



MEDIA RELEASE

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CELEBRATING TASMANIAN WINE TOURISM

A new wine tourism plan has been released today by Wine Tasmania and Tourism Industry Council Tasmania (TICT).

Bottling Wine Tourism 2022-24 was launched at the annual BLEND Wine + Tourism event at Tamar Ridge, Rosevears.

Wine and tourism representatives from around the island attended a new BLEND Wine + Tourism workshop, followed by the annual BLEND lunch, to discuss, collaborate and celebrate the shared wine tourism sector.

Wine Tasmania CEO Sheralee Davies reported significant increases in wine tourism over the past twelve months and since the original *Bottling Wine Tourism 2019-21* plan was released in 2019.

"The relationship between wine and tourism is more important than ever, and the visitor economy is well on the rebound. While visitor numbers are still climbing towards pre-Covid levels, visitor spend has well exceeded 2019 and cellar door visits have grown as a percentage of total visitors, up to 27% of all visitors in the year to March 2022", she said.

TICT CEO Luke Martin said Tasmania's evolution as a renowned wine tourism destination is now a template for many other businesses seeking to engage with a growing visitor economy.

"Establishing Tasmania as a leading agritourism destination will be a priority for government and industry over coming years, and this plan brings together and elevates the key priorities we see as essential in making Tasmania the premier wine tourism destination in Australia", he said.

Bottling Wine Tourism 2022-24 is a joint plan by Wine Tasmania and the TICT to grow and progress the shared wine tourism sector and ensure Tasmania is the country's premier wine tourism destination.

Bottling Wine Tourism 2022-24 is available [here](#).

The numbers:*

Measure	2019	2022
Visitors to Tasmania (-43%)	1,315,618	744,200
Spend by all visitors (+55%)	\$1,902	\$2,939
Visits to cellar doors (-28%)	279,139	202,200
Proportion of all visitors to Tasmania who visited a cellar door (+29%)	21%	27%
Spend by cellar door visitors (+50%)	\$2,847	\$4,262
Total trip spend by visitors to Tasmania who visited a cellar door (+10%)	\$780M	\$861M

* Source: Tourism Tasmania Tourism Visitor Survey

Further information:

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