



granite belt
wine & tourism

MEDIA RELEASE
www.granitebeltwinecountry.com.au

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On-line Enhancements for Granite Belt Wine Country

The push to provide greater visitor services as well as member benefits forms the next phase of the Granite Belt Wine & Tourism's (GBWT) on-line strategy.

The five new features being introduced in February are ground-breaking for the peak body in the Queensland wine capital. President of the GBWT, Mrs Bobbi Cragg today announced the new features to www.granitebeltwinecountry.com.au:

1. **For consumers** - on-line booking of **hot deals** and **on-line ticket sales**. The events calendar also lists **consumer shows** where the public can visit the Granite Belt Wine Country on tour during this year.
2. **For media** - on-line image gallery
3. **For industry** - on-line listing of wine grape sales for producers

Commenting on the new consumer features Mrs Cragg said that the first on-line hot deal was timed for Valentine's Day.

She said, "The on-line ticket system has already been taken up by the Queensland Winelander. On-line ticketing has the potential to relieve members of a huge administrative burden when they are organizing events." Mrs Cragg confirmed that amongst enquiries from event organisers to participate, one of major winery concert looks set to have tickets on-line through the site very soon.

Following its recent launch, a number of grape growers have already listed wine grapes for sale on line. GBWT member growers can list their grapes on this electronic shop front, with details of the source of the grapes - known as the GI (geographic indicator).

The image gallery will provide a valuable asset to journalists whose interest in the Queensland wine capital as both a wine producing area and short break destination continues to grow.

Mrs Cragg said cataloguing of the image gallery will be completed by the 1st March. All the other features in this phase are already operational, though content will build over time.

To learn more about the Queensland wine capital visit www.granitebeltwinecountry.com.au or phone 1800 SO COOL. *Expect to be surprised!*

ENDS