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Melrose Celebrates Double Win at 2026 hello SA Top Tourism Town Awards

The District Council is proud to congratulate the township of Melrose on its outstanding success at the 2026 hello SA Top Tourism Town Awards, where the town was named South Australia's Tiny Tourism Town winner and also took out the People's Choice Award, a remarkable double achievement that reflects both industry recognition and strong community support.

Melrose, nestled at the foot of Mount Remarkable in the Southern Flinders Ranges, continues to capture the hearts of visitors with its unique blend of heritage, natural beauty and welcoming community spirit. The awards recognise towns that deliver outstanding visitor experiences and demonstrate a strong commitment to tourism, with Melrose praised for its scenic landscapes, rich history and vibrant local culture.

Mayor Stephen McCarthy said the recognition was a proud moment for the entire region and a testament to the dedication of local people.

"On behalf of Council, I extend my heartfelt congratulations to the township of Melrose and the Melrose Community Development Association on this incredible achievement," Mayor McCarthy said.

"To be recognised not only by the tourism industry but also by the public through the People's Choice Award speaks volumes about what makes Melrose so special. This is a community-driven success story."

Mayor McCarthy highlighted that Melrose holds a unique place in South Australia's history as the oldest town in the Flinders Ranges, established in 1840, and continues to play a vital role in showcasing the region's heritage and identity.

"Melrose is steeped in history and surrounded by the spectacular Southern Flinders Ranges, which form the backdrop to everything we do," he said.

"From its early beginnings to now being a premier tourism destination, the town continues to evolve while honouring its past."

The Mayor also acknowledged the significant contribution of volunteers and community groups who help bring Melrose to life and thanked Mr Simon

Malcolm for accepting the award on the community's behalf at the 2026 hello SA Top Tourism Town Awards ceremony in Adelaide on Monday night.

"This recognition would not be possible without the tireless efforts of our community volunteers. Their passion, commitment and pride in their town are what truly set Melrose apart and create memorable experiences for visitors." Mayor McCarthy said.

Council emphasised that the success of Melrose also reflects the broader strengths of the region, which continues to grow as a sought-after destination for visitors.

"Our region is also home to exceptional attractions and businesses, from one of the state's most celebrated regional bakeries in Wirrabara, to the iconic Port Germein jetty, once recognised as the longest in the Southern Hemisphere, stretching over 1.5 kilometres into the Spencer Gulf," Mayor McCarthy said.

"Combined with our rich agricultural heritage, welcoming communities and breathtaking landscapes, the Southern Flinders Ranges offers a truly unique South Australian experience."

Council reiterated its commitment to supporting tourism and regional development, noting that achievements like this help strengthen local economies and showcase the region to a broader audience.

"We are incredibly proud of Melrose and what this achievement represents, not just for the town, but for the entire region," Mayor McCarthy said.

"This recognition reinforces the importance of investing in our communities, supporting local businesses and continuing to promote the Southern Flinders Ranges as a must-visit destination."



Melrose local Simon Malcolm, accepting the award on behalf of the Melrose Community.

For further information, please contact:

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