

Wine Tourism Gameplan

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Winemakers'
Federation of
Australia

Winemakers' Federation of Australia
For the Industry by the Industry

Start here



a. Why Wine Tourism?

- Where are you now? (distribution/ evaluation of product mix)
- Where do you want to be?
 - Overall business goals
 - Future sales volumes
 - Risk management
 - Personal Lifestyle goals
- Evaluate
 - Regional profile/ options
 - Facility options (food/ accomm.)
 - Compliance/ set up requirements

b. Research Planning

- Regional evaluation:
 - Tourism hubs, location, infrastructure
- Market needs and fit:
 - Existing visitor market
 - Existing facilities to service them

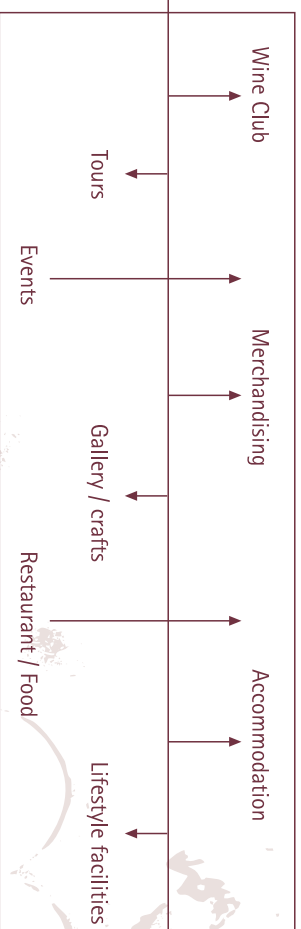
c. Resources – Capital and Human

- Level of investment:
 - Estimate returns based on potential volume
 - Other options
- Do you have expertise in:
 - Customer service / sales
 - Human resource management
 - Hospitality
 - Restaurant operations
 - Functions / events operations

d. Training and Sales

- Customer service
- Sales technique
- Conversion rates
- Staff selection and retention

Marketing and promotion



Options

\$ Wine Tourism Business

- + Plus
- New revenue streams
- Self sustaining activities
- Leveraging trade sales

e. Brand and Markets

- What is your point of difference/ offer to market?
- How can you support brand offer? (Promotion, signage, cellar door strategy, etc)
- Marketing and whole of brand management plans
- Enhancing brand image and profile
- Regional networks and co-operation
- Media and promotions
- Distribution opportunities
- Profitability analysis and growth prospects
- Sustainability

+ Plus

- Joint collaborative marketing
- Tourism alliances
- Sharing resources
- Saving time and \$
- Packaging
- Media
- Direct marketing / mail outs