



BOTTTLING WINE TOURISM

2019–2021



**WINE
TASMANIA**

Tourism Industry Council Tasmania

a shared plan presented by
Tourism Industry Council Tasmania
and Wine Tasmania

WHO ARE WE?



Wine Tasmania is the peak body representing Tasmanian wine producers, with a focus on assisting them to be recognised as world leaders in the sustainable production of premium cool climate wine. It is an independent, non-profit organisation, with core funding from voluntary membership.

Since its establishment in 2006, Wine Tasmania has garnered strong membership support, representing approximately 98% of total production and progressed a significant number of initiatives on behalf of the Tasmania wine sector across its four key result areas.

‘The relationship between wine and tourism and the importance of each to the other cannot be overstated. Wine is a key motivation for people visiting Tasmania and forms part of the overall visitor experience, whilst our cellar doors rely on tourism and all other aspects of what our visitors to Tasmania enjoy while they’re here. Both tourism and wine are major contributors to Tasmania and both are growing.

The collaboration between Wine Tasmania and the TICT has been very valuable over many years. We’re both very outcome-focused organisations and always looking at ways to support our respective and mutual member businesses. Bottling Wine Tourism is our way of identifying key areas and activities that will directly benefit the wine tourism sectors and making a commitment to act on them.

A black ink signature of Sheralee Davies, consisting of a stylized, cursive script.

Sheralee Davies
Chief Executive Officer
Wine Tasmania



Tourism Industry Council Tasmania

Tourism Industry Council Tasmania (TICT) is the peak body for the Tasmanian tourism industry.

TICT is an independent and not-for-profit organisation, governed by a board of voluntary directors elected by our members as representatives of the Tasmanian tourism, hospitality, transport and related sectors.

We partner with the Tasmanian Government in *T21 – The Tasmanian Visitor Economy Strategy 2015–20*.

‘The growth and investment in Tasmania’s tourism and wine industries over the past three decades represents two of this State’s great economic success stories.

Our sectors share a common heritage through the vision and pioneering investments of Alcorso, Chromy, Pirie and others, to establish a wine tourism sector in Tasmania renowned for exceptional produce and rewarding visitor experiences in one of the world’s purest environments.

Bottling Wine Tourism is about building upon these foundations and recognises wine tourism sits at the centre of both our industry’s growth strategies into the future.

This pragmatic, achievable and strategic plan is not about redesigning the wheel - but rather bringing together and elevating the key priorities and outcomes we see as essential in making Tasmania the premier wine tourism destination in Australia.

A blue ink signature of Luke Martin, consisting of a stylized, cursive script.

Luke Martin
Chief Executive Officer
Tourism Industry Council Tasmania

TOURISM AND WINE. A TASMANIAN BLEND

The Tasmanian wine and tourism industries are enjoying robust periods of growth, and both industries feature among the top ten contributors to Tasmania's economy. In the Australian context, we punch well above our weight.

Our wine sector's exclusively premium production accounts for 7 per cent of Australian wine production, but 28 per cent of its total value. Demand for Tasmanian wine continues to outstrip supply, with significant investment in new vineyard plantings, wine manufacturing and wine tourism facilities in recent years.



Our tourism industry has been Australia's best performing with record visitor numbers, investment and the nation's fastest growing destination for international visitors. Visitor expenditure is increasing even more rapidly than visitor numbers, and we are on track to achieve our ambitious T21 goals of 1.5 million visitors and \$2.4 billion of visitor spending in 2020.



\$115 MILLION

economic contribution of the Tasmanian wine industry in 2017/18

160

licensed wine producers in Tasmania

OVER 2000

full-time equivalent jobs directly supported by the Tasmanian wine industry

17,275 TONNES, +23%

Tasmanian grape harvest in 2019

1.32 MILLION, +4%

interstate and international visitors to Tasmania in 2017/18

\$2.46 BILLION, +5%

expenditure by visitors to Tasmania in 2018/19

OVER 5,800

businesses in the Tasmanian visitor economy in 2016/17

OVER 38,000

full-time equivalent jobs supported by the Tasmanian tourism industry, directly and indirectly, in 2016/17

OUR SHARED SECTOR: WINE TOURISM

It's no secret that wine makes a great pairing with tourism.

Wine and food are one of the most powerful motivations for visitors considering Tasmania as a holiday destination. Visiting cellar doors, attending food and wine events, and appreciating a local wine with a meal are integral to many visitors' journeys in Tasmania.

For wine producers, tastings and other visitor experiences at the cellar door offers the opportunity to make genuine connections with customers, build brand awareness, increase wine sales and diversify their business.

Wine tourism's foundations in agricultural areas encourages the dispersal of visitors across regional Tasmania and reinforces our brand strengths in the authenticity of people and place.

Our shared sector, wine tourism, has performed very strongly in a national context, tapping into the developing global appetite for our high-quality wines and visitor experiences.

The number of visitors travelling to cellar doors has increased a staggering 64% in the last five years, from 176,500 visitors in 2014 to 294,723 visitors in 2018.

The number of visitors to cellar doors has also increased significantly as a proportion of visitors to Tasmania, from 17 per cent in 2014 to 22 per cent in 2018.

294,723

visitors to Tasmanian cellar doors in 2018

22%

proportion of visitors to Tasmania who visited a cellar door in 2018

\$15.2 MILLION

economic contribution of Tasmanian wine tourism sector in 2017/18 (through cellar doors, including inbound visitor expenditure)

95

cellar doors in Tasmania

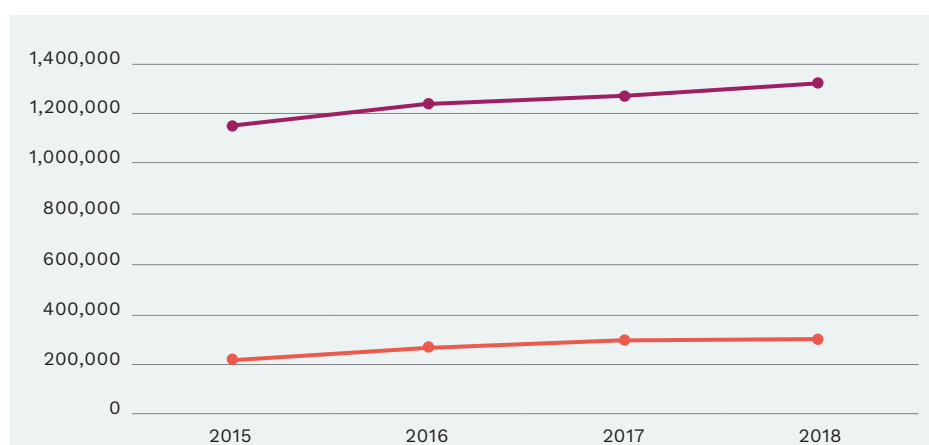


FIG. 1
VISITATION TO TASMANIA
AND OUR CELLAR DOORS

TOTAL OVERNIGHT VISITORS

VISITORS TO CELLAR DOORS



OUR OPPORTUNITY

Our opportunity, and our rationale for developing this shared plan for Tasmanian wine tourism, is to ensure that the Tasmanian wine tourism sector continues to build on this strong platform and that it fulfils its huge potential for growth.

Our wine and tourism industries are the envy of Australia. We have achieved our reputation for excellence by utilising our industries' strengths in innovation and collaboration. To maintain our competitive advantage, we must continue to exercise these qualities.

We must work together to leverage our strategic advantages. We must foster leadership and encourage innovation to enhance the capacity of our wine tourism sector, expand the visitor economy in our wine growing regional areas, and contribute to the long-term sustainability of our industries.

OUR GOALS

Tourism Industry Council Tasmania and Wine Tasmania are committed to working together to achieve our shared vision of a uniquely Tasmanian, high value and internationally competitive wine tourism sector that contributes strongly to Tasmania's visitor economy and brand appeal.

Our goals are to:

- Expand the Tasmanian wine tourism sector and wine-related visitor experience;
- Increase high value visitation to Tasmanian cellar doors;
- Increase the overall value of wine tourism to Tasmania's economy; and
- Enhance the strong reputation of our wine and tourism industries.

We have identified five strategic objectives to help achieve our goals:

- Foster strong **leadership** for the wine tourism sector, working collaboratively across the wine and tourism industries;
- Provide **professional development** opportunities to build wine producers' capabilities for success in the tourism industry;
- Support the tourism industry to **leverage Tasmanian wine** in other visitor offerings;
- Progress Tasmania's development as a **differentiated wine tourism destination** with a reputation for innovation and excellence, and
- Coordinate and collaborate on wine trade and destination **marketing** to promote Tasmania as a wine tourism destination.

TICT and Wine Tasmania take shared responsibility to implement the following pragmatic, targeted actions to progress each strategic objective.



OUR PLAN



1. Foster strong leadership for the wine tourism sector, working collaboratively across the wine and tourism industries

- 1.1 Host BLEND, the annual wine tourism event, bringing together our wine and tourism industries to consider practical information and case studies to celebrate and grow wine tourism experiences.
 - 1.2 Encourage cellar door and other operators in the wine tourism sector to participate in Local Tourism Associations (LTAs) and Regional Tourism Organisations (RTOs) to ensure wine tourism is actively included in destination management plans and marketing.
 - 1.3 Assist the wine tourism sector to achieve representation on key industry boards, including Tourism Industry Council Tasmania; RTOs; LTAs; Tourism Tasmania and Brand Tasmania.
 - 1.4 Integrate wine tourism priorities in the next Tourism 21 Tasmanian Visitor Economy Strategy.
 - 1.5 Develop shared policy priorities to advocate to government and community on issues affecting the wine tourism sector.
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2. Provide professional development opportunities to build wine producers' capabilities for success in the tourism industry

- 2.1 Provide targeted information and support to wine producers expanding into tourism for the first time, including registering and maintaining tourism accreditation under the Australian Quality Tourism Framework.
 - 2.2 Develop a specific wine tourism accreditation module to recognise and elevate high level business practices in cellar doors and other wine tourism operations.
 - 2.3 Implement a wine producer development program that includes a comprehensive introduction to tourism as a key opportunity for wine businesses.
 - 2.4 Offer Quality Tourism workshops and presentations that address key concerns for new and existing cellar door and other wine tourism operators, including:
 - Delivering great customer experiences and following up for product sales;
 - Tourism distribution channels and developing bookable product; and
 - Collecting, analysing and using visitor data.
 - 2.5 Ensure the Tasmanian Tourism Conference program includes speakers and workshops tailored to cellar door and other wine tourism operators.
 - 2.6 Encourage wineries and cellar doors to participate in the Tasmanian Hospitality Association's 'Great Customer Experience' Program.
 - 2.7 Facilitate mentoring programs to assist cellar door and other wine tourism operators to further develop their tourism products.
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3. Support the tourism industry to leverage Tasmanian wine in other visitor offerings

- 3.1 Collaborate with Drysdale to develop a wine tourism training module including Tasmanian wine appreciation and awareness, and ensure this module is incorporated into all new tourism and hospitality courses.
- 3.2 Work with the Tasmanian Government in reviewing the liquor licensing framework to consider special licensing provisions for liquor sales limited to Tasmanian products, to identify and advocate for opportunities to increase Tasmanian wine sales within tourism businesses, such as providores and small accommodation properties.
- 3.3 Encourage more licensed tourism businesses to enter the Tasmanian Wine List of the Year awards in order to recognise, reward and promote outstanding operators.
- 3.4 Survey tourism operators as part of TICT's twice-yearly Tasmanian Tourism Industry Business Sentiment Survey to understand the value of Tasmanian wine to their business and incorporate insights into future strategies.

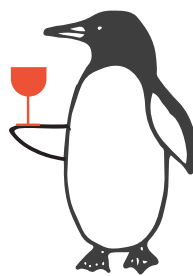
4. Progress the development of Tasmania as a distinctive wine tourism destination with a reputation for innovation and excellence

- 4.1 Work with the Tasmanian Government and RTOs to ensure wine experiences are integral to Tasmanian Drive Journeys, in alignment with existing wine trails.
- 4.2 Support and promote investment in the expansion and growth of a state-wide events calendar that showcases Tasmanian wine products and producers.
- 4.3 Present Tasmania's wine touring regions as diversified destinations by including complementary tourism experiences, events and accommodation in the *Tasmanian Wine Trails* publication and website.
- 4.4 Produce and disseminate case studies of excellence and innovation in delivering wine tourism experiences.
- 4.5 Encourage more wine businesses to enter the Tasmanian Tourism Awards in order to recognise, reward and promote outstanding operators.
- 4.6 Work with cellar doors to capture and benchmark visitor sentiment and develop market insights.
- 4.7 Conduct an audit of visitor experiences offered at Tasmanian cellar doors and incorporate insights into future strategies.

5. Coordinate and collaborate on wine trade and destination marketing to promote Tasmania as a wine tourism destination

- 5.1 Engage in regular discussions with Tourism Tasmania and RTOs to ensure wine continues to act as a key demand driver through their destination marketing activities.
- 5.2 Build on wine trade and consumer events, including VIN Diemen, to promote Tasmania as a wine tourism destination.
- 5.3 Review wine tourism content to ensure the supply of contemporary and engaging content that aligns with Tourism Tasmania and RTOs' current destination marketing campaigns.
- 5.4 Encourage wine and tourism industry participation to leverage social media campaigns, including #taswinetrails.

MEASUREMENT AND REVIEW



Wine Tasmania and TICT will prepare a full progress report each year, addressing all measurable goals, strategies, actions and outcomes on the following key measures:

MEASURE	2018/19 BENCHMARK
Tourism Accredited Cellar Door and Specialist Wine Tours:	40
Proportion of visitors to Tasmania who visited a cellar door:	22% (294,723)
Economic contribution of Tasmanian wine tourism sector:	\$15.2 million
Tourism industry sentiment of the value of wine tourism:	Measure to be developed in 2019

The progress report will be submitted to the Wine Tasmania and TICT Boards. The progress report will also be presented to the sector at *BLEND*, the annual wine tourism forum.

Bottling Wine Tourism will be reviewed in 2022.



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