

Joint Media Release

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Tasmania secures \$500,000 boost for international wine tourism

Tasmania's wine tourism experiences will be showcased around the world thanks to support from the Australian Government's \$50 million Export and Regional Wine Support Package and the Tasmanian Government.

Tourism Tasmania has secured \$250,000 in funding through the International Wine Tourism State Grants program and \$250,000 in matching state funds through the Tasmanian Government to partner with Wine Tasmania and local wine and tourism businesses on a global marketing campaign.

Wine Australia General Manager, \$50m Package, Brett Murphy said this initiative is about boosting visitation to Tasmania's wine regions.

'Tasmania has so many great wine producers – not to mention food, wine and nature experiences.

'This exciting new campaign will shine the spotlight on Tasmania's wine regions and the wonderful array of activities and experiences on offer to entice overseas visitors.

Tourism Tasmania Chief Executive Officer John Fitzgerald said, 'Tasmania is famous for its delicious produce and world class wine and sparkling. The collaboration with Wine Australia will be a fantastic opportunity to position Tasmania as *the* premier wine destination of Australia.

'We will work with our tourism trade partners and Tasmanian wine producers on a range of marketing activities to promote the state's wine tourism experiences in the premium international markets within North America and Hong Kong.'

'The campaign will benefit wine producers and regional communities around the state as it will encourage visitors to travel further and spend more during their stay', he said.

Background

The \$5 million International Wine Tourism State Grants program is designed to enhance wine tourism experiences and drive collaboration between key sector partners. Applicants are required to provide matching funding on a dollar-for-dollar basis and applications are assessed by an independent Expert Assessment Panel, in accordance with the [grant guidelines](#). Grants are approved by the Minister for Agriculture and Water Resources, Hon David Littleproud MP.

More information about the \$50m Package is available at erwsp.wineaustralia.com

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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, 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.