



Wine Tourism Development Information

Understanding your tourism market

What is wine tourism?

A *wide range of experiences* built around tourist visitation to wineries and wine regions, including:

- Wine tasting
- Wine and food
- The enjoyment of regional environs
- Day trip or longer term recreation
- The experience of a range of companion/complementary cultural, nature based and lifestyle activities available in wine regions.

Economic and social benefits of wine tourism to wine regions and the wine industry:

- Increasing the number of visitors and repeat visits
- Extending length of stay and money spent by visitors
- Enhancing visitor satisfaction by increasing activities for tourists
- Broadening the market for cellar door sales

Who are wine tourists?

There are three categories of Australian wine tourists:

- Accidental
- Interested and
- Dedicated.

(Source: Canberra Tourism & Events Corporation: Wine Tourism Discussion Paper, 2000)

Cellar door staff have the opportunity to convert *Accidental* wine tourists to *Interested* wine tourists if the cellar door experience is fun, informative and memorable. *Dedicated* wine tourists are motivated to visit by their interest in wine – the cellar doors are the focus of the visit. *Interested* and *Accidental* tourists come to the region to have a weekend in the country with the added bonus of visiting a cellar door.

Accidental or Curious wine tourists need to feel comfortable at a cellar door, not intimidated. They need to be educated about wine in an entertaining and informal way.

Interested wine tourists need to find wines and information that they would not get at their local liquor shop back home. They want to discover something new to show their friends.

Dedicated wine tourists want even more information, and the opportunity to develop their palate further, be recognised as knowledgeable and try/buy the latest or rarest wines.

International wine tourists are now a significant market in the Hunter region and will increase in other wine regions within 3-4 hours drive of Sydney. They may have tasted Australian wine and now want to visit the vineyards where it is made and experience the country lifestyle and culture of the wine regions.

Accidental visitors or curious tourists

- Wineries seen as a tourist attraction of the region visited
- A cellar door visit is an opportunity for a social occasion with friends or family
- Below average knowledge of wines, but moderately interested in wine
- Interest and curiosity aroused by drinking wine, road signs, brochures or general tourism promotion
- Moderate income and education
- May purchase at winery but unlikely to join mailing list

Interested wine tourists

- Cellar door visit is an enhancement to their trip, but not the prime motivation for visiting the region
- Moderate to high interest in wine
- Moderate to high income, usually tertiary educated
- Likely to have visited other wine regions
- Likely to purchase wine at winery
- Likely to join a mailing list

Dedicated wine tourists

- Wine lovers who visit wine regions frequently as an integral part of a trip
- Above average knowledge of wine
- Extremely interested in wine and wine making
- Mature, high income, high education level
- Likely to purchase wine at winery
- Likely to join mailing list.

What sort of people are wine tourists?

The following four groups (value segments), categorised by Roy Morgan Research, represent significant opportunities for developing the wine tourism market.

Visible Achievers

- About 15% of the population, but over one in four wine tourists (25.8%)
- Wealth creators of Australia, c.40 years old
- Have 'made it' in their field and seek recognition & status
- Seek quality, 'good living' travel, recreation and other evidence of success
- Respond to clever and unusual advertising, but sceptical of claims or offers

Socially Aware

- Make up 10% of national population but 20% of wine tourists
- Usually tertiary educated, very green and progressive
- High socio-economic group
- Often avid arts goers
- Experiential tourists
- Pursue stimulating lifestyle regardless of price
- Respond to stylish tasteful and intelligent marketing
- Information "vacuum cleaners", likely to use internet.

Traditional Family Life

- About 18% of population and nearly 18% of wine tourists.
- Over 50 years old, empty nesters, mostly retired middle Australia
- Like to get away to "nice places"
- Cautious of new things, but respond to clear communication

Something Better

- Account for 9% of the population but currently only 6.3% of wine tourists – potential to increase wine tourists
- Career driven, upwardly mobile younger couples
- Both earn good incomes, spend and borrow to fund their lifestyles
- Respond to marketing messages that consider their aspiration lifestyles

Broader, companion interests of international wine tourists

- International visitors who travel to wineries have a higher interest than other visitors in cultural attractions (museums, art galleries, wine festivals – particularly those reflecting local customs and heritage)

- Proportionally more winery visitors also went to national parks and botanical or other public gardens than did other visitors.
- Wine tourism is a 'broad' area of interest that is popular among overseas visitors, and is particularly of interest to visitors from the UK, Europe and North America.

(Source: Journal of the Bureau of Tourism Research)

How to know who visits your cellar door

- Ask for postcodes when recording purchases and analyse them monthly
- Talk to your customers and find out where they come from, if they have visited the region before, what other attractions they would like to see, etc.
- Get any available local/regional tourist market statistics from your nearest tourist office, Regional Tourism Organisation or Tourism New South Wales.
- Get statistics on international visitors to New South Wales, particularly those visiting regions and those with cultural interests, from Tourism New South Wales and the Australian Tourist Commission.

This series of Wine Tourism Development Factsheets was developed from Wine Tourism Workshops conducted by Tourism New South Wales in 8 wine regions of NSW in June 2000. The workshops were prepared and presented by project consultant Juliet Cullen of Effective Marketing Communication.

For more information concerning tourism product development, obtain a copy of Tourism New South Wales' publications list and order form. Phone (02) 9931 1111.



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