



## VisitVineyards.com launches Australia's national Wine and Food Events Calendar

July 2009

Australia's most comprehensive wine travel guide, VisitVineyards.com, is pleased to launch its new national wine and food events and festivals calendar – the largest of its kind in Australia.

Visitors to the site can search events by month, state or region to find out what's going on in Australia's premier wine and food regions. Events can be viewed by monthly calendar and then by day by simply scrolling up or down in the daily lists; further information including contact and booking details can be accessed by simply clicking on the name of an event. At a glance visitors can get an overview of what is going on in Australia's wine regions in just one page.

There are already more than 3000 events and festivals listed in the calendar across every Australian wine region, a number which VisitVineyards.com expects to grow considerably as the news spreads. Major events such as the annual Melbourne Food and Wine Festival and The Barossa Vintage Festival are represented together with smaller, intimate events such as winery open days and monthly farmers' markets. It's not just limited to food and wine but includes music, art and other events of interest to wine and food lovers, such as the 2009 Winter Jazz Festival (VIC), the Aida Verdi Opera Australia (NSW), the Mildura Writers' Festival and the Darwin Fringe Festival in July. From truffle nights in Tasmania to wine tastings in Queensland, VisitVineyards.com's calendar also includes many free events and those suited to families.

Founder and CEO of VisitVineyards.com Robyn Lewis said: "One of the main aims of our site is to inspire people to explore Australia's rich and varied food and wine landscape. Our research tells us that events and festivals are major drivers of this, so increasing awareness of all the fabulous things that are taking place on a daily basis may entice people out into the regions to experience all the wonderful things they have to offer. We are also told by our site visitors how narrowly promoted some of these excellent events are, something we anticipate this calendar will change. People will be able to come here and see at a glance what's happening around the country, and to plan their trips accordingly. They can also post comments on their experiences."

Event organisers are encouraged to list their product on VisitVineyards.com's calendar – not only is it free to list but it will reach their growing subscriber base and monthly website visitors. The VisitVineyards.com website is currently ranked 169,500 on Alexa's web ranking, considerably higher than most other wine sites and ahead of three State tourism authorities' sites. The calendar may also assist event planners avoid date conflicts. Simply send event details to [events@visitvineyards.com](mailto:events@visitvineyards.com) (self-listing is coming soon).

The calendar can be accessed via the VisitVineyards.com homepage or by the following link <http://www.visitvineyards.com/calendar>

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*Opened in June 2008, VisitVineyards.com has brought together more than 30,000 wine, food and travel providers across every Australian region and is connecting them to more than 20,000 subscribers and 30,000 site visitors per month*

*Visitors to the site can access information free of charge, subscribe (also free) to the newsletter and gain access to additional content and recommendations or join the new national Membership program. For only A\$99 for a full year of benefits the Membership program provides today's wine traveller with unique, behind-the-scenes experiences at a diverse range of wine, food and related lifestyle travel providers.*

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