



14 July, 2025

MITSUBISHI MOTORS AUSTRALIA

NEW TRAVEL STUDY REVEALS AUSTRALIA'S TOP HIDDEN WONDERS

*COMPREHENSIVE ANALYSIS OF OVER 50,000 LOCATIONS UNCOVERS SPECTACULAR
DESTINATIONS WITH HIGH VISITOR RATINGS BUT LOW SEARCH VOLUMES,
OFFERING AUSTRALIANS CROWD-FREE ALTERNATIVES TO POPULAR TOURIST
SPOTS*

A new study by [Mitsubishi Motors Australia](#) has identified Australia's best kept natural secrets, revealing extraordinary destinations that offer world class experiences across different interest categories without the crowds of mainstream tourist attractions.

The comprehensive research analysed more than 50,000 Australian locations, discovering hidden gems across the continent that consistently receive outstanding visitor reviews yet remain largely undiscovered by the general public. From Gunlom Falls' natural infinity pool in Kakadu National Park to the ancient stromatolites at Hamelin Pool Marine Nature Reserve in Western Australia, these destinations prove that Australia's most remarkable experiences often lie off the beaten track - whether you're seeking family-friendly day trips or serious 4WD expeditions.

Australians are hitting the road in record numbers, with [Tourism Research Australia](#) data showing 205,066 day trips and 113,757 overnight trips recorded between June 2023-2024 – a record high for domestic overnight travel. Meanwhile, international visitor numbers reached 945,280 in 2024, up 7.8% year-on-year, intensifying pressure on popular destinations.

The data analysis revealed distinct patterns between accessible destinations and off-road adventures. On-road locations scored highest for family accessibility and year round visitation, while off-road destinations excelled in wilderness authenticity and adventure challenge ratings.

The off-road category encompasses remote bush camping, challenging 4WD tracks, mountain biking trails, and wilderness hiking routes that may require specialist vehicles or equipment. From the ancient rainforest boardwalks of Victoria's Otways to remote beach camping in Queensland's Deepwater National Park, these destinations offer authentic wilderness experiences for those willing to venture further from civilisation.

Key Research Findings

The study revealed that the majority of Australia's highest-rated natural attractions receive minimal online search traffic, indicating a significant gap between destination quality and public awareness. As travel costs rise and over-tourism concerns grow, these findings reflect a broader shift toward more intentional, experience-led getaways that provide meaningful escapes without the crowds.

Top 5 Hidden Natural Wonders (On-Road Category):

1. **Gunlom Falls, Kakadu National Park, NT** (Score: 100.0) - Natural infinity pool with panoramic wilderness views
2. **Mount Coot-tha Summit Lookout, Brisbane, QLD** (Score: 86.9) - 360-degree city and coastal panorama just 15 minutes from Brisbane's centre
3. **Seventy-Five Mile Beach, Fraser Island, QLD** (Score: 84.6) - Natural highway along the world's largest sand island
4. **St Columba Waterfall, Tasmania** (Score: 79.9) - 90-metre cascade through ancient rainforest
5. **Grassy Hill, Cooktown, QLD** (Score: 77.5) - Historic lighthouse lookout with Coral Sea views

Top 5 Secret Off-Road Adventure Hotspots:

1. **Lighthouse Trail, Byron Bay, NSW** (Score: 92.6) - Coastal trail to Australia's most easterly point with whale watching opportunities
2. **Jeffries Beach, Bramston Beach, QLD** (Score: 88.9) - Remote beachfront camping between Coral Sea and rainforest
3. **Singapore Bay, Lizard Island, QLD** (Score: 86.7) - Pristine Great Barrier Reef camping with world-class snorkelling
4. **Gordon Country Trails, Goomburra Valley, QLD** (Score: 84.7) - 2000-hectare network of challenging 4WD tracks with mountain views
5. **Mait's Rest, Great Otway National Park, VIC** (Score: 80.5) - Ancient rainforest boardwalk through towering mountain ash

With exceptional destinations highlighted across all states and territories, Queensland leads with six locations, showcasing diverse landscapes from tropical waterfalls to coastal lookouts. Western Australia contributed four spectacular sites, including the otherworldly Hamelin Pool stromatolites and Fraser Avenue Lookout's Perth city panorama.

Tasmania's representation includes three distinctive locations, from the thundering St Columba Falls to The Nut State Reserve's dramatic volcanic coastline. New South Wales features three hidden gems, while Victoria and South Australia each contribute two exceptional destinations to the top 20.

Seasonal Timing Maximises Experiences

The research reveals optimal visiting seasons for each destination. Northern Territory locations peak during the dry season (May to October), while southern destinations offer year-round accessibility with seasonal highlights. Spring emerges as the ideal time for wildflower displays across multiple locations, while winter provides comfortable temperatures for outback destinations.

All featured destinations remain accessible via sealed roads or short walking tracks, making them suitable for standard vehicles and most fitness levels. The study specifically focused on locations that balance remarkable natural beauty with practical accessibility, ensuring families and travellers of all experience levels can safely explore these hidden treasures.

Study Methodology

The complete research analysed over 50,000 Australian locations using data from TripAdvisor, Google My Business, Google Keyword Planner, SEMRush, and Ahrefs.

The study employed a sophisticated data analysis approach, beginning with TripAdvisor's complete Australian attractions database. Researchers removed commercial and artificial attractions, focusing exclusively on natural destinations. Well-known tourist hotspots were systematically excluded using keyword analysis and cross-referencing with popular travel publications.

The final rankings utilised a proprietary scoring system combining Australian search volume data with visitor ratings and review quantities from TripAdvisor and Google My Business. This approach identified locations with an inverse relationship between exceptional visitor satisfaction and public awareness – the hallmark of a true hidden gem.

The study methodology and full destination rankings are available at:
<https://www.mitsubishi-motors.com.au/secret-road-trip-hotspots/on-road-adventure.html>
<https://www.mitsubishi-motors.com.au/secret-road-trip-hotspots/off-road-adventure.html>

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