

## ANALYSIS OF CELLAR DOOR VISITOR SURVEY RESULTS

Your completed survey forms need to be entered into a spreadsheet and the results analysed and interpreted.

The following survey shows the original question and a set of results (based on an actual winery's data). Some simple interpretation of the results is offered as a guide to how you can apply it to your business and promotional planning.

### Wine Tourist Information

If you have stayed or will be staying overnight during this visit to the ABC Wine Region, please indicate what type of accommodation you used or will be using:

Hotel		Farm Stay (charged)	
Motel		Backpackers Lodge	
Holiday House		Camping Site	
Private Residence		Caravan Park	
B & B (hosted) (< 4 rooms)		Stayed with Family (no charge)	
B & B (unhosted) (< 4 rooms)		Stayed with Friends (no charge)	
Holiday Flat		Other (please specify) .....	
Guest House (> 4 rooms)			

### Type of Accommodation Used by the Cellar Door Visitors who Stayed Overnight in the Wine Region

B & B Hosted (<4 rooms)	24%
Motel	21%
B & B Unhosted (<4 rooms)	15%
Caravan Park	15%
Holiday House	10%
Guest House (>4 rooms)	4%
Hotel	4%
Friends (no charge)	3%
Camping Site	1%
Family (no charge)	1%
Holiday Flat	1%
Private Residence	1%

### Prior Visits and Cellar Door Visitation Patterns

How many visits (excluding today's) have you made to this Winery Cellar Door?  
Write in the number.....

#### Number of Previous Visits to the Cellar Door

0	48%
1	13%
2	10%
3	8%
4	4%
5	4%
6	1%
7	1%
8	-
9	3%
10+	8%
<b>Mean (Average)</b>	<b>4.1 visits</b>

**Sources of Information about the Winery**

Have you heard of this winery before today (or embarking on this trip)? Yes  No

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**Visitors who have previously heard of the winery**

Had heard about winery prior to visit/trip 76%  
 Had never heard of winery prior to visit/trip 24%

If 'yes' state the source(s) of information: .....

.....

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**Visitors' Sources of Information about the Winery**

Word-of-mouth	48%
Previous exposure to the winery's label anywhere	30%
Previous visit(s) to the winery/region	27%
Tour guide or travel agent	11%
Wine tasting event or wine club tasting	10%
Newspaper or magazine advertising	10%
Winery's own brochure/pamphlet	9%
Attending a wine show, festival or trade fair	8%
Wine retail outlet	7%
Newspaper or magazine article	6%
Internet or website of winery	6%
Wine region's website	5%
Other winery in the region	2%
Local conference or convention	2%
Signage when driving past	2%
Accommodation provider where staying overnight	1%
Restaurants (local)	1%
TV program	1%
Automobile Association	1%
Books on wine	1%
Other	3%

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Have you bought any of this winery's wine(s) at retail stores/restaurants in the past?

Yes  No

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**Whether Cellar Door Visitor Bought the Winery's Wine(s) at a Retail/ Bottle Store or Restaurant in the Past**

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Did buy the winery's wine(s) prior to the cellar door visit 18%  
 Did not buy the winery's wine(s) prior to the cellar door visit 82%

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**Buyer Behaviour at the Cellar Door**

Did you make any purchase at the cellar door today? Yes  No

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**Incidence of the Visitor Purchasing at the Cellar Door**

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Did purchase at the cellar door 68%  
 Did not purchase at the cellar door 32%

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If you bought anything at the cellar door today, please fill in below.....

How many bottles of wine?	bottles
How much did you spend on the wine?	\$
How much did you spend on food?	\$
How much did you spend on merchandise?	\$

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**Amounts spent on various items by visitors who purchased**

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	<u>% People</u>	<u>Amount per Person</u>
Wine	89%	\$80.85
Merchandise	10%	\$27.70
Produce	1%	\$35.20
	100%	

Average number of bottles purchased: 4.9 bottles  
 Average price paid per bottle of wine: \$16.50

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**Wine Club and Mail Order**

Would you like to receive more information about this Winery in future? Yes  No   
 If 'Yes', what mode(s) of contact do you prefer.....?

Newsletter	
Email	
Website	
Wine Club	
Other (please specify).....	

**Expression of Interest by the Visitor to Receive More Information about the Winery in Future**

Visitors interested in receiving information 66%  
 Visitors not interested in receiving information 34%

**Preferred method of receiving information in the future**

Email 44%  
 Newsletter 36%  
 Website 14%  
 Wine club 5%  
 Independent press 1%

**Wine Consumption Habits of Cellar Door Visitor**

Approximately how many bottles and/or casks of wine do you consume in a typical month?

Bottles  Casks  I don't drink wine

Everyday Monthly Wine Consumption of the Cellar Door Visitor

Average 9.1 bottles 2.2 casks  
 % not drinking wine 3%

Please divide your consumption of wine between the following categories:

Red wine .....%  
 White wine .....%  
 Sparkling wine .....%  
 Fortified wine (sherry, port, etc.) .....%  
 Rosé wine .....%  
**Total 100 %**

**Normal Wine Consumption of the Cellar Door Visitor per Category (in the last 12 months)**

Red varietal wine	52%
White varietal wine	37%
Sparkling wine	5%
Rosé wine	4%
Fortified wine (sherry, port, etc.)	2%

How often do you drink wine? (tick the one answer applicable to you)

Once a day	
A few times a week	
Once a week	
Once a fortnight	
Once a month	
Once every 2 months	
Other.....	

**Normal Wine Consumption Frequency of the Cellar Door Visitor**

Once or a couple of times a day	10%
A few times a week	53%
Once a week	18%
Once a fortnight	12%
Once a month	7%

**Personal Characteristics of the Cellar Door Visitor**

Gender:	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
Age Group:	18 - 24 years	<input type="checkbox"/>	45 - 54 years	<input type="checkbox"/>
	25 - 34 years	<input type="checkbox"/>	55 - 65 years	<input type="checkbox"/>
	35 - 44 years	<input type="checkbox"/>	65 + years	<input type="checkbox"/>

**Gender and Age of the Cellar Door Visitor**

Gender	Male	63%
	Female	37%
Age Group	18-24 years	4%
	25-34 years	26%
	35-44 years	21%
	45-54 years	22%
	55-65 years	20%
	65 + years	7%

Educational Status (highest level achieved to date):

School Leaving Certificate (15 yrs+)	<input type="checkbox"/>	Graduate/Postgraduate diploma	<input type="checkbox"/>
HSC	<input type="checkbox"/>	Masters degree	<input type="checkbox"/>
TAFE certificate/diploma	<input type="checkbox"/>	Doctorate degree	<input type="checkbox"/>
Bachelor's degree	<input type="checkbox"/>	Other .....	<input type="checkbox"/>

**Highest Educational Qualification of the Cellar Door Visitor**

School leavers' certificate	15%
HSC	11%
TAFE diploma/certificate	17%
Bachelor's university degree	25%
Graduate/postgraduate diploma	22%
Masters degree	7%
Doctorate degree	2%
Other	1%

The postcode of your permanent residence in Australia, or country of origin (please fill in):

**Permanent Home State of the Cellar Door Visitor**

Victoria	56%
New South Wales	29%
International	6%
Queensland	3%
South Australia	3%
Western Australia	1%
Northern Territory	1%
Tasmania	1%

## Interpretation & Application

The results reveal some important data about the winery's visitors and their preferences.

The data clearly shows that most visitors preferred Bed & Breakfast accommodation (Hosted & Unhosted = 39%) so working closely with this sector may prove highly beneficial. Perhaps you can put brochures in B&B's, conduct famils for operators, offer wine for guests in the accommodation, advertise in B&B guides or partner in a campaign to attract more business for operators. The second highest preference was for motels and caravan parks, indicating that a significant segment of visitors are budget conscious travellers. However, this may indicate that they are saving on accommodation in order to spend more on things like wine and food.

Almost half of the visitors (48%) indicated that this was their first visit. Consumer research indicates that repeat visitors spend significantly more on subsequent visits, so this winery has a significant opportunity to convert these visitors into repeat customers.

The response to source of information about the winery reveals that word of mouth and previous exposure (to the label or from a previous visit to the winery or region) were the most significant factors. Very few made a spur of the moment decision to visit.

The fact that less than 20% had ever purchased the winery's products through trade distribution indicates that either the distribution is not widespread or the brand is not well known. Given that almost 50% had never been to the winery before, these figures would be interesting to track in the future to see if visits impact subsequent purchasing behaviour.

Considering the high proportion of first-time visitors *who are known to be somewhat cautious in terms of buying a lot of wine from a specific winery during their first visit*, the conversion rate of visitors purchasing on the day is reasonably high at 68%. Of these, the majority (89%) comprised wine purchases of people who spent an average of \$80.85 on wine (\$16.50 per bottle on average).

Of those wishing to receive further information, almost half indicated their preferred method was by email. This makes sense given the high percentage of visitors under 44 years of age, who would generally be regarded as computer literate, and the higher skew towards male visitors. Best of all, email communication can be tailored to individuals and is a cheap form of promotion, so this winery would do well to concentrate on working harder through this medium.

The average number of bottles consumed per month (9.1) is definitely high in comparison to the general population. This is reflected in the visitor profile, which appears to be dominated by highly educated older males living in close proximity to the winery (probably in Melbourne). The fact that only 3% of winery visitors did not drink wine at all indicates that this winery tends to attract visitors who are wine interested, and their purchase behaviour indicates they are probably in the mid-high involvement wine consumer category.

## Notes

All of the above research results could be converted into performance indicators and ultimately benchmarks could be set from that, but only when a broader base of research is available.

All the data were obtained from actual cellar door surveys in wine regions. The winery in this example could be described as producing between 10-15,000 cases per year; has some trade distribution; does not feature a restaurant; and is situated in Victoria.

Interpretation is a special skill, so seek professional assistance to achieve the best outcomes from your survey results.

## Get Professional Advice & Training

Information for this section has been generously supplied by Dr. Johan Bruwer, The University of Adelaide (see Contributors Section for contact details).