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