

7 January 2009

Contact: Michele Cozzi 07 4681 0411 or 0417 620571 marketing@granitebeltwinecountry.com.au

Granite Belt Bucks Trend

A Queensland summer holiday is more than sun, surf and sand as new figures released this week by Queensland's capital of cool confirm.

Granite Belt Wine & Tourism Inc (GBWT) report that **December visitors to the Granite Belt have more than doubled in the past five years.**

The numbers who passed through the Stanthorpe Visitor Information Centre's doors grew by almost 30% in December 2008 compared with the same time the previous year. Between Boxing Day and 4th January alone, almost 2500 visited the centre.

GBWT President Phil Moye commented that while wineries and national parks are the big attractions throughout the year, summer offers another incentive to visit.

He said, "As other parts of Queensland begin to swelter, many jump in the car to take advantage of the Granite Belt's cool climate. It's got to be better than sitting in traffic waiting for a parking spot."

The visitor increase has not happened by chance, GBWT's marketing strategy has refocused to communicate the benefits of a four season destination within Queensland. During summer the Granite Belt is typically five degrees cooler than Brisbane during the day and as much as seven degrees cooler overnight.

While the majority of visitors were from Brisbane and regional Queensland, some southerners travelled north to check out the competition. (see photo)

A report by Tourism Australia predicted an increase in domestic tourism this year to offset falling international travel by Australians. It appears that the short break drive holiday to the Granite Belt is on the radar for many.



Weather watchers can check the daily temperature comparisons from the link on the front page of www.granitebeltwinecountry.com.au

ENDS

To learn more visit www.granitebeltwinecountry.com.au or phone 1800 SO COOL or (07) 4681 2057.

NOTES: Aside from it being the Queensland [wine capital](#), the Granite Belt is Queensland's leading food and wine region, spoiled with superb national parks and natural attractions. The Granite belt is three hours drive southwest of Brisbane and the Gold Coast on the New England Highway.