

Wine Australia

Media Release

New Australian tourism campaign to help attract international visitors to wine regions

Wine Australia has partnered with Tourism Australia in a \$36 million marketing campaign in the USA aimed at boosting interest in Australia as a tourism destination.

The unique campaign, backed by \$1.5 million from the Australian Government's \$50 million Export and Regional Wine Support Package (the \$50m Package), was officially unveiled with a new ad broadcast to a TV audience of more than 100 million people during the 'Super Bowl' (Big Game).

Initially giving the appearance of a film trailer for a new ***Crocodile Dundee*** movie ***Dundee: The Son of a Legend Returns Home***, the sixty second ad then builds into a spectacular showcase for Australian tourism. Featuring a scene at a winery, the ad stars Chris Hemsworth and Danny McBride drinking Australian wine and praising its quality.

A key focus of the \$50m Package is to leverage and grow international tourism to create demand and build awareness for premium Australian wine.

Assistant Minister for Agriculture and Water Resources Anne Ruston said the new ad broadcast will further strengthen one of Australia's most important industries.

'The Australian wine sector has enjoyed significant growth in recent years and the \$50m Package aims to build on this, with an ambitious agenda of targeted activities, including marketing campaigns in the USA and China,' Minister Ruston said.

'At home, this investment will help to attract up to 40,000 additional international tourists to visit our world-renowned wine regions by 2019–20, delivering an estimated \$170 million to the economy.

'I'm looking forward to seeing the sector leverage these investments as our reputation for producing fine Australian wine continues to build.'

Andreas Clark, CEO of Wine Australia, said this campaign was the perfect opportunity to work with Tourism Australia to promote Australia as a desired destination and to showcase our world-class vineyards to a large and engaged audience.

'The exciting, one-off \$50 million investment is an opportunity for the wine sector to maintain its competitive edge, thinking bigger, bolder and better than ever before.

The work with Tourism Australia is an initiative to help achieve our tourism objective and drive visitors to Australian wine regions', he said.

'Australia's wine and food offering has truly evolved since ***Crocodile Dundee*** was released over 30 years ago.

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'This campaign puts the spotlight on contemporary Australia and we hope it inspires Americans to discover the beauty and sophistication of our wine regions and try some exceptional Australian wine.

'The Super Bowl has the largest reach of any advertising platform in the US, with more than 100 million Americans tuning in across the US and many millions more people globally', he said.

The investment by Wine Australia amplifies the promotion of Australian wine and wine regions on the world stage and complements the targeted USA marketing campaigns being delivered by Wine Australia to increase awareness of our fine wine offering in the USA under the \$50m Package.

Tourism Australia has developed tailored itineraries including inspired wine and food destination information on Australia.com to encourage holiday bookings.

For more information and to view the campaign visit australia.com

For further information, please contact:

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About Wine Australia

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

Wine Australia is funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&E investments.

Wine Australia is a Commonwealth statutory authority established under the *Wine Australia Act 2013*.