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### TEMPERATURE FALLS - INTEREST RISES

The extreme cold front which crossed the Granite Belt last week provided a publicity bonus for the region.

Predictions of snow and sleet caught the attention of the media and the public and the cool conditions got the phone lines ringing hot in the Queensland wine capital.

Early in the week ABC Radio sent their Brisbane breakfast presenter Phil Smith to the Granite Belt to monitor the falling temperatures and to see how it affected the locals. He soon found that they love the cool weather, not just for the benefits it provides the all important fruit and wine industry, but because of the boost it gives to tourism.

Smith dubbed the Granite Belt "Queensland's capital of cool" in the first of eleven interviews (live crosses) to ABC stations across metropolitan and regional southeast Queensland then up to Cairns. His remarks on air about the region's 1800 SO COOL phone number sent the tourist lines ringing hot while in Brisbane listeners participated in talkback about "what's the coldest you've been".

Not only was the ABC opportunity maximised by the Granite Belt Wine & Tourism, but they made sure that Win Television also got in on the story. Bouquets to the Win crew who set off from Toowoomba before 5am to catch sunrise on the Granite Belt's coolest of days. Their story was broadcast by Win on the Downs and also in the metropolitan market.

So while other Queenslanders boast living in the sunshine state, on the Granite Belt at least, a spot of cold weather is very good for business.

**ENDS**

For more information visit [www.granitebeltwinecountry.com.au](http://www.granitebeltwinecountry.com.au) or phone 1800 SO COOL.

**ENDS**

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.