

Your guide to Wine Tourism

Checklist

Use this quick list to review the type of things you need to consider when developing or reassessing your cellar door operation.

Understanding Wine Tourism Markets

- Are you aware of the broad activities and business benefits of wine tourism?
- Do you have research on who is currently visiting your cellar door and /or region?
- Have you spoken with your local regional and/or state/territory tourism organisation regarding their research?

Licences, Legal Issues and Tax

- Do you have all the licences, planning approvals, health and building approvals, insurance, etc, to operate a cellar door?
- Do your staff understand the Tourist Refund Scheme for overseas travellers who purchase wine at your cellar door?
- Do you have all the relevant information on the Wine Tax?

The Cellar Door Experience

- Do you know the key ingredients for a successful wine tourism destination?
- Can you list the type of things your cellar door visitors are looking for?
- What are the differences between a cellar door and bottle shop?
- Does your cellar door environment provide customers with a memorable experience?
- Are your staff trained in not just product knowledge but also customer service, retail operations, hospitality, sales techniques, etc?

Promotion and Distribution

- Have you explored ways of promoting your product/brand with an established regional brand?
- If you have produced a brochure promoting your cellar door facilities, do you have a targeted strategy for distributing it?
- Is your winery included in the relevant winery tourism internet sites?
- Are there any strategic partnerships that you could establish with other businesses in your region?
- Have you considered establishing a mail order facility/wine club/loyalty program as a way to convert the occasional visitor to a long-term customer?
- Are you building and maintaining a customer/ visitor database?
- Are you offering a range of attractive benefits to those people on your database?

Understanding the Tourism Industry

- Have you established contact with the relevant associations, government departments and organisations?
- Do you understand how travel agents, wholesalers and inbound tour operators may be able to help you?
- Are you aware of the state and federal grants that may be available for regional tourism and export market development?