



MEDIA RELEASE

SENATOR NICK SHERRY

Senator for Tasmania
Minister for Small Business
Minister Assisting on Deregulation
and Public Sector Superannuation
Minister Assisting on Tourism

GEOFF LYONS MP

Member for Bass

NEW TOOLS FOR VISITORS TO TAMAR VALLEY WINE ROUTE

Visitors to the Tamar Valley now have new online and mobile phone tools to help guide them around the region's famous Wine Route.

The Tamar Valley Wine Route website and brochure project was officially launched by Member for Bass, Geoff Lyons MP, in Launceston today, representing the Minister Assisting on Tourism, Senator Nick Sherry.

The rebranding project received \$100,000 from the 2009 round of the Australian Government's TQUAL Grants program.

"These new tools give the Tamar Region more ways to promote our attractions to a broad market, and in a professional and creative way," Mr Lyons said.

"Visitors now have even more reasons to enjoy a whole or half-day tour among our wineries and cellar doors.

"And they give all our food producers, not just those involved in wine, a bigger market for their produce."

The new website has a mobile version so people can find their way around the 170 kilometres of touring routes while they are on the road. Twitter and Facebook accounts for the wine route are updated daily.

A new Tamar Valley Wine Route brochure is available for distribution through the Tourism Brochure Exchange network and other tourism channels.

There is also an image library and a new system to measure visitor traffic at some member vineyards. The new logo is on anything from letterheads to wine cartons.

"The Tamar Valley Wine Route is a pivotal tourism attraction, taking full advantage of Northern Tasmania's reputation for premium cool-climate wines," Minister Sherry said.

"As consumers become more discerning and use digital technology to choose their destination, our marketing needs to evolve to capture market share. A strong visual identity helps us to stand out in the marketplace."

It is anticipated that the next round of funding for TQUAL Grants – Tourism Quality Projects will be open for applications in early 2012.

Further information is at www.ret.gov.au/tqual

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