



# MEDIA RELEASE

## SENATOR THE HON NICK SHERRY

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

---

---

### REPORT IDENTIFIES TOURISM OPPORTUNITIES FOR THE BAROSSA

A new report assessing the potential tourism opportunities and product development needs of the Barossa region forecasts growth of 30 per cent in tourism spending by 2030.

The product-gap audit identifies 25 opportunities for investment and finds that targeting the luxury-visitor market alone could increase tourism output in the Barossa by more than \$100 million and create 670 new jobs in the region.

The *Barossa Product Gap Audit*, funded by the Tourism Ministers' Council and the South Australian Tourism Commission was released by the Minister Assisting on Tourism, Senator Nick Sherry, at the National Wine Centre in Adelaide today.

"Product-gap audits help particular regions set strategic directions to boost our \$34 billion tourism industry in those areas," Senator Sherry said.

"These audits assess the experiences visitors are looking for and which opportunities bring the most revenue and employment compared with their cost.

"The value of this pilot audit goes beyond the Barossa with the methodology able to help other tourism regions to invest for greater competitiveness.

"State and local governments can use these audits to set spending priorities, inform planning and zoning processes to attract investment in tourism infrastructure.

"The Australian Government's actions to increase aviation access and provide TQUAL grants will help the Barossa meet the aims of this report."

"This report shows how the National Long-Term Tourism Strategy is delivering on its objective to provide the research and tools our industry needs to plan adapt and thrive".

The audit found immediate opportunities include better public transport, a Barossa Convention Bureau and electronic tourist guides. Short-term projects include new wine bars and cycle ways. Medium and long-term opportunities include an Artisan and Craft Knowledge Centre, a wildlife park, luxury lodges and a Culinary Institute.

"Opportunities for the Barossa include eco-tourism, innovative food and wine experiences and high-end accommodation, as well as improved visitor information," Senator Sherry said.

Based on these audits, the Australian Regional Tourism Network will develop a toolkit for regions to undertake Destination Management Planning.

The *Barossa Product Gap Audit* is at [www.ret.gov.au/tourism](http://www.ret.gov.au/tourism)

ADELAIDE

26 November 2011

**Media contact:** Joe Scavo 0413 800 757