



MEDIA RELEASE

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2011 Tasmanian Wine Tourism Publication Launched

The 2011 edition of the Tasmanian Wine Routes publication was officially launched by Tourism Tasmania Chair Bob Annells on Friday evening, 12 November.

In launching this important winery tourism publication, Mr Annells reinforced the contribution by the wine sector to overall Tasmanian tourism.

“Almost 20% of visitors to Tasmania visit one of the state’s cellar doors during their stay”, he said.

“There is a very large amount of interest in Tasmania’s wine producers, with wine and food the most searched category on our official visitor website, Discover Tasmania.”

Wine Tasmania CEO Sheralee Davies said that many of these visitors used the Tasmanian Wine Routes publication to plan their trip.

“More than 200,000 people will use the printed and online versions of the 2011 Tasmanian Wine Routes publication to obtain information and plan their trip to Tasmania’s wineries and cellar doors.”

“Winery tourism continues to be crucially important to Tasmanian wine producers, which collectively represent just half a percent of Australia’s total wine”, she said.

“Attracting cellar door visitors enables direct engagement with consumers, allowing producers to communicate their individual story and provide a personalised experience to encourage repeat visitation and loyalty.”

The 2011 edition of Tasmania’s Wine Routes features 63 wine producers from around the island state, alongside 38 complementary tourism businesses.

Printed copies of the 2011 Tasmanian Wine Routes publication are available by contacting Wine Tasmania on 03 6223 3770 or email mail@winetasmania.net.au and the online version is available at www.winetasmania.com.au.

Further information:

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