

## Popping the cork on wine tourism

**LAST** month, 120 people took part in the first-ever National Wine Tourism Conference, "Beyond the Barrel" in South Australia.

Delivered by the Australian Tourism Export Council (ATEC), business-to-business meetings were held with wineries including Wirra Wirra, d'Arenberg, Serafino, Gemtree and Shottesbrooke in McLaren Vale, the event was designed for Australian wine tourism businesses wanting to grow their international visitor numbers.

Back in Adelaide, the conference session was opened by Federal Minister for Tourism, Simon Birmingham, followed by speakers including, MONA CEO Mark Wilsdon, and Daniel McMahon, from Tasmanian Walking Company, who provided their insights to success.

The panel series included conversations around the evolving diversification of wine tourism products, visitor service culture, fostering commercial relationships and the emerging Chinese wine tourist.

Managing Director Peter Shelley says "having an authentic wine tourism experience has become an important part of an Australian holiday for many of our



**AN AFTERNOON** of cycling McLaren Vale for buyers and sellers with Escapegoat Adventures.

international visitors - especially the China and US markets, and ATEC wanted to support the evolution of Australian wine makers to become export tourism operators".

"The Australian wine industry has so much to offer international visitors, from the quality of the wine, the friendliness of the people and the natural setting of our wineries - these things all combine to deliver powerful, memorable holiday experiences."

Beyond the Barrel was delivered by ATEC, in partnership with Wine Australia and the South Australian Tourism Commission, through a grant under the Australian Government's \$50 million Export and Regional Wine Support Package.



**THE d'Arenberg Cube.**



**THE Farewell Dinner** at Penfolds Magill Estate.



**BUYERS** enjoying local tastings.



**BUYERS** at the Farewell Dinner held at Penfolds Magill Estate.



**JACKIE** Walshe and Mark Abercromby at the buyers lunch and blending bench workshop at d'Arenberg.



**BUSINESS** to business meetings at the Serafino Barrel Room in McLaren Vale.



**ATEC MD** Peter Shelley, Andreas Clark, CEO of Wine Australia, Minister Simon Birmingham and ATEC Chair, Denis Pierce.