



**GRANITE BELT
WINE & TOURISM**

Membership Prospectus 2023-2024

Formed in 2006, Granite Belt Wine & Tourism Inc (GBWT) is a not-for-profit, membership based incorporated organisation managed by local businesses.

A dynamic local tourism & wine association, specifically focused on the **promotion and marketing** of the Granite Belt as Queensland's premier tourism and wine destination.

OUR BRANDS



The 'Layered Leaf' is our primary destination marketing brand and a trust mark that can be applied to the packaging of products. Members *are encouraged to use it.*



BRASS MONKEY SEASON is our registered trade marked name for promotion of winter.



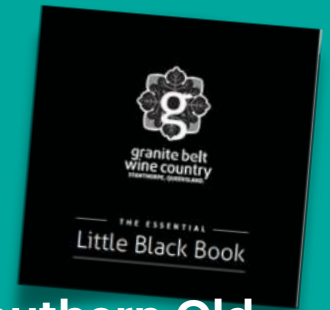
Wine-a-Palooza brand is used for our comedy + wine event.



Strange Bird is the brand we use to promote our Granite Belt alternative variety wines.

OUR STRATEGIC MARKETING

- Developing seasonal activity with a **digital, social and media PR** focus
- Promoting our **website**, seasonal offers, events and encouraging bookings
- Distribution of our Visitor Guide: **The Little Black Book**
- Partnering with **SDRC, Southern Qld Country Tourism** and **Tourism & Events Qld** to maximise marketing initiatives



The Granite Belt is an officially recognised Geographical Indicator (GI) of around 1,156 square kilometers. It was registered in 2002 and is approved by Wine Australia and recognised internationally.



PRODUCT & SERVICE DEVELOPMENT

Product research, development and quality is vital and is developed through vineyard walks, lab proficiency programs, varietal trials and tastings, and cellar door networking. Through its **Wine Committee**, GBWT has a strong, innovative, and highly respected wine membership with award winning wines in the national and international wine arena.

Continuous product development and quality growth is essential for the competitiveness and prosperity of the Granite Belt. Through collaboration with Government and Industry bodies. **GBWT lobbies** for and fosters quality infrastructure and product development to build our destinational strengths and “unique selling points”.

Each arm of our membership – **wine, accommodation, food, tours and attractions**, have specific service and development requirements that are addressed and assisted by relevant sub-committees.

GBWT encourages and supports our members’ **professional development** and elevated service standards through benchmarking, best practice, research, workshops & training.



RESEARCH & DEVELOPMENT

IN THE WINE SECTOR

The Granite Belt is recognised as a premier wine tourism destination, with a unique identity and a vibrant and sustainable grape and wine production business sector.

Grapes were first planted in the Granite Belt in the 1870's and the main wine styles include Chardonnay, Merlot, Cabernet, Sauvignon and Shiraz. In more recent years the Granite Belt has proved a successful producer of alternative varieties such as Viognier and Verdelho, which have been marketed under the popular **Strange Bird** brand.

21,000

Email Database we have worked hard to grow

25,000

SOCIAL MEDIA FOLLOWING

600,000+

SOCIAL MEDIA REACH per year

41 million

Approximate
Media/PR reach/year

\$380,000

Approximate
Media/PR value/year

8,000+

Competition Entrants in our Annual Promotions



We work closely with SDRC and tourism businesses to bring tourism investment together



**TOURISM
BUSINESSES**

MEMBERSHIP

FULL MEMBER

ASSOCIATE MEMBER

Opportunity for your business or organisation's news, stories, events or promotions included on our website or social media posts.



Opportunity to include your business in promotions



Opportunity for advertising and placement within the Granite Belt Wine Country "Little Black Book" tourism publication



Via the Australian Tourism Data Warehouse website, an opportunity to have your business included on the Granite Belt Wine Country website



Ability to participate in media familiarisation visits and flow-on media coverage



Opportunity to showcase your business at tourism shows and participate in Granite Belt run consumer events



For winery businesses, the opportunity to be included in the 'Strange Birds' wine trail map



Receive a seasonal E-Newsletter



Opportunity to attend GBWT Industry networking and business development events





The more members we have, the greater the resources for promoting tourism on the Granite Belt.

Membership is not just about what GBWT can do for you, it is also about collaboration, development, and believing in our tourism community.

Please show your support by becoming a member and encouraging others to join too.

\$700 FULL MEMBERSHIP

Frontline tourism operators *including wineries, breweries, accommodation providers, restaurants, tour operators and tourist attractions.*

\$180 SUPPORTER MEMBERSHIP

All other businesses and supporters on the Granite Belt.
e.g. main street businesses and not-for-profit organisations

APPLY FOR
MEMBERSHIP



www.granitebeltwinecountry.com.au/membership

We thank SDRC for their Ongoing
Partnership & Support

