



Media Statement

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Wineries Map Goes Gold Class

Landgate's tourist map of *Wineries in Western Australia* has received international acclaim, winning a major award at the International Map Trade-Association (IMTA) Conference and Trade Show, held in Darwin.

The map won a gold award for "Best Sheet Map", above 23 other entries, including runner up *The Groovy Beijing Map 'N' Guide*.

Landgate Executive Director, Robin Piesse, said that the award-winning map was an extremely useful guide for anyone wishing to experience Western Australia's world class produce and beautiful countryside.

"The map won the award from some of the world's biggest map publishers because it is visually appealing, practical and easy to use," Ms Piesse said.

"It has been designed for anyone wanting to explore the WA landscape and enjoy some premium Western Australian wine along the way."

The map covers nine of Western Australia's wine growing regions including the popular Margaret River wine region.

The other wine regions include Blackwood Valley, Geographe, Great Southern, Manjimup, Peel, Pemberton, Perth Hills and Swan District.

"The wine regions in and around Perth are not only valuable to tourists but also locals, to plan and enjoy day trips."

The map covers more than 400 wineries in total. Each region in the map features information about the area including its history of wine production.

Ms Piesse said that the map clearly marks which wineries do and don't have cellar sales, food available or are only open weekends and public holidays.

"There is nothing worse than being out and about not knowing where to get food or what is open," Ms Piesse said.

"I am extremely pleased that Landgate has won an award for this map, it is great to see international recognition for one of our paper maps.

"The market still demands both types of maps, the digital car navigation products, and the traditional product."

Robin said that the map is an essential guide for both the wine connoisseur and novice.

"If you enjoy local wine you should have this map in your glove box."

The map was produced by Landgate, with assistance from the Wine Industry Association of WA, the Department of Industry and Resources and Tourism WA.

Landgate's Wineries WA map is available for purchase from all good newsagents, bookshops and Landgate Map Sales (08 9273 7555) for \$8.60.

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