
Be Tempted Margaret River launched

The Augusta Margaret River Tourism Association (AMRTA) has opened its latest innovative initiative with the launch of the collaborative Be Tempted Margaret River venture on Friday 19th November.

Three years ago the AMRTA became the first tourism association in Western Australia to open a satellite office in Perth with the launch of 'Tourism Margaret River' at the Perth Busport.

In partnership with Be Tempted, Tourism Margaret River has now relocated to one of the premier shopfront locations in the state – London Court! Research shows that London Court is one of the Top 5 most-visited locations in Perth, ranking alongside Kings Park, Fremantle, The Bell Tower and Swan Valley!

AMRTA CEO Simon Ambrose expressed his excitement at the new opportunity.

“The partnership represents an amalgamation of the fine produce and quality tourism services that are indicative of the Margaret River region.”

“Be Tempted has been based in London Court for nearly four years and showcases the finest selection of food from Margaret River by providing gourmet hampers, tastings and giftware.”

“Tourism Margaret River specialises in providing information services, a free booking facility and professional itinerary development for those looking to escape to the stunning Margaret River region” said Mr Ambrose.

Complete with merchandise, a 60 inch plasma screen featuring spectacular regional images and that special down south vibe, 'Be Tempted Margaret River' is a one-stop shop for city workers and visitors alike.

The AMRTA would like to thank the Natural Olive Oil Soap Factory, The Wine and Truffle Company and Brookwood Estate for providing delightful tasting opportunities for visitors during the launch. Other businesses that provided products and services on the evening include: Bettenay Wines, Margaret River Nougat, Offroad Buggies Margaret River, Darby Park Serviced Residences, Margaret River with Neil McLeod and Margies Big Day Out.

For more information on Tourism Margaret River please visit www.margaretriver.com. For more information on Be Tempted please visit www.btmr.com.au.

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