



For immediate release

Wine and food travel goes mobile as stats show Aussies increasingly opt for technology to travel

An entrepreneurial new media company has taken wine and food travel mobile, as statistics show Australians are increasingly turning to the internet for travel.

Online culinary travel guide VisitVineyards.com has single-handedly created the first independent mobile phone app incorporating food, wine and accommodation in the country – covering every State in Australia.

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.

And the app couldn't be more apt – coming at a time when Roy Morgan's research shows an increasing percentage of Australians are using the internet as the preferred method for researching travel.

The brainchild of VisitVineyards.com CEO and founder Robyn Lewis, who was awarded Nokia Business Innovation Award for Tasmania at the 2010 Telstra Business Women's Awards, says their own statistics played a key role in its creation too, showing a vast increase in people choosing to search its website on mobile devices.

"About ten per cent of our website traffic is now coming through mobile devices – this is despite the fact that our website wasn't purpose built as a mobile site. The vast majority is either by iPhone or iPad and that has trebled in the last year."

She says they came from primarily within Australia, but "there are also users from USA, Europe, Singapore and elsewhere in South East Asia."

Lewis says she's hoping the app will not only drive more domestic tourists to the region, but it will help those international travellers too.

"The app offers the option to search simply 'near me' which will take you to all of the listings in the surrounding area of where you are at that given time, so it gives discerning travellers a variety of options on the spot."

She says it is, for the first time, directly giving travellers listings of not only wineries, cellar doors, food makers and producers, but accommodation, restaurants and visitor information centres and given its free to list your business, it's completely independent and entirely comprehensive.

"Foodies and wine enthusiasts around the country want to be able to directly access great eateries, wineries and accommodation on the go, and connect with the people behind the products – and this delivers just that."

"Operating our own small vineyard as well as our online culinary travel guide VisitVineyards.com, we're well aware of the challenges smaller producers and growers face and hope this goes some way in driving much needed tourism to regional Australia, while meeting that growing demand for those wanting a unique food and wine travel experience on the go."

In a further effort to assist regional Australia, the app is being launched 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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