

Joint Media Release

16 January 2020

Limestone Coast launches wine tourism itinerary planning tool

Wine lovers looking to visit the Limestone Coast can now plan their trip using a free and user-friendly itinerary planning tool showcasing the latest wine and tourism attractions.

The tool – developed by the Limestone Coast Grape and Wine Council to strengthen regional tourism in the area – is a joint initiative supported by the Australian Government’s \$50 million Export and Regional Wine Support Package (the \$50m Package), the South Australian Government and key stakeholders from local councils and wine associations.

Seven wine regions are featured on the itinerary planner – including Coonawarra, Mount Benson, Mount Gambier, Padthaway, Robe, Wrattobully in South Australia and the Western Victorian wine region of Henty – giving travellers a one-stop-shop for finding and booking exciting wine and tourism activities across the Limestone Coast and South West Victoria.

Using a map-based functionality, travellers can quickly and easily plan their visit according to individual interests, with categories covering ‘Drink’, ‘Eat’, ‘Stay’, ‘See and do’, ‘Events’ and ‘Trails’.

A ‘Getting here’ section also links to popular Adelaide and Melbourne touring routes, as well as the Grampians Tourism and Great Ocean Road.

Wine Australia Chief Executive Officer Andreas Clark said, ‘exciting food and wine experiences are key to Australia’s competitiveness as a tourism destination.

‘By improving our wine tourism experiences, and promoting them in a fresh and engaging way, we’re giving travellers more reasons to visit Australia’s wine regions and increase their spend and length of stay’, he said.

Pete Bissell of the Limestone Coast Grape and Wine Council said, ‘when it comes to tourism, the Limestone Coast is predominantly a self-drive destination, which leverages the famous Melbourne to Adelaide touring route – one of Australia’s most prolific self-drive itineraries.

‘The ultimate aim of this wine tourism planner and our broader wine tourism strategy is to attract 2,000 more international tourists to the Limestone Coast, spending a further \$8.5 million, and strengthen the competitiveness and resilience of our wine community’, he said.

The itinerary planning tool – and the Limestone Coast’s broader wine tourism strategy – is supported by the Federal and South Australian Governments, the Limestone Coast Grape and Wine Council, the Southern Grampians Shire Council, Glenelg Shire Council, Limestone Coast Local Government Association, City of Mt Gambier, Wattle Range Council, SA Touring Route Inc, LC Food Group and Mt Gambier Wine Growers.

To access the tool, visit www.limestonecoast.org.au

[Ends]

For further information please contact:

Amelia Harris – Wine Australia
Communications Manager, \$50m Package
Phone: +61 437 714 571
Email: amelia.harris@wineaustralia.com

Toni Duka – Limestone Coast Grape and Wine Council
Project Manager
Phone: +61 417 083 626
Email: projectmanager@limestonecoastwinetrails.com

About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and extension (RD&E), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package.

Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&E investments.