



Vineyards website a boost for regional tourism

The Minister for Tourism, Martin Ferguson AM MP, supported innovation in regional tourism at a showcasing of VisitVineyards.com, a website which promotes tourism by highlighting food and wine experiences throughout regional Australia.

Speaking at the Montalto Vineyard and Olive Grove, Minister Ferguson said: "Visitvineyards.com is a boost for the wine, food and tourism industries as it brings together more than 30,000 wine, food, and travel experiences across every region in Australia. This will help visitors discover what's going on, the places and products not to be missed, and information on their next wine or culinary destination.

"By increasing consumer knowledge you increase the chances of people travelling for longer periods which immediately boosts the travel spend.

"Because of the diversity of travel experiences available, the best way to showcase these experiences is online. Information is easily updated ensuring potential travellers have the most accurate information. And with more than 65 per cent of travel bookings now being made online, there is no better medium to deliver this information."

The development of VisitVineyards.com was supported by the Australian Government through a \$75,000 Regional Tourism Program grant; the precursor of the Australian Tourism Development Program.

The funding helped develop regional videos and panoramas to engage visitors, and encourage them to book and travel throughout regional Australia.

Minister Ferguson said the success of the site more than justified the Australian Government's investment.

"Since the website was launched in June, more than 20,000 subscribers have signed up to take advantage of discounted attractions and forums to discuss their experiences with other travellers." Visitvineyards.com is the last Regional Tourism Program project to be completed and VisitVineyards.com has met the program aim of boosting the capacity of businesses to deliver higher quality tourism attractions, products and services in regional Australia.