Lagoon Beach	Lord Howe Island, New South Wales
8. Long Beach	Robe, South Australia
9. Cow Bay	Far North, Queensland
10. Casuarina Beach	Darwin, Northern Territory

Quotes attributable to the Minister for Trade and Tourism Don Farrell:

“Australia’s beaches are the best in the world, and the list of ‘Best Australian Beaches’, showcases some of our hidden treasures to travellers here and abroad.”

“With tourism to Australia continuing to rebound following the pandemic, it’s important we continue to make sure Australia is front and centre on the world stage, and showcasing the diverse range of beautiful beaches we have to offer is a great way to do just that.”

Quotes attributable to Tourism Australia Managing Director Phillipa Harrison:

“At Tourism Australia our research consistently shows beaches are one of the greatest drivers of international visitor demand to Australia and the majority of travellers enjoy our aquatic and coastal environments in some way when they are here.”

“To maintain this strength it is important we continue to show Australia has the best beaches in the world and Brad plays a key role in doing just that by compiling a list which showcases the breadth and depth of our natural offering.”

Brad Farmer said that “beaches are much more than just a place to lay a towel and get wet. Our coasts have the potential to become this nation’s greatest sustainable resource for generations to come.”

Mr Farmer also warned swimmers to always bath between the flags, where possible, and if you can’t get to a patrolled beach assess conditions and plan how to stay safe before entering the water.

Please find images and further information on the Top 10 Best Australian Beaches for 2024 in this [Dropbox](#) or visit www.bestaustralianbeaches.com

Note: Please credit all contributing photographers

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SNAPSHOT OF AUSTRALIAN BEACHES

- 10,654 mainland beaches, 11,761 in total (including 30 large islands of a total of 8,222 Australian various islands/cays and isles).
- Only 16% of Australian beaches are accessible by conventional road, a further 12% are accessible via unsealed roads, 29% by 4WD and 43% are inaccessible (Source: Prof. A. D. Short OAM).
- 27% of the coast is located within a State or National Park.
- 18% of the coast is on First Nations land, all of which should remain in a natural state.
- Australians are the foremost beach going nation in the world.
- Australia has the third largest marine zone (Exclusive Economic Zone / EEZ) in the world.
- Australia has the most varied and diverse coastline in the world.
- Beaches are a major economic driver for the Australian economy, second only to mining.
- Australians began legally ‘sea bathing’ in 1906 at Manly but 1880 at Brighton Beach (VIC).
- For international and domestic travellers alike, world class coastlines, beaches and marine wildlife rank within the top five emotive factors when choosing a destination.

- Australia is ranked at #1 for aquatic wildlife, remote coastal beaches and aquatic locations, and developed coastal and beach locations on average across all markets, including Australian consumers.
- The greatest drivers of international visitor demand specifically to Australia are coastal (including beaches) and aquatic.
- For Australians, the most important elements of aquatic and coastal experiences encompass tropical islands, followed by remote coastal, beach and aquatic locations, tied with beaches right near cities, and trailed by marine wildlife.