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Western Australia claims top spot as ‘World’s Best Beach’

‘The World’s 50 Best Beaches’ have crowned Esperance’s Lucky Bay as best in the world, with three WA beaches flaunting top spots

Splash on over to Western Australia because [‘The World’s 50 Best Beaches’](#)* have confirmed what locals already know - WA is officially home to the best beaches on the planet.

Esperance’s (Kepa Kurl) Lucky Bay has been crowned the best beach in the world for its snow-white sand and turquoise waters. Recognised as Australia’s whitest beach, Lucky Bay is so relaxing, even the friendly kangaroos are regulars at their favourite local sunbathing spot.

The world-famous Lucky Bay stretches for 20 kilometres, a short flight away from the bubblegum-pink Lake Hillier and bushwalking tracks of Cape Le Grand National Park (Mandoowernup), perfect for casting a line at a secluded fishing spot or spying dolphins surfing the Southern Ocean break.

Exmouth’s Turquoise Bay and Esperance’s Little Hellfire Bay were also among the world’s favourites, recognised at #17 and #29 for their spectacular shades of blue, and calm, crowd-free serenity.

The only other Australian beach named in the top 50 list was Whitehaven Beach in Queensland.

Australia’s Golden Outback CEO Marcus Falconer said Esperance beaches were a firm favourite on travel bucket lists from visitors around the world.

“With its spectacularly white sand and pristine southern coastline, Lucky Bay is a glittering gem that Western Australia is eager to share with the world,” Marcus said.

Having captured photography all around the world, Esperance Island Cruises’ Jaimen Hudson said there are no other beaches quite like those found in Esperance.

“Esperance is home to the most incredible beaches in the world. We conduct tours every day, and guests are always quick to point out that there’s something magical about the place we get to call home. Between the turquoise water and white sand, it truly is a coastal paradise.”

There’s no better time to visit Western Australia’s secluded sandy beaches, as the Golden Outback’s sparkling shores become home to a marine wonderland of majestic humpback, southern right, and blue whales, frolicking on the coast of Esperance and Cape Le Grand National Park between May and December.

*Results have been collated from the votes of more than 2000 travel professionals.

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Background:



Interviews are available with tourism operators on request. Please contact media@westernaustralia.com.au for further information.

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