



## **Global Tourism Tech Company Launches Australian Food Tourism Brand, Starting in the Southern Highlands**

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**Southern Highlands, NSW:** A global tourism technology company behind destination experiences in major international markets has launched a new Australian food tourism brand, with the Southern Highlands chosen as its first region.

**Tasting Trails Australia**, has officially launched with the **Southern Highlands Foodie Pass**, a self-guided digital tasting experience designed to help visitors discover regional food, wine and local produce at their own pace.

The launch marks the first step in a planned national roll-out, with Tasting Trails Australia set to expand into other food and wine regions across the country.

Powered by Smartvisit technology, the platform behind destination products in cities and regions including Dubai, Barcelona, Athens and New Orleans, Tasting Trails Australia brings proven global visitor technology into the Australian regional tourism market.

The Southern Highlands Foodie Pass gives visitors one easy way to explore the region's local producers. For \$89, pass holders receive five prepaid tastings, a \$20 tasting credit to spend on local goods or food, exclusive partner offers, digital maps, venue information, opening hours and short-form video stories delivered through the app.

Unlike a traditional tour, the pass is fully self-guided. Visitors can choose where they go, when they visit and how long they spend at each stop.

**Tasting Trails Australia Chief Commercial Officer Donovan Strydom said the Southern Highlands was the ideal place to launch the brand.**

*"The Southern Highlands has such a strong food, wine and produce story, but visitors don't always know how to bring it all together into one easy experience," Mr Strydom said.*

*"We wanted to create something that helps people discover more of the region without locking them into a formal tour or fixed schedule. It gives visitors the freedom to explore at their own pace, while giving local producers a new way to be discovered."*

**CEO Ryan Rieveley said the launch was about applying globally proven destination technology to regional Australian tourism.**

*“We’ve seen how digital destination products can help major cities and tourism bodies package experiences, move visitors around and drive local spend,” Mr Rieveley said.*

*“Tasting Trails Australia takes that same thinking and applies it to food and wine regions, where there is enormous opportunity to connect visitors with local businesses in a simple, marketable way.”*

The product has been designed to support regional visitor economies by encouraging people to stay longer, spend locally and explore beyond the obvious stops.

For producers, the pass creates a new marketing and sales channel that introduces visitors to their products and drives direct foot traffic into venues.

**Laura Rieveley, Chief Marketing Officer said Tasting Trails Australia is not just about tasting, but about creating a more meaningful way to experience a region.**

*“Food and drink are one of the best ways to understand a place,” she said.*

*“This is about helping people slow down, discover local makers and experience the Southern Highlands through flavour, stories and independent businesses.”*

The Southern Highlands Foodie Pass is now available, with further Australian regions expected to be announced as part of the national roll-out.

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### **About Tasting Trails Australia**

Tasting Trails Australia is a digital food tourism brand helping visitors discover regional food and drink destinations at their own pace.

Its self-guided tasting passes bring together prepaid tastings, local spending credits, exclusive offers, digital maps, venue information and short-form storytelling in one mobile-first experience.

The brand is powered by Smartvisit, a global destination technology company behind visitor experiences in markets including Dubai, Barcelona, Athens and New Orleans.

### **Media Contact**

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