

## MEDIA RELEASE

*For Immediate Release*



### **Demand for Food Tourism Grows for Victorian Food Tours Business**

MELBOURNE • 27 May 2015: – One of Victoria's leading food tours businesses has launched three new food tours in response to growing demand for food tourism and foodie experiences in the state.

*Queenie's Food Tours*, which was established just over 18 months ago, has expanded its range of food walking tours to include the suburbs of Fitzroy and South Melbourne, with customer numbers from around Australia and overseas rising. Established in October 2013 and starting with tours in Melbourne's CBD and South Yarra, more than 600 people have been on a Queenie's food tour since.

"I established this business to showcase the food scene I love and it's fantastic so many people have wanted to discover this city's great food," said Andrew Prior, owner and operator of *Queenie's Food Tours*.

Andrew is a former Masterchef contestant who in 2013 was the first person ever to be medically retired from the show after — ironically — suffering bilateral stress fractures in his knees. He decided to set up walking tours after considering doctor's advice to get plenty of exercise.

The first tour was the Sweet Dreams Tour of high-end dessert and chocolate shops in Melbourne's South Yarra. The most popular tour to date, hundreds of people have taken to the streets to taste, learn about dessert-making and shop. Other tours like the Breakfast City Tour of the CBD foodie hotspots and laneways, as well as a Private lunch Tour followed. *Queenie's Food Tours* also runs a regular all-day French minibus food tour around Melbourne.

The new tours launched this week include the Tram-to-Market Tour that highlights the best dessert shops, cafes, restaurants and specialty produce stores, with guests hopping on and off Melbourne's free trams, before ending up at the Queen Victoria Markets.

A further tour of the hipster suburb of Fitzroy and another of the foodie suburb of South Melbourne aim to showcase the best foodie spots in those areas.

Food tourism in Victoria is one of the state's growing tourism sectors and one of several identified by Victoria Tourism as a priority area. Research conducted for Tourism Australia just two years ago in 15 of Australia's key tourism markets found "great food, wine, and local cuisine" was a major factor influencing holiday decision-making (at 38%), ranking third ahead of beauty and natural environments (37%).

*Queenie's Food Tours'* experience is that the demand is continuing to rise. The strongest demand is from Australian states, with demand from visitors from New Zealand, the US and the UK also strong.

For Andrew, who used to be in insurance, the business has been the chance to pursue his love for great food. "Many visitors remark that they can't believe the quality of food we have here," said Prior. "I've always been a people person and have had a passion for food and have. So it's great to have the opportunity to introduce people to Melbourne's food scene."

Recent Victorian quarterly tourism research is available at <http://www.tourism.vic.gov.au/research.html>

**Images are available on request and media wishing to go on a tour as a guest please contact below.**

#### **FOR FURTHER INFORMATION CONTACT:**

Peter O'Shea, Captcha Media  
peter@captchamedia.com  
0408 671 430

OR Andrew Prior direct  
andrew@queeniesfoodtours.com  
0422 920 962

