

Your guide to **Wine Tourism**

Understanding Wine Tourism Markets

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
- Many companion/complementary cultural, nature-based and lifestyle activities available in wine regions.

What are the **economic and social benefits of wine tourism to wine regions and the wine industry?**

- Increased number of visitors (domestic and international) and repeat visits
- Extended length of stay and money spent by visitors
- Enhanced visitor satisfaction by increasing activities for tourists
- Expanded market for cellar door sales

The importance of research

According to the Bureau of Tourism Research, over 3.5 million Australians visited a winery during 2001. Over the same period the total wine tourism market comprised 48% overnight domestic visitors, 40% domestic daytrip visitors and 12% international visitors.¹ By analysing this market, we know quite a lot about these people, including, for example:

- What else they like to do while on holiday
- That they are avid readers of both newspapers and magazines;
- They are more likely to use the internet to plan and in some cases book their holidays;
- They travel by hire car or 4WD and
- Prefer to stay in bed and breakfast style accommodation.²

Armed with this type of information, you can target these people and maximise your chances of success.

Research such as this therefore gives us more information about these people, what their expectations are and how to reach them - very useful when planning your cellar door services and facilities and promotional activity.

¹ Bureau of Tourism Research, National and International Visitor Surveys 2001.

² Roy Morgan Research, Tourism & Travel Market Insight No 5, March 2002.

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The more you know about potential visitors, their readership tastes and viewing habits, the better you can target them. Adverts and stories can be designed specially to reach them.

By using this type of market segmentation - either 'demographic' (age/ marital status/ wealth levels, etc) 'geographic' (place of domicile/ profile of postcodes) or 'psychographic' (lifestyle/ spending and holiday choices) - it is possible to identify targets that are for example: over 30, have a high disposable income, enjoy food and wine and live within certain postcodes.

Targeting them with 'appeals' or offers via an advertising campaign is relatively easy - as their daily newspaper reading is well known, their holiday travel patterns can be established and their motivation for taking breaks can be stimulated. This is a much smarter method of communicating with them than by saturating their neighbourhood or shopping malls with material they may not read.

Where to get market research

The Australian Bureau of Statistics provides very general information on the demographics and geographic segments of the Australian population through the census reporting. The Bureau of Tourism Research also undertakes a comprehensive quarterly National and International Visitor Survey. It is also advisable to seek assistance from the relevant State or Territory Tourism Authority and/or the Australian Tourist Commission.

Without market research...

Wineries lacking good information on their existing customer base and unable to identify visitor demographics or geographic origin will be less successful than those who take the time and energy to understand and interpret this research.

How to know who visits your cellar door

- Ask for postcodes when recording purchases and analyse them monthly
- Ascertain country of origin of international visitors – ask for a business card
- Conduct cellar door surveys and repeat every quarter - 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, State or Territory Tourism Organisation.
- Get statistics on international visitors to your region from your local State or Territory Tourism Organisation and the Australian Tourist Commission.