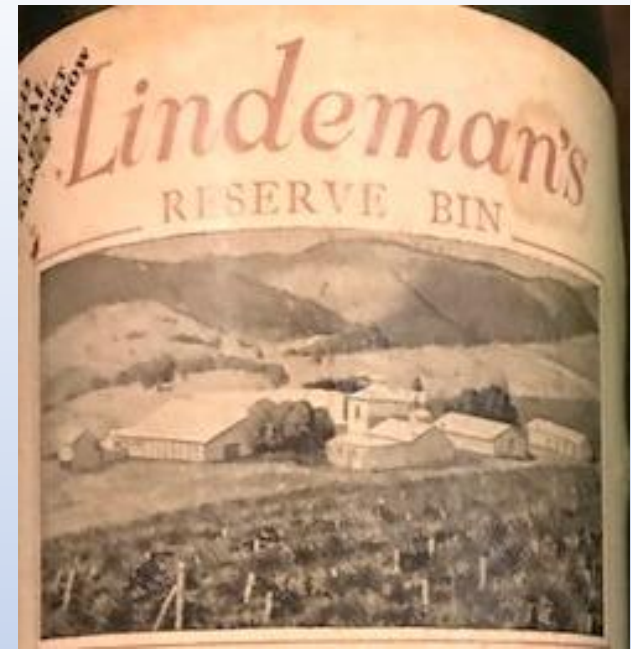


Hunter Terroir: basis of wine-tourism



Hunter Terroir: key elements

- Unique break in the Great Dividing Range
- The soils, slopes, river beds and aspects
- Climate-- modified by cooler air and moisture sucked up the valley from nearby Pacific
- Human endeavour -- some 200 years of wine making
- *Great vistas, refreshing escapes, connecting with the land and those who work it*



Selling “The Good Life”

Wine-tourism renewal

- Respite –the Urban Green Lung
- enjoying the natural and man-made views
- Taking in the sense of place and history
- Connecting with winemakers and their extended families



Wine-Tourism: a natural fit and huge potential

- Sampling the food and wine, the cafes, restaurants,
- golf courses, small personalised accommodation or big hotels with a range of activities.
- Weddings and special occasions.
- Concerts
- Growth via Newcastle air port and cruise ship visits
- All supported by local staff and industry and specialised people eg. refrigeration, farm equipment, harvesting, catering, tourist busses etc.

A Global Destination

Like Burgundy, Bordeaux, Tuscany or the Napa

Unique wines, great views, restaurants, accommodation

