



For immediate release

Regional tourism in Australia big winner as wine and food travel goes mobile

Regional tourism is the big winner with the launch of the country's most comprehensive culinary travel mobile application.

Created by Australia's leading online wine and food travel guide, VisitVineyards.com, the free iPhone app will allow travellers, for the first time, to locate thousands of vineyards and cellar doors, restaurants, food producers and sellers, markets, accommodation options, and more, across every State in Australia – on the go.

Tasmania's Minister for Tourism Scott Bacon says hospitality and tourism are very important industries for the Australian economy and it is vital that we continue to grow these sectors.

"The development of this application is a great step in helping us in this area. The fact that the application was developed Tasmania is a great coup for the state and demonstrates the kind of innovation and creativity which is driving economic growth in Australia."

Australian Tourism Export Council chairman, John King OAM, who has more than three decades' experience in the tourism industry, says it's imperative that the industry continues to move with technology, and the Visit Vineyards iPhone app is a prime example of that.

"Consumers increasingly want access to travel experiences on the go, and this type of initiative is vital in meeting that consumer demand for a richer food and wine travel experience, and for linking particular experiences to visitors who are seeking them.

"We must take advantage of the technology available to increase tourism to regional Australia. VisitVineyards.com is to be commended for developing this nationwide app, and in doing so driving much needed tourism to the regions, and specifically directly to those small wine and food producers and growers who need it most."

The brainchild of VisitVineyards.com founder and CEO Robyn Lewis, who with husband Charles also runs a farm and vineyard in Southern Tasmania, says she's looking forward to seeing regional Australia reap some benefits from this app.

"We're well aware, operating our own small vineyard, of the challenges smaller tourism operators face and this app meets the demand by travellers, who are interested in culinary experiences, to be able to directly access great eateries, wineries and accommodation on the go, and connect with the people behind the products."

She says there's nothing as comprehensive as this available for food and wine travellers anywhere in the country which "allows them to search literally thousands of food and wine experiences, provides directions and maps where they are located, and the best options literally in their own vicinity."

"It's free for operators to be included too, so the coverage is comprehensive and it allows for small, boutique producers to be included.

In a further effort to assist regional Australia, Lewis is launching the app in conjunction with a promotion of two Australian regions which have suffered in the recent adverse weather events and downturn: the Whitsundays in North Queensland, who are offering a ten day holiday experience for two, and Tasmania, where a seven-day holiday package for two is up for grabs.

Download the VisitVineyards.com iPhone app here:



<http://www.visitvineyards.com/iphone-app-download>

The app can also be downloaded by going to the iTunes app store and searching for Visit Vineyards.

Read more about VisitVineyards.com and the iphone app at www.VisitVineyards.com/iphone-app-launch

About VisitVineyards.com

VisitVineyards.com is Australia's first and largest online guide for wine and food travellers, providing comprehensive, up-to-date information, recommendations and reviews of the best regional culinary travel experiences in the country. In the past three years it has attracted nearly 40,000 subscribers.

VisitVineyards.com brings together more than 30,000 wine, food and travel providers across every Australian region to enable wine and food travellers to find out what's going on, the places not to be missed, and information about their destination. It features a range of current itineraries and Australia's largest wine and food events calendar.

Up to 20 wine, food and travel writers nationwide have contributed to the site, and VisitVineyards.com has also developed international alliances, including world-renowned wine writer Jancis Robinson MBE, plus unique partnerships with the RACV, RACT and RACQ's Show Your Card and Save programs

For more information and high resolution images:

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