MEDIA RELEASE

November 26, 2026

Great Barrier Reef voted Australia's favourite attraction

The Great Barrier Reef has been selected as the People's Choice winner for the Favourite Attraction in the inaugural Time Out Australia Travel Awards 2026.

Tourism Tropical North Queensland (TTNQ) Chief Executive Officer Mark Olsen said the announcement came on the eve of the annual Great Barrier Reef coral spawning which was anticipated to occur over the weekend in the Cairns region.

"It is fitting that the Great Barrier Reef receives this accolade as it prepares to regenerate by giving birth to the next generation of corals," he said.

"Tourism Tropical North Queensland has been taking the Great Barrier Reef story to the world with global campaigns showcasing the world-class diving and snorkelling experiences and conservation leadership of this World Heritage area.

"I am excited to share news of this award win with the ocean advocates and international celebrities who arrive in Cairns on Monday for the launch of the inaugural PADI AmbassaDiver Summit showcasing the Great Barrier Reef.

"The Summit will inspire people around the world to visit the largest living structure on Earth with 14 AmbassaDivers reaching more than 10 million people globally through their social channels as they explore the Great Barrier Reef across Cairns, Port Douglas, Townsville, the Whitsundays and Bundaberg from November 30 to December 8.

"This is TTNQ's third global reef initiative supported by the Australian Government, under the International Tourism Recovery Program administered by Austrade, providing another opportunity to demonstrate how tourism can play a positive role in conservation and regeneration of the world's best-managed reef.

"Every visitor to the Great Barrier Reef pays an environmental management charge to help care for it and travelling with eco-certified operators supports the businesses that contribute directly to the long-term health of the Reef.

"This award will encourage more people to come to the Great Barrier Reef to understand its beauty and environmental value and in doing so make a direct contribution to its future."

Read more about the winners: https://www.timeout.com/australia/news/revealed-australias-favourite-destination-stay-and-attraction-for-2026-as-voted-by-you-112326

ENDS

TTNQ Contact: Liz Inglis | liz.inglis@ttnq.org.au| 0419 643 494