



# 2006/2007 TOURISM RESEARCH FACT SHEET WINE TOURISM



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## South Australia attracts more Interstate Visitors to Wineries than any other State

### OVERVIEW

- ❖ South Australia attracts more overnight interstate winery visitors (238,000) than any other State.
- ❖ In 2006/07 over 6 million international and domestic visitors went to wineries in Australia while on an overnight trip of one or more nights or on a day trip excursion.
- ❖ Nearly 1.1 million international and domestic visitors in South Australia in 2006/07 went to a winery during a day trip or overnight visit in SA.
- ❖ An estimated 18% of all visits in Australia that include going to a winery, visit a winery in South Australia, which is much higher than both our total market share of tourism and our total population share<sup>a</sup>.

	Winery Visitors 2006/07		SA as % total Winery Visits in Australia
	Australia***	South Australia	
Intrastate (2006/07) – Overnight Visitors	1,868,000	178,000	10%
Interstate (2006/07) – Overnight Visitors	935,000	238,000	25%
International (2006/07)*	705,000	116,000	16%
Day Trips Domestic** (2006/07)	2,555,000	565,000	22%
<b>TOTAL</b>	<b>6,063,000</b>	<b>1,097,000</b>	<b>18%</b>

Source: TRA National Visitor Survey, 2006/07 and International Visitor Survey, 2006/07

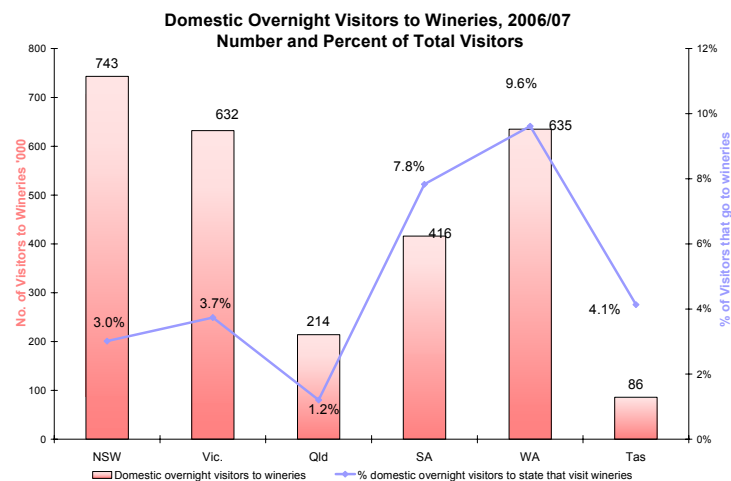
\* International figure for Australia is based on a question about what activities (e.g. visit wineries) visitors participate in on their trip in Australia. The international figure for South Australia is based on a question about what attractions (e.g. wineries) visitors went to while in SA. This question was reintroduced in 2007 so only 6 months data is available; therefore the proportion of visitors to SA who visit wineries in SA during these 6 months is applied to the total international visitors to SA in 2006/07 to obtain an indicative estimate of total international visitors to wineries in SA in 2006/07. International figures for SA adjusted for short interviews.

\*\* The NVS defines a day trip as a round trip of at least 50 km and at least 4 hours away from home but not including an overnight stay away from home. 'Local' day trips of shorter duration or distance are not included in this estimate.

\*\*\*\* Domestic figures for Australia for winery visits based on all trip activities, figures for SA based on all destination activities

### DOMESTIC OVERNIGHT VISITORS

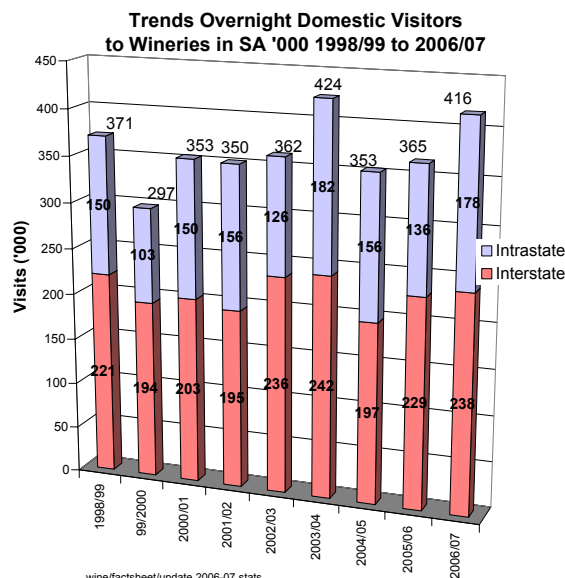
- ❖ From the National Visitor Survey (NVS) around 7.8% or 416,000 of all domestic overnight visitors<sup>1</sup> to South Australia in 2006/07 visited a winery during their stay.
- ❖ This compares with around 2.8 million or 3.8% of all domestic overnight trips in Australia including visits to wineries.
- ❖ A higher proportion of domestic overnight visitors in SA visit wineries than in any other state except WA.
- ❖ An estimated 15.2% of all domestic overnight visitors that visit a winery on their trip in Australia visit a winery in South Australia – well above our market share of 7.2% of all domestic overnight trips.
- ❖ Domestic overnight visitors<sup>2</sup> to wineries in SA increased in 2006/07 compared to 2005/06 due to increases in both interstate and intrastate visitors to wineries.
- ❖ Domestic overnight visitors to wineries in SA fell from a peak in 2003/04 reflecting a fall in total domestic visits in Australia and in proportion in SA that visit a winery. By 2006/07 domestic overnight visits to wineries in SA had almost recovered largely due to an increase in the proportion of visitors to SA that go to wineries.



Source: TRA NVS 2006/07

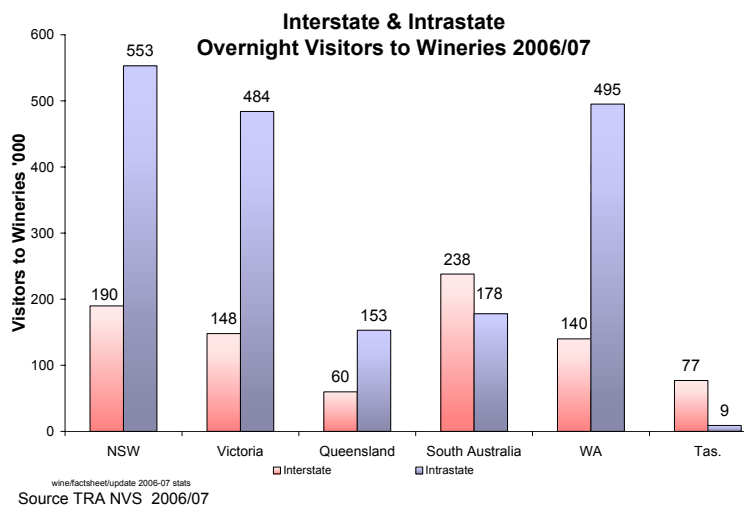
<sup>a</sup> SA's share of total domestic and international overnight visits and domestic day trips in 2006/07 was 7.8% (based on total visits, not total visitor nights) and share of total population was 7.5% at March 2007.

<sup>1</sup> Domestic visitors 15 years or over on an overnight trip of one or more nights away from home for all purposes of travel



<sup>2</sup> The NVS, like all sample surveys, is subject to sampling variability. The smaller the subset of data considered, the less reliable the estimates due to the smaller sample of respondents that meet the relevant criteria. Estimates for visits to wineries at the state level for SA are subject to high sampling variability and for this reason should be considered indicative only; consideration of trends should be based on an understanding of the data's level of reliability

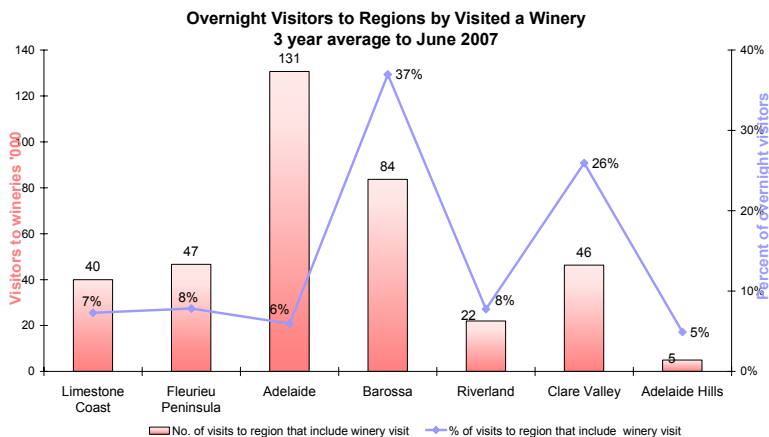
- ❖ In 2006/07 935,000, or 3.8%, of all *interstate* overnight visitors in Australia went to a winery. Of interstate visitors to *South Australia*, 238,000, or 12.4%, visit a winery. In total over 25% of interstate domestic visitors in Australia that visit a winery, visit a winery in South Australia and SA attracts more interstate winery visitors than any other state.



- ❖ 178,000 or 5.2% of *intrastate overnight* visitors in SA in 2006/07 went to a winery compared to 3.8% of intrastate visitors in Australia. SA attracts a lower *number* of intrastate winery visitors than some states due to our lower population base and Adelaide's ready proximity to many wine areas for day trips.
- ❖ When holiday/VFR purpose visits are considered separately, 213,000, or 16.1% of interstate holiday/ VFR visitors to SA and 160,000 or 5.9% of intrastate holiday/VFR purpose visitors, went to a winery during their visit to SA in 2006/07. This compares with 4.9% of all interstate and 4.4% of all intrastate holiday/VFR purpose visits in Australia visiting wineries.

## DOMESTIC VISITORS TO SA REGIONS

- ❖ 37%, or an average of 84,000 domestic visitors per annum that stay in the Barossa in the 3 years to June 2007<sup>3</sup> visited a winery during their visit.
- ❖ Of visitors staying in the Clare Valley, 26% went to a winery, as did 8% of those staying in the Riverland and Fleurieu Peninsula and 7% of those staying in the Limestone Coast.



Figures refer to region of stop-over not necessarily location of winery which may be within the region of stay or visited on a day trip from the region of stop-over

- ❖ In the 3 years to June 2007, over a third (35%) of domestic overnight visits in SA that went to a winery were staying in the Adelaide tourism region. This represents 131,000 visitors p.a., the majority (95%) of whom were interstate visitors. This reflects Adelaide's significance as the State's major interstate visitor destination and the number of wineries readily accessible for visitors as day trips from Adelaide.
- ❖ Nine percent of interstate visitors that stayed in Adelaide in the 3 years to June 2007 went to a winery during their stay in Adelaide, either within the Adelaide region itself or as a day trip to another region such as Barossa, Fleurieu Peninsula or Clare Valley
- ❖ Nearly half (48%) of those staying in the Barossa or Fleurieu Peninsula and visiting wineries were interstate visitors.

## DOMESTIC DAY TRIP VISITORS

- ❖ In addition to visits to wineries by overnight visitors, there were 565,000 domestic day trip visitors who visited wineries in South Australia in 2006/07. Nearly 6% of day trips in SA include winery visits, compared with less than 2% of all day trips in Australia including winery visits.
- ❖ South Australia accounts for nearly 20% of all domestic day trips in Australia that include winery visits.
- ❖ For the 3 years to June 2007, 44% of domestic day trips to wineries in SA were to the Barossa, 28% to Fleurieu Peninsula, 9% Clare Valley and 8% Adelaide Hills.

## INTERNATIONAL VISITORS

- ❖ In 2006/07 705,000, or nearly 14% of all international visitors to Australia, visited a winery *at some time* during their stay in Australia. Internationals that had a stop over in South Australia were most likely to visit a winery with 38% of international visitors to South Australia visiting a winery *at some stage* during their stay in Australia (although not necessarily in South Australia).
- ❖ Visitors from Scandinavia (26%) and United Kingdom (24%) had the highest level of visitation to wineries in 2006/07, followed by Canada, Netherlands, Taiwan and Switzerland, with over a fifth of visitors to Australia from these countries visiting a winery at some stage during their stay in Australia.
- ❖ In the first half of 2007<sup>4</sup> 30% of all international visitors to South Australia indicated that they visited a winery or cellar door in *South Australia*, 31% that they visited the Barossa and 11% the McLaren Vale wine region.

### Further Information

For wine tourism research and statistics, including copies of this fact sheet and SATC's 2003 cellar door survey, see [www.tourism.sa.gov.au/publications](http://www.tourism.sa.gov.au/publications). For other wine tourism research see [www.tra.australia.com/niche.asp?lang=EN&sub=0128](http://www.tra.australia.com/niche.asp?lang=EN&sub=0128) and [www.wfa.org.au/tourismprojects.htm](http://www.wfa.org.au/tourismprojects.htm).

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Sources: TRA International Visitor Survey, TRA National Visitor Survey

<sup>3</sup> Estimates of visits to regions of SA by activities, such as visit a winery, are subject to high sampling variability and accordingly 3 year average data is used in reporting regional estimates.

<sup>4</sup> Adjusted for short interviews. Results for 6 months only as question introduced beginning of 2007 so not available for full financial year