



MEDIA RELEASE

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Bicheno congratulated as it is crowned Australia’s town by Australian Traveller 2026 – Council to promote win

Glamorgan Spring Bay Council has congratulated the seaside community of Bicheno, for being named Australia’s best town in the Australian Traveller 100 Best Towns 2026. The announcement, made this week by Australian Traveller, recognises Bicheno as the standout community from a field of 100 towns selected by a panel of leading Australian travel experts.

“This is a wonderful and richly deserved recognition for Bicheno and for everyone in our community who makes this place so special. From our dedicated local businesses and hardworking residents to the natural wonders that surround us, this award belongs to all of you. Bicheno has always been a gem, and now the rest of Australia knows it too,” said Cheryl Arnol, Mayor of Glamorgan Spring Bay Council

The Australian Traveller list was compiled by polling a diverse range of travel experts from across the country, asking them to identify the 100 best towns Australia has to offer. Bicheno rose above all others to claim the top position, a testament to its growing reputation, particularly impressive considering 10 Tasmanian towns featured across the full top 100 list.

Ms Arnol said Bicheno offered a rare combination of natural beauty and authentic community character.

“Visitors are drawn to the pristine seascape, turquoise waters, rugged coastline and sheltered coves that make it a magnet for snorkellers, divers and sea kayakers. As a working fishing village, Bicheno retains a genuine, unhurried charm, with fresh local seafood available direct from the boats.

“We are particularly proud that the surrounding region is a showcase for the finest Tasmanian produce, with acclaimed wineries and pioneering whisky distilleries within

easy reach. Award-winning cool-climate wines and single malt whiskies from producers nearby have helped cement Tasmania's reputation as one of Australia's most exciting food and beverage destinations, and Bicheno sits at the heart of it."

Bicheno is internationally renowned for its nightly little penguin parade, where fairy penguins come from the sea and waddle ashore, while wombats, wallabies and a rich birdlife are part of everyday life in the town.

"This access to iconic Tasmanian wildlife and pristine national park landscapes gives Bicheno an appeal that few Australian towns can match," Ms Arnol said.

"The town's friendly, relaxed atmosphere has long made visitors feel welcome, and it is this warmth, as much as the scenery, that keeps people coming back."

To mark the occasion, Glamorgan Spring Bay Council will install signage at Bicheno's entry points proudly displaying the town's new title. Specially designed coasters will also be made available to local hotels, and cafes to use in their premises, inviting visitors to share in celebrating the achievement and helping to spread the word about this exceptional corner of Tasmania.

"We want every resident and every business in Bicheno to feel proud and to be part of sharing this achievement with the world. The signage at our town entrances and the stickers for our local shops are a small way of saying this is who we are – and we want everyone who arrives in Bicheno to know they are entering somewhere truly extraordinary," Mayor Arnol said.

"On behalf of Council, I extend my congratulations to all Bicheno residents, business owners, tourism operators, community groups and volunteers whose collective passion and dedication have made the town the experience it is today and share in this most deserving accolade.

"I also acknowledge the ongoing support of the broader Glamorgan Spring Bay community in fostering a region where places like Bicheno can truly shine."

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