

MEDIA RELEASE

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Attention: News Editor

Tour group samples regional attractions

Food importers, executive chefs and travel writers from Malaysia and Singapore enjoyed Great Southern hospitality recently on a familiarisation tour of the region, supported by the Great Southern Development Commission (GSDC).

The 13-strong group learned about food and beverage enterprises in the region including meat, horticulture, aquaculture and wine.

In Albany, they visited The Gap and joined the guests at the launch of the 2017 Great Southern Festival program.

Group members said they enjoyed the experience and the region's fresh produce, and they were impressed by the Great Southern's opportunities in aquaculture.

GSDC Chair Ross Thornton said the Commission partnered with Tourism WA and the WA Trade Office in Singapore to host the tour.

"The Great Southern boasts outstanding produce and superb travel experiences," Mr Thornton said. "The Commission is always keen to further raise the profile of our regional produce and tourism, particularly among groups such as this.

"Members of the tour included decision-makers from significant food and hospitality organisations, and writers for travel, lifestyle and food publications.

"Ensuring that they learnt about our quality produce and our travel attractions is part of promoting the Great Southern as a natural choice for opportunity and lifestyle," Mr Thornton said.

The GSDC delivered a short presentation to the group on developments and opportunities in the region.

The tour followed a successful visit the previous week by Perth-based media and chefs through an initiative of Taste Great Southern, aimed at boosting promotion and marketing to metropolitan audiences.

The Perth-based group tasted fresh local seasonal produce and Great Southern wines, and met wine makers, chefs and producers to gain a deeper understanding of the region.

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