



Strategies

To Maintain the Mantle as the Wine State

- Continue to promote the strength of SA's wine industry as one of the State's key attributes in offering an authentic wine tourism experience.

To Increase Visitation

- Promote SA's wine regions as a complete holiday destination by featuring the diversity of experiences available to high yield visitors in the 25+ age groups in the State's key target markets. These include SA, Victoria, NSW, SE Queensland and overseas markets of UK/Europe, USA, South East Asia, Japan, NZ.

To Extend Length of Stay

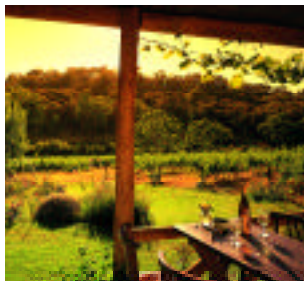
- Develop a travelling companion to the white Secrets book released last year on "South Australia. The Good Life". The glove box Wine & Food Touring Guide will be released in early 2002 featuring holiday ideas in SA's wine regions together with detailed maps, itineraries, accommodation options, local attractions and events.
- Promote wine regions as a holiday destination, which requires more than one day to experience. This will be achieved by featuring SA's top wine regions

accommodation in advertising and promotional material, packaging wine experiences with accommodation in the SA Shorts holiday Book, its interstate counterpart South Australian Holidays and through the local Postcards and Discover programs.

- Promote the Regional Wine Trails, which package winery visits with other top attractions and activities in the region. Wine trail brochures have already been developed for the State's key wine regions and are marketed to self-drive visitors to encourage longer stays.
- Encourage tour wholesalers and tour operators to package winery visitation with a diversity of visitor experiences available in SA.
- Emphasise the diversity of experiences in SA's wine regions through the existing Media and Trade Familiarisation program which brings local, national, and international wine, food and

lifestyle journalists to the State and highlights the full range of experiences on offer.

- Work with wine regions to conduct product audits and develop branding statements for their region, which highlight the diversity of experiences they offer and to identify product gaps and opportunities.
- Encourage staff at regional cellar doors and other local attractions to on-sell other local tourism product by conducting regional workshops which communicate the benefits of cross-promotion.



Value-Add to the Cellar Door Experience

- Undertake a review of wine tourism planning policies in conjunction with Planning SA and produce a 'Planning for Wine Tourism' industry guide to stimulate development of more wine tourism facilities.
- Undertake a review of specific infrastructure requirements in wine regions and support the development of infrastructure in these regions that meets visitor needs, manages visitor impact, and provides incentives for private sector development through the SATC's infrastructure grant process.
- Investigate opportunities to attract or develop new wine-based events to the State. Identify opportunities to develop existing wine & food events into major events which have the potential to increase visitation to SA.

Educate Wine Tourism Stakeholders

- The Wine Tourism Advisory Board – comprised of key wine and tourism industry representatives - is identified as the most significant body in developing and communicating strategies to the industry.
- Incorporate a regular monitor of cellar door tourism activity (detailing visitor numbers and operator views) into the SATC's South Australian Tourism Index. This Index is a quarterly telephone survey of tourism operators designed to collect information quantitatively and qualitatively on performance and outlook.
- Encourage regional wine associations and wineries to participate in an ongoing cellar-door visitor monitor to track visitor numbers and trends at South Australian wineries.
- Identify opportunities for South Australia's wine regions to leverage off the increased visitation that the National Wine Centre is expected to attract.
- Continue to provide a dedicated resource within the SATC committed to the development of Wine Tourism.

For further information contact:
Fiona Cartwright
Project Coordinator Wine Tourism
Tel: 08 8363 4222



In 1999, 940,000 visitors in South Australia went to a winery – spending \$342 million in the process.

More than a third of our international guests visit a winery during their stay in South Australia, well above the national average of 11 per cent. Of these, just under half visit our most famous wine region, the Barossa.

More than 20 per cent of all interstate holiday visits to South Australia include a winery compared with the national average of only four per cent.

The South Australian Tourism Commission has fiercely promoted the State's wine and food competitive advantages in interstate and international marketing campaigns – and these figures illustrate how successful that strategy has been.

Recent research on the impact of the Secrets campaign in Sydney and Melbourne found that South Australia is most strongly associated with wine and food.



A Strong Foundation

South Australia's wine industry remains at the forefront of most Australian wine production indicators.

- We have the largest area of vineyards, accounting for 42 per cent of the national total.
- We produce 43 per cent of the nation's wine grapes and 70 per cent of the Country's wine exports by volume.
- Our annual wine exports have broken the \$1 billion barrier and are well on track to reach our goal of \$2.2 billion in exports by 2010.

The State also has strong foundations for wine tourism. Of the 275 wineries spread across our 13 wine regions, 70 per cent provide cellar door tastings and sales.

Almost 80 per cent of these cellar doors are located within a one-and-a-half hours drive of Adelaide, or the nearest airport, while 85 per cent are open seven days a week.

Maintaining the Momentum

South Australia is undoubtedly Australia's premier wine tourism destination and regional communities stretching from the Coonawarra to Clare benefit from the tourism dollars that flow from this booming sector.

The main challenge now lies in developing and enhancing this strong reputation and ensuring we stay ahead of other States looking to claim the wine tourism mantle and draw tourism dollars from South Australia.

With this in mind, the South Australian Tourism Commission recently carried out extensive wine tourism research to gain a greater understanding of

The research provides a "snapshot" of the wine tourism market and includes extensive information about the characteristics of cellar door visitors, their motivations and satisfaction with the cellar door experience in South Australia.



The Research

The Bureau of Tourism Research estimates that in 1999 there were 940,000 visitors in South Australia who attended winery cellar door.

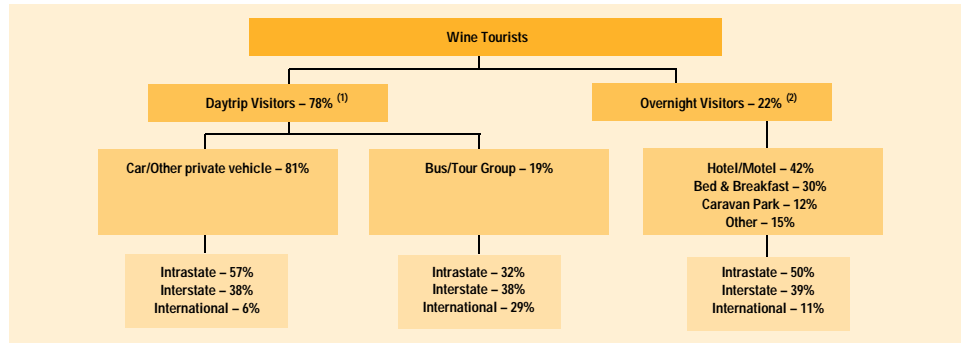
In comparison, total visitors in that year were 6 million, including 1.8 million interstate visitors, 3.6 million intrastate visitors and 317,000 visitors from overseas.

The cellar door research project involved industry interviews, focus groups in Adelaide, Melbourne and Sydney and more than 600 interviews with cellar door visitors in the Barossa, Clare Valley,



Research Highlights

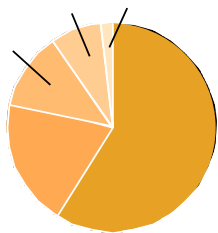
Figure 1. Market Structure



The market structure is defined on the basis of BTR benchmarks (NVS & IVS, 1999) and cellar door survey results.
 1. Includes visitors from Interstate and overseas staying overnight outside the wine regions surveyed.
 2. Visitors staying overnight in the wine regions surveyed.
 Note that interstate and international visitors may take day trips to a number of regions during their stay and may be represented more than once in the survey.

- Wine tourists attended an average of 4.5 cellar doors per region visited.
- Overnight visitors stayed in the region for an average of 2.1 nights.
- The total number of cellar door attendances in the regions surveyed was about four million in 1999.

Figure 2. Cellar door attendances

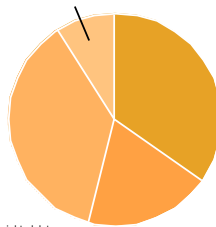


- The Barossa attracted the largest number of cellar door visits at 2.4 million, or 60 per cent of the total.
- Cellar door attendances in the Clare Valley were estimated to be around 670,000, in the Fleurieu 550,000, Limestone Coast 290,000 and Adelaide Hills 75,000.

Main factors influencing a visit to a wine region:

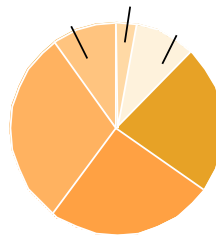
- wine tasting (90%)
- purchasing wine at cellar doors (80%)
- opportunity to spend quality time with partner (68%)
- nature and natural attractions (49%)
- local produce (48%)
- history and heritage (45%)

Figure 3. Visitor origin *



- Many cellar door visitors were from interstate and overseas, which demonstrates the importance of wine tourism as an "export" product.
- Excluding SA day trip visitors, 73% of cellar door respondents came from

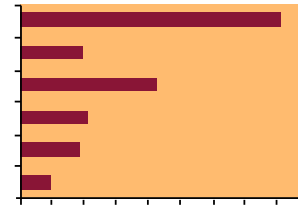
Figure 4. Age Group *



* Unweighted data

- Wine tourism provides access to younger, affluent visitors, according to the research.
- Cellar door visitors were more likely to be aged between 25 and 44
- 57% of overnight visitors fell within this age group, compared to 38% for South Australia's visitor population generally
- Most were employed (85%), and generally in professional (39%) or white collar (33%) occupations.

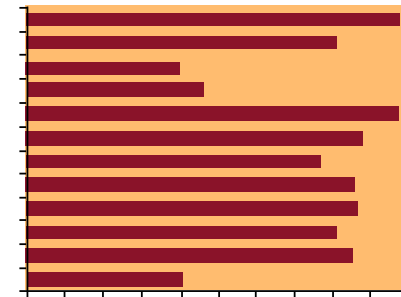
Figure 5. Accommodation preference *



* Unweighted data

Wine tourists are more likely to stay in bed and breakfast accommodation compared to general visitors to South Australia.
 • A third of the cellar door respondents stayed overnight in B&Bs, compared to 8% of South Australian visitors overall.

Figure 6. Satisfaction with wine tourism experience



While interstate markets strongly associate South Australia with wine and food, the research also suggests that there is scope to improve the range of experiences offered at cellar doors.

Increasingly, cellar doors nationally are providing food, cafes, entertainment and merchandising opportunities as well as linkage to other activities and this is increasing in expectation of cellar door visitors.

Industry Consultation

Consultation with wine industry representatives identify the strengths of wine tourism in SA are the recognition and reputation of SA's wine industry leading to an authentic experience, accessibility from Adelaide and the State's scenic beauty. Banrock Station was cited as an example of wine tourism product that extends the visitor experience and takes advantage of the natural environment.

Ironically, the strength of the wine industry in SA may have contributed to

States ie. restaurants, accommodation, etc. The consultation also pointed out the need for a more coordinated approach to promotion and development activities between regions. Opportunities to link wine tourism with other regional attributes have been identified as key to maintaining SA's competitive advantage. Industry representatives believe that the goal of all wine tourism marketing and promotion must be to confirm SA's positioning as the Wine State. With increased visitation, the industry also emphasised the importance of protecting



Key Issues Identified in the Research

- To maintain the mantle as the Wine State.
- To increase visitation to SA's wine regions by promoting the benefits specifically linked to the motivations of visitors. These have been identified as visiting a winery, spending quality time with partner, visiting natural and heritage attractions, and sampling the local culture and produce.
- Converting day trip visitors to overnight stays by promoting wine regions as a comprehensive holiday destination, which requires more than a day to fully experience.
- Facilitate value-adding to the experience at cellar doors by increasing the number of cafes, restaurants, accommodation interpretation, tours, available at cellar doors.
- Educate wine tourism stakeholders on visitor trends, motivations, preferences and expectations.

