



Jason Wood MP
Federal Member for La Trobe

MEDIA RELEASE

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Restaurant Australia Campaign Showcases Local Food And Wine To Millions

Jason Wood MP today encouraged local food, wine and tourism businesses to participate in Tourism Australia's new campaign *Restaurant Australia*, by sharing their stories on the online hub Restaurant Australia <http://restaurant.australia.com/>

Mr Wood said the initiative is an extension of Tourism Australia's globally recognised '*There's nothing like Australia*' flagship campaign which will capitalise on Australia's growing international reputation as a food and wine tourism destination.

"Research conducted by Tourism Australia in 15 of Australia's key tourism markets in 2013 identified food and wine as a key factor in holiday decision making, along with a destination's natural beauty," Mr Wood said.

"We have a significant food and wine industry as well as beautiful natural landscape as major tourism drawcards in La Trobe, and this campaign is a real opportunity for our local businesses to showcase our region to the world.

"I encourage our wonderful local food and wine industry, through cellar doors, restaurants and local experience and destination tourism operators to contribute to the *Restaurant Australia* campaign and submit content to australia.com/restaurantaustralia.

"Local businesses can also use the *#restaurantaustralia* as part of their social media – and both of these which will give our community a world platform through the Tourism Australia website hub and link their business to the Restaurant Australia twitter handle."

Tourism Australia's research also identified a significant gap in the perceptions of Australia's food and wine offering – with people who have visited Australia rating it highly compared to those who have not.

For people who have never visited Australia only 26 per cent associate Australia with a good food and wine offering. However, for those who have visited, Australia ranks second in the world for its food and wine experiences after France and ahead of Italy.

"Tourism is one of our nation's key economic strengths. The jobs of over 929,000 Australians are linked to tourism and for every dollar that is spent on tourism, an additional 90 cents is generated in other parts of the Australian economy," Mr Wood said.

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