

MEDIA RELEASE



Margaret River On Tour Returns To Singapore For Its Annual Showcase Of Wine, Food And Travel Experiences

Singapore, 15 July, 2019 — Margaret River On Tour returns to Singapore from 17 – 23 August for its fourth annual showcase of fine wines, gourmet food, and immersive travel experiences from Australia’s famed southwest region.

More than 30 wineries, restaurants, and travel and hospitality businesses from the region will descend on Singapore for a week of wining and dining, masterclasses, travel trade experiences, and fringe events.

Singapore is a key market for the Margaret River region, which is located three hours by car from Perth, Western Australia. More than 23,000 travellers from Singapore visit Margaret River each year, making it the region’s second biggest international visitor market after the United Kingdom. Singapore is also ranked fourth in the Margaret River region’s wine export market by volume and value, after China, the United States, and the United Kingdom.

Margaret River Wine Association CEO Amanda Whiteland says: “We are excited to bring the best of Margaret River to Singapore for our fourth annual event that proudly showcases the region’s breadth, quality, and diversity over numerous activities across the island. We hope this week-long taste of Margaret River will inspire Singaporeans and residents to travel south for their next vacation and immerse themselves in the region’s natural beauty and high-value, off-the-beaten-track experiences.”

Margaret River and the southwest region was recently named number one Asia Pacific destination in its “Best in Asia Pacific 2019” list by travel authority Lonely Planet.

Singaporeans and residents can get a taste of Margaret River at the week-long festivities packed with wine dinners with local restaurants, masterclasses by Margaret River winemakers, and fringe activities. Details will be released on www.margaretriverontour.com.

Margaret River On Tour Showcase Evening

The star event of the week will take place at the Grand Hyatt Singapore from 6 - 9:30 p.m. on 22 August.

Guests will meet winemakers and sample pours from award-winning estates such as Vasse Felix, Cape Mentelle, and Xanadu, and discover up-and-coming wineries such as L.A.S. Vino, McHenry Hohnen, and Whicher Ridge. Chef Evan Hayter of Arimia Winery and Restaurant will treat gourmards to a 'live' demonstration of his culinary skills and invite them to taste his dishes featuring seasonal organic and biodynamic produce from the southwest region and the Arimia farm.

New this year is a photo exhibition that captures the natural beauty and majestic ruggedness of Margaret River by internationally acclaimed local photographer Russell Ord, who will be on hand to talk to guests about his passion and his images. Russell has exhibited in Germany at Photokina 2016 and Tokyo Japan 2017 for FujiFilm.

Also new this year is the CinefestOZ Pop Up Cinema, showcasing a taste of Australia's premiere destination film festival, held in the heart of Margaret River every August.

Providing the evening's entertainment will be Josh "Koomal" Whiteland, a Wadandi custodian whose ancestors walked the ancient land of the Margaret River region for more than 50,000 years. Josh will introduce guests to the world's oldest living culture with his authentic personal interpretation through music and presentation.

Guests are welcome to bring home their favourite Margaret River wines and other local products which will be for sale on-site or book their very own Margaret River experience with the region's travel partners.

The ticket for the Margaret River On Tour Showcase Evening, which includes a sampling of all wines presented, food, and a take-home Plumm wine glass valued at \$25, is priced at \$75 per guest and can be purchased at www.margaretriverontour.com.

Margaret River On Tour moves next to Kuala Lumpur for its Malaysia roadshow at the Pullman Hotel on 24 August.

Margaret River On Tour is part of the International Wine Tourism Grant funded by Wine Australia, Margaret River Wine Association, Margaret River Busselton Tourism Association, South West Development Commission and Australia's South West.

Please see below for more information and images:

- A combination photo of the three talents for the evening is attached. Note: (L-R) Russell Ord; Chef Evan Hayter; and Josh "Koomal" Whiteland.
- Four images of Margaret River are attached.

For more information and interview opportunities, please contact:

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About Margaret River

The spectacular Margaret River region in Australia's South West welcomes travellers from around the world like no other destination in Australia. A pleasant three-hour drive south of Perth, Western Australia's premier holiday region offers a unique range of pristine natural attractions, world class wineries and craft breweries, fine restaurants, handmade arts & crafts, unspoiled beaches, towering karri forests, ancient limestone caves and friendly locals.

A young and dynamic region after just 50 years of fine wine production Margaret River is internationally recognised for world class Chardonnay and Cabernet Sauvignon. A marked Mediterranean climate, Margaret River is surrounded by ocean on three sides giving a firm maritime influence. Strong seasonal consistency has allowed Margaret River wine's international reputation to flourish.

About Chef Evan Hayter

With classically-trained and Michelin starred background, Arimia's Head Chef Evan Hayter seeks to combine the finest Margaret River produce with refined technique. Arimia has embarked on an expansive, hands-on regenerative program taking into account all aspects of the farm, and is growing and rearing more and more of the food that makes its way from the property to the plate. The smallest food miles, the highest quality and a genuine, true and honest Margaret River expression is what he strives to provide.

About Russell Ord, Award-Winning Photographer

As one of the world's leading surf photographers, Russ's unique talents culminated in his documentation of a violent twist of Indian Ocean known simply as 'The Right'. In pursuit of a unique, career-defining angle, Russ put himself in a situation where the ocean's most powerful forces converge. The hard-won image served as the focal point for his celebrated documentary, 'One Shot'. While professionally driven, Russ is very much the type of person who thrives on the opportunity to share his extensive knowledge. "It just about works in reverse," he states. "By sharing my experience/knowledge, it inspires me to pick up the camera and shoot for the enjoyment. Watching someone develop a new skill and how ecstatic they are when the shot works out serves as a true reminder of why I started photography in the first place." Russ's diverse range of experience, superior technical knowledge and gregarious nature mean he is uniquely placed to act as a mentor to other photographers. Time with Russ is not simply a tutorial; it's a rollicking experience that ensures you come away both entertained and educated.

About Wadandi Custodian Josh "Koomal" Whiteland

Passionate, learned and spiritually aware, Josh has a personal commitment to sharing his knowledge of his culture and lore with visitors. From his home base of Dunsborough, Josh provides guests with the opportunity to taste native foods, discover bush medicine, and experience traditional fire lighting. His company Koomal Dreaming provides an opportunity for visitors to experience Wadandi and Bibbulman country through the eyes of the traditional owners.