

Your Wine Tourism Options

Depending on your budget and personal interests, you have many options for enhancing and extending the visitor experience on your property.

It might be simple innovations like providing a range of tasting experiences to suit different visitor groups or adding a winery and vineyard tour or food to accompany a tasting.

Other options, like converting existing buildings into function rooms or accommodation, may provide new revenue streams and attract a whole new visitor market.

When considering how to diversify the visitor experience, remember to ask the key question: 'How will this activity enhance my brand or boost my sales - or both?'

Here are some options to consider:

Description	Options	Resources required (initial and ongoing)
Accommodation	Self Contained Units / Cottages	
	Hosted Bed and Breakfast	
	Motel / Apartment style	
Events	Weddings	
	Markets	
	Functions (Private)	
	Functions (Corporate)	
	Concerts	
	Dinners	
Facilities	Food and Wine matching	
	Gallery	
	Retail Shop	
	Day Spa	
	Childrens Play Area	
	Gardens	
Cellar Door	Museum	
	Tastings – Private	
	Tastings – Group	
	Tastings – Public	
	Tastings – Self-Guided	
	Café/ Restaurant	
	Platters/ Produce Sales	
Activities	Merchandise	
	Interpretation/ Displays	
	Vineyard Tours	
	Winery Tours	
	Picnics	
	Trails – Walking	
	Trails – Bike	
	Trails – Environment	
	Winemakers for Day	
	Grape Picking	
Games (e.g. Petanque)		