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MEDIA RELEASE

FOOD AND WINE TOURISM: A DRIVING FORCE FOR NEW SOUTH WALES

Research released today has found that the distance from home is the most important factor in choosing a food and wine destination within New South Wales for residents of Sydney, Canberra, Melbourne and Brisbane.

The *Food and Wine Tourism in New South Wales* research—commissioned by Tourism Research Australia and Destination New South Wales—also found that having places of interest nearby to the destination would greatly add to visitors' food and wine experiences.

“With the journey itself increasingly becoming part of the food and wine experience, attention should focus on making both the outgoing and return trip part of the break”, according to Tourism Research Australia's Rod Battye.

Showing visitors what to do and where to eat on the way to the destination could add significant value to their trip”, said Mr Battye.

In New South Wales, the Hunter Valley is the most visited and recognised out of the twenty food and wine regions. The next most visited were the Blue Mountains, Mudgee, Southern Highlands and the Canberra district.

Key findings include:

- One in six respondents rate themselves as passionate, or 'dedicated', consumers of food and wine.
- Being able to eat fresh, locally grown food for breakfast, lunch and dinner is considered a quintessential offering for a food and wine region.
- The quality of NSW wines topped the list for satisfaction with aspects of the trip (91% satisfied/extremely satisfied) followed by quality of food products (89%).
- Overall, one-quarter (23%) of food and wine visitors were extremely satisfied with their food and wine experience in New South Wales.

To find out more about the research, visit www.tra.gov.au

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: tourism.research@tra.gov.au or (02) 6272 6968

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