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Membership: Its Official

Grovelly House operators Ron & Letitia Williams received the first membership certificate for the recently rebranded Granite Belt Wine & Tourism Inc.

Receiving certificate number one was hardly surprising, given that the hard-working couple are treasurer and secretary respectively of the revitalised local tourism organisation.

In the past financial year, the progressive body has achieved a number of milestones, which enables them to offer greater benefits to members. Full membership status is available to operators whose main enterprise is in tourism, with associate membership to those who only derive part of their income from tourism or tourists.

The 2006/07 year saw the GBWT develop strategic business and marketing plans and take over the running of the Stanthorpe Visitor Information Centre. In May Queensland Minister for Tourism, Fair Trading, Wine Industry Development and Women, Margaret Keech MP unveiled the GBWT's new brand.

Last week a full-time marketing professional moved onto the GBWT's books. Michele Cozzi is to drive a promotional push for the Granite Belt Wine Country.

GBWT President Mrs Bobbi Cragg said the organisation's next milestone is the development of its new website through the BookEasy system, whose trainers will travel from Western Australia in the first week of August.

The BookEasy system is used by more than 18,000 tourism operators around Australia. The GBWT believes its new online information and booking website www.granitebeltwinecountry.com.au will be both a benefit for existing members as well as a drawcard for potential members. To learn more contact 4681 0411.

ENDS

NOTES: Granite Belt Wine & tourism Inc. is the professional body for tourism operators in the Queensland wine capital. Amongst its members are other community groups and various small business operators.