



BOTTTLING WINE TOURISM

2022–2024



Tourism Industry Council Tasmania

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

WHO ARE WE?



Wine Tasmania is the peak representative body for Tasmanian wine producers, working to build Tasmania's reputation as a cool wine region like no other on the planet, with demand for its wines continuing to exceed production.

Established in 2006, it is an independent, non-profit organisation, with core funding from voluntary membership.

Wine Tasmania represents more than 98% of Tasmanian wine production, with a record 114 state-wide producer members and 121 associated members/businesses in 2022. All activities undertaken by the wine sector body are designed to generate value for its members and directed by the Wine Tasmania Strategy.

The relationship between wine and tourism is more important than ever, and the visitor economy is well on the rebound. Of more significance than visitor numbers, expenditure has grown substantially across both cellar doors and tourism offerings. The proportion of visitors choosing to visit a cellar door over the year to March 2022 has grown to 27% (up from 21% in 2019).

Both tourism and wine remain in the top 10 sectors contributing to the Tasmanian economy.

Collaboration between Wine Tasmania and the TICT is valuable for our respective and mutual member businesses. This update of Bottling Wine Tourism reflects our practical and clear focus on how to best support these businesses.

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*.

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 many 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.

Tasmania's evolution as a renowned wine tourism destination is now a template for Tasmanian agriculturalists, growers, producers, and creators, seeking to engage with a growing visitor economy. Establishing Tasmania as a leading agritourism destination will be a priority for government and industry over coming years.

Bottling Wine Tourism is about building upon strong foundations and ensuring wine tourism remains at the centre of both our sectors' growth strategies into the future.

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

Luke Martin
Chief Executive Officer
Tourism Industry Council Tasmania

BOTTLING WINE TOURISM – IN REVIEW

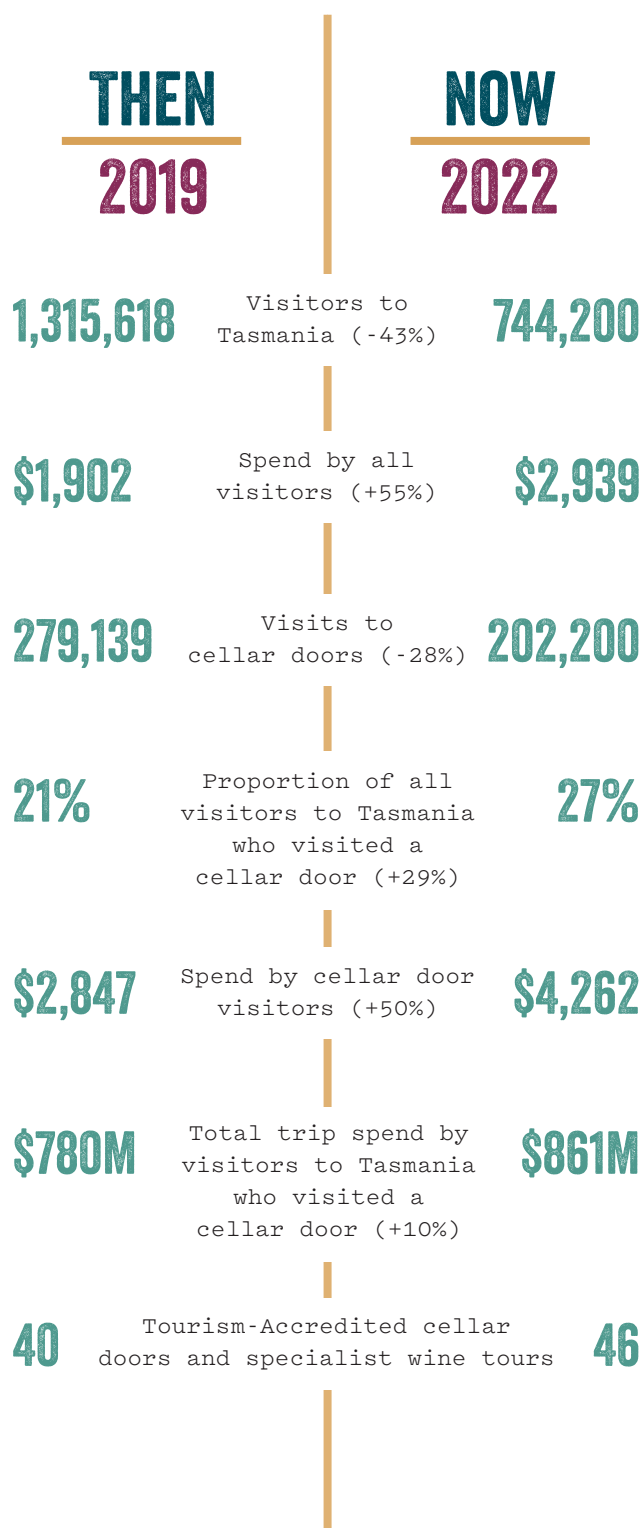
The inaugural Bottling Wine Tourism Plan was released in 2019. At this time, both the wine and tourism sectors were performing very strongly and looked unstoppable. Then Covid came along and changed the world as we knew it.

While a review of the past three years necessarily references Covid, this plan and partnership has always been about looking to the future and addressing the things we can influence.

Despite challenges, both sectors continue to be major contributors to the state's economy. Responsiveness from the Tasmanian Government during challenging times has provided valuable support for wine and tourism businesses.

For wine businesses, sales through cellar door and hospitality venues decreased, however direct / online / wine club sales climbed to new heights. While people were locked in houses around the country, they continued to support and purchase wines from Tassie – almost creating an in-house tourism experience. And when borders reopened, Tasmania was the top of the list for many visitors.

While visitor numbers are still climbing towards pre-Covid levels, visitor spend has well exceeded 2019 figures, as shown on the right. Cellar door visits have also grown as a percentage of total visitors as well as spend by this segment of visitors.



WHAT WE'VE DONE

- Delivered four BLEND Wine + Tourism events, with case studies and practical wine tourism information and launched the annual BLEND Wine + Tourism workshop
- Collaborated with Tourism Tasmania and regional tourism organisations to ensure wine tourism is actively included in destination marketing
- Promoted wine tourism information and accreditation – increasing the number of tourism accredited cellar doors, despite Covid
- Provided information and reminders on the importance of having wine tourism offerings listed on the Australian Tourism Data Warehouse
- Supported diversification of wine tourism experiences and offerings across the state
- Implemented the VinEd Tasmania resource – a comprehensive and practical resource for wine businesses (available for members of Wine Tasmania)
- Presented wine and wine tourism workshops and topics, including at the Tasmanian Tourism Conference
- Developed targeted social media campaigns and collateral, including the Ultimate Tasmanian Wine Odyssey, #winetrails and #buylocal, supported by paid advertising and organic content – reaching almost 600,000 people and generating over 1 million impressions
- Captured details of more than 7,000 targeted Tasmanian wine lovers based interstate, with regular promotion of Tasmania's cellar doors
- Production of tailored video content to support social media promotion and highlight the unique Tasmanian wine story and destination
- Presented wine / tourism promotional events in San Francisco, New York, London, Japan and Hong Kong, including partnerships with Tourism Tasmania, Trade Tasmania and wine writer Tyson Stelzer
- Produced the annual Tasmanian Wine Trails touring publication, widely promoted to visitors including at interstate and international events
- Expanded the digital version of Tasmanian Wine Trails, including additional searchability for cellar doors offering food, accommodation, dog and child friendly venues
- Created a new A3 tear-off "concierge" wine touring map – widely distributed to hotels and cellar doors to share with visitors
- Hosted key lifestyle / tourism media to generate media coverage of Tasmania's wine tourism offering, including WISH Magazine and Travel + Leisure (USA), The Times (UK), Forbes / Wine Enthusiast (US), Decanter Magazine (UK) and Harpers Magazine (UK), including in conjunction with Tourism Tasmania
- Presented the VIN Diemen event (in 2019) in Melbourne and Sydney, including wine tourism offerings and encouraging visitation to Tasmania
- Participated in the Australian Tourism Exchange, with wine being featured at the Tourism Tasmania stand
- Expanded the Tasmanian Wine List of the Year program, including one-on-one support for participating hospitality venues and expanded promotion of finalists and the winning venues
- Introduced a new awards evening "Tassie Wine Stars" to highlight achievements of wine producers and announce the Tasmanian Wine List of the Year winners
- Delivered local wine trade tastings and famils to encourage hospitality venues to support local wines
- Generated substantial media coverage to highlight wine touring experiences – including in conjunction with Tourism Tasmania – with Tasmania being named as one of the top 10 wine travel destinations in the world by the Wine Enthusiast Magazine (US)
- Positioned Agritourism as a core pillar of the T21 – Tasmanian Visitor Economy Action Plan 2018-20, prioritising the cellar and farm gate experience as a strategic growth opportunity for Tasmania's tourism evolution after Covid
- Participated in Tourism Tasmania's agritourism steering committee
- Undertaken regular promotion of wine-related events through Wine Tasmania's social accounts
- Distributed wine tourism case studies, insights and information for cellar door operators to help expand and leverage their visitor experiences
- Disseminated Tasmanian tourism insights, statistics and research to cellar door operators
- Regularly surveyed wine and tourism businesses

WINE TOURISM: A TASMANIAN BLEND

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

The Tasmanian wine and tourism sectors continue to grow, and both feature among the top ten contributors to Tasmania's economy. In the Australian context, we punch well above our weight.

For wine producers, tastings and other experiences at the cellar door offer 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 to cellar doors has increased significantly as a proportion of visitors to Tasmania, up from 22 per cent in 2019 to 27 per cent in 2022.

OUR CONTINUING OPPORTUNITY

Our continuing opportunity, and our rationale for reviewing and updating 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 sectors are the envy of Australia. We have achieved our reputation for excellence by utilising our sectors' 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.

Like any well-considered, strategically-focused plan, this update of Bottling Wine Tourism has not changed its key goals and objectives. They remain as valid today as when originally developed in 2019. With strong progress on many individual activities since then, we have sharpened the focus of deliverables shown over the page.

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:

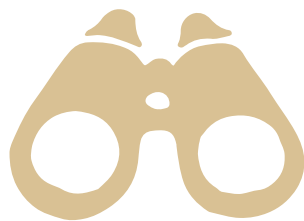
- Expand the Tasmanian wine tourism sector and wine-related visitor experience;
- Increase high value visitation to Tasmanian cellar doors;
- Increase the overall value of wine tourism to Tasmania's economy; and
- Enhance the strong reputation of our wine and tourism sectors.

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 sectors.
- Provide **professional development** opportunities to build wine producers' capabilities for success in the tourism sector.
- 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.
- 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 over the coming three years to progress each strategic objective.

OUR PLAN



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

- 1.1 Host BLEND, the annual wine tourism workshop and lunch 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 and Tourism Tasmania.
 - 1.4 Integrate wine tourism priorities in the new 'T30' visitor economy strategy for the Tasmanian tourism sector and the Agritourism Strategy.
 - 1.5 Advocate shared policy priorities to government and community on issues affecting the wine tourism sector.
-

2. Provide professional development opportunities to build wine producers' capabilities for success in the tourism sector

- 2.1 Develop a specific wine tourism accreditation module to recognise and elevate high level business practices in cellar doors and other wine tourism operations.
 - 2.2 Provide targeted information and support to wine producers expanding into tourism, including registering and maintaining tourism accreditation under the Australian Quality Tourism Framework.
 - 2.3 Offer practical wine tourism workshops and presentations to assist cellar door and other wine tourism operators.
 - 2.4 Ensure the Tasmanian Tourism Conference program includes speakers and workshops tailored to cellar door and other wine tourism operators.
 - 2.5 Facilitate mentoring programs to assist cellar door and other wine tourism operators to further develop their tourism products.
 - 2.6 Capture targeted wine tourism insights and data to assist wine tourism operators meet and exceed visitor expectations.
-

3. Support the tourism industry to leverage Tasmanian wine in other visitor offerings

- 3.1 Collaborate with training providers to incorporate wine and wine tourism training into relevant tourism and hospitality courses.
- 3.2 Encourage licensed tourism businesses to enter the Tasmanian Wine List of the Year awards to recognise, reward and promote outstanding operators.
- 3.3 Undertake regular communication and promotion with local hospitality and tourism venues to encourage support for local wines.
- 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 Promote Tasmania's wine trails, including cellar doors and complementary tourism experiences, events and accommodation.

4.2 Work with the Tasmanian Government, Tourism Tasmania and RTOs to ensure wine experiences are incorporated into destination marketing campaigns, in alignment with existing wine trails.

4.3 Produce and disseminate case studies of excellence and innovation in delivering wine tourism experiences.

4.4 Encourage more wine businesses to enter the Tasmanian Tourism Awards to recognise, reward and promote outstanding operators.

4.5 Work with cellar doors to capture and benchmark visitor sentiment and develop market insights.

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 to promote Tasmania as a wine tourism destination.

5.3 Provide news, updates, information and wine tourism content for destination marketing campaigns by Tourism Tasmania and RTOs.

5.4 Ensure the Tasmanian Tourism Conference program includes speakers and workshops tailored to cellar door and other wine tourism operators.

5.4 Support and encourage wine and tourism sector participation in social media campaigns, including #taswinetrails.





Tourism Industry Council Tasmania
Level 5, 29 Elizabeth Street,
Hobart TAS 7000
T (03) 6231 2244
E info@tict.com.au
WWW.TICT.COM.AU



WINE TASMANIA
Level 5, 29 Elizabeth Street,
Hobart TAS 7000
T (03) 6223 3770
E mail@winetasmania.net.au
WWW.WINETASMANIA.COM.AU