

## MEDIA RELEASE

Tuesday 2 May 2023



WINE  
TASMANIA



## Launch of the Tassie Wine Tourism Module

### Tassie Tourism Ambassador Program

Tourism Industry Council Tasmania (TICT) and Wine Tasmania have collaborated to create a first of its kind **Tassie Wine Tourism module** to complement the already existing suite of destination modules for the [Tassie Tourism Ambassador Program](#).

The Tassie Tourism Ambassador Program was created specifically for the Tasmanian tourism industry to equip tourism and hospitality staff with skills to offer a great visitor experience. The program is free to complete, fun, easy, informative, and available to anyone working or volunteering within the Tasmanian tourism industry and visitor economy.

To become an Ambassador, participants watch short video clips and complete a quick survey testing their local knowledge and know-how.

Facilitated by TICT, this latest module was developed in partnership with **Wine Tasmania** and has a focus on our unique island status; our awesome Tasmanian wine; the Award-Winning Cellar Door Experiences and our Tasmanian Wine Trails.

Wine Tasmania CEO, Sheralee Davies, said the module was a great addition to the already excellent Tassie Tourism Ambassador Program.

"The new Tassie Wine Tourism module will help to build Ambassadors for our outstanding wine tourism experiences around the island, which are attracting more and more visitors into our regional areas," Ms Davies said.

TICT CEO, Luke Martin, said the objective of the Program is to increase regional dispersal by inspiring and empowering staff working in customer-facing businesses to provide a positive experience for every visitor with whom they come into contact.

"The module showcases some of the characteristics that make Tasmanian wine among the most sought after in the world, and a major drawcard for visitors to Tasmania," Luke Martin said.

ENDS

To celebrate, TICT is hosting an official launch event at [Bangor Vineyard Shed](#) which recently won Gold at the National Tourism Awards in the Tourism Wineries, Breweries and Distilleries category:

**Date:** [Wednesday 3 May 2023](#)

**Time:** [2:00pm – 4:00pm](#)

**Location:** [Bangor Vineyard Shed](#)  
[20 Blackman Bay Road, Dunalley](#)

TICT welcomes any media who would like to join it in celebrating this launch and to sample some delicious award-winning wines and food as we recognise and celebrate Tasmania's brilliant wine industry. To register your attendance please follow this [link](#).

The new Tassie Wine Tourism module will be available at <https://tassietourismambassador.com.au> on the **afternoon of Wednesday 3 May 2023**.

TICT will also be launching a new destination module – the North East Corner by the end of the month.