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Wine tourist pre-empt's on-line booking service launch

The start of Spring marks the Granite Belt Wine & Tourism's (GBWT) latest marketing milestone with a leap into on-line shopping.

Such is the consumer demand for on-line shopping that it has already been successfully used by one traveller who booked their visit to the Queensland wine capital even before the new website was announced.

The progressive tourist association confirmed that Saturday 1st September is the day that www.granitebeltwinecountry.com.au replaces other websites it has owned.

GBWT President Mrs Bobbi Cragg said, "Traffic to those sites will be now be automatically diverted to the new website which contains comprehensive information and listings of all our members, as well as an on-line booking service. Moving to an on-line booking service marks a major step forward for Granite Belt tourist operators."

The unveiling of the new site is timed to capture interest in the region's Spring Wine Festival Season which begins on 28 September. The annual celebration includes sixty events held over six weeks. These include a series of breakfasts, lunches, dinners and concerts, plus an outdoor wine fiesta and Wine Master class. Details of these events are listed in the EVENTS section on-line.

The new website is hosted by nationally recognised industry supplier BookEasy. The WA based company hosts similar systems for more than 100 visitor information centres and 18,000 + tourism operators across Australia.

For more information visit www.granitebeltwinecountry.com.au or phone 1 800 SO COOL.

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NOTES:

1. The Granite Belt Wine & Tourism Inc was formed in July 2006; following the formal merger of the Granite Belt Wine Association with the Granite Belt Tourist Association.
2. The Granite Belt is widely regarded as the Queensland wine capital. It leads the industry in Queensland with the volume of plantings, the number of cellar door operations, the number of wine show medals it receives as well as Stanthorpe being home to the Queensland College of Wine Tourism.