

## **MEDIA RELEASE**

Our Ref: T15:0032

27 February 2012

Attention: News Editor

### **Wine and tourism making news**

Great Southern wines and tourist attractions will make headlines in the Philippines following the fourth Great Southern Wine Trail.

Four wine buyers from Hong Kong, Korea and the Philippines, along with a Philippines travel writer, will take part in the wine trail from March 1 to 6.

The wine trail program, an export development activity of the Great Southern Development Commission (GSDC), has brought wine buyers to the region from a range of markets.

Participants in the fourth wine trail will visit 14 Great Southern wineries, visiting each of the wine sub-regions, and take part in Taste Great Southern events.

Philippines travel magazine Travelife is sending editor Dondi Joseph to join the wine trail to write a feature article on the Great Southern.

The feature will highlight the extraordinary assets of the Great Southern as a tourist destination in addition to the abundance of regional food produce and world class wines.

GSDC Chief Executive Officer Bruce Manning said the wine trail program was a successful model for developing Great Southern wine exports to new and emerging markets.

“Buyers in this fourth round of the program deal with their own markets of Hong Kong, Korea and the Philippines but also have interests in China and Taiwan,” Mr Manning said.

“The wine trail has helped deliver export sales into Asian markets and has raised the profile of the region’s wineries.

“Mr Joseph’s participation adds the bonus of general promotion of the Great Southern as a tourism destination with high quality wine and produce,” Mr Manning said.

The fourth wine trail coincides with the start of the 2012 grape harvest and the participants will be able to sample grapes in the vineyard, taste pressed juice in the winery and observe fruit processing.



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Enabling buyers to experience the cycle of wine production helps them to promote Great Southern wines in their target markets.

Representatives from the Great Southern will continue to build exports to Asian markets by attending VINEXPO in Hong Kong in May and by presenting a targeted Great Southern trade tasting in Seoul, Korea, in June.

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