



BOTTLING WINE TOURISM

2025–2027



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

WHO ARE WE?



Wine Tasmania is the representative body for Tasmanian wine producers. Its focus is 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 of wine business.

Wine Tasmania represents more than 95% of Tasmanian wine production, with 125 state-wide producer members and 121 associated members/businesses in 2025. All activities undertaken by the wine sector body are designed to generate value for its members and directed by the Wine Tasmania Strategy.

Recent research and modelling undertaken by Wine Tasmania shows that the sector is likely to quadruple over the coming 10-15 years to become the state's most significant economic driver.

Its contribution to the visitor economy is a key part of the sector's strategy, to encourage more high-yielding visitors into Tasmanian regions and to provide an important direct relationship with our wine customers.

We know Tasmania's wine quality and ever-increasing global reputation is a drawcard for visitation to the island. We also know that our cellar door visitors are staying longer, travelling into our regional areas and spending more than other visitor segments. This brings substantial benefits for regional communities and Tasmania as a whole.

The integration of wine and tourism is therefore more important than ever and the partnership between our two sectors will continue to drive success.

Collaboration between Wine Tasmania and the TICT supports 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



The Tourism Industry Council Tasmania (TICT) is the peak body that represents and acts for the Tasmanian tourism industry. The Council is a not-for-profit and non-partisan organisation that promotes the value of tourism in the Tasmanian community. TICT provides a strategic direction and united voice for the sustainable growth of the Tasmanian tourism industry and in advocating policy on behalf of the industry. It is a joint custodian, with the Tasmanian Government, of the 2030 Visitor Economy Strategy.

TICT has a large, representative-based board, bringing together various industry sectors. Our current 24 Member board includes representatives of accommodation and hospitality operators; visitor attractions, experiences, and tour operators; airlines and airports, Tasmania's four Regional Tourism Organisations, and tourism-related industry associations.

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.

Amy Hills
Chief Executive Officer
Tourism Industry Council Tasmania

KEY WINE TOURISM STATISTICS

March 2025

1,339,800

Visitors to
Tasmania

\$2,626^{PP}

Average spend by
all visitors

277,000

Visits to
cellar doors

21%

Proportion of all
visitors to Tasmania who
visited a cellar door

\$3,960^{PP}

Average spend by
cellar door visitors

\$1.099 BILLION

Total trip spend by
visitors who called
into a cellar door



WHAT WE'VE DONE {2022-2025}

The inaugural three-year Bottling Wine Tourism Plan was released in 2019, followed by a second plan for 2022-2024. This third edition for 2025-2027 continues the positive partnership on our important shared wine tourism sector.

Key activities undertaken over the past three years are highlighted below, reflecting our focus on driving positive and practical outcomes for our member businesses and all Tasmanians positively impacted by the visitor economy.

- Delivered the joint annual BLEND Wine + Tourism workshop and lunch events, with case studies and practical wine tourism information for attendees
- Launched the first sector-specific Tassie Wine Tourism Ambassador Module as part of the Tassie Tourism Ambassador Program
- Secured the participation of Tasmanian cellar doors and wine tourism experiences in the Quality Tourism Framework accreditation program, as well as the Tasmanian Tourism Awards and other programs which promote excellence in the tourism sector
- Produced the annual Tasmanian Wine Trails publication in print and digital versions, widely promoted to visitors including through interstate and international events
- Produced the annual Tasmanian Wine Trails A3 tear-off "concierge" wine touring map, distributed to hotels to share with visitors
- Expanded Tasmania's Wine Trails to include information on sustainability practices and additional online searchability by cellar door offerings
- Conducted dedicated social media campaigns to grow awareness of wine tourism offerings and encourage regional visitation, including Tassie's Unmissable Cellar Doors and The Pinot Isle
- Captured details for a highly engaged interstate audience of Tasmanian wine lovers and delivered a targeted communication program with a focus on encouraging visitation
- Presented dedicated wine tourism workshops, information and resources to support expansion and diversification of the island's wine tourism offerings
- Delivered the inaugural leadership program for Tasmanian wine businesses and cellar doors operators, in partnership with Tasmanian Leaders and supported by funding from Wine Australia's Next Crop Program
- Coordinated a study trip to New Zealand's Central Otago wine region for wine business and cellar door representatives
- Expanded the wine/wine tourism video and image library for use in social campaigns and other collateral
- Regular collaboration with Tourism Tasmania to jointly promote wine tourism as part of its destination marketing
- Presented wine tasting events in the UK and USA, with a focus on destination marketing
- Hosted key lifestyle / tourism media to generate media coverage of Tasmania's wine tourism offering, including in conjunction with Tourism Tasmania and Tourism Australia
- Delivered the Tasmanian Wine List of the Year program, encouraging support for local wines and promotion of cellar door experiences by hospitality professionals
- Delivered two visits to multiple cellar doors (north/south) during annual vintage activities for local wine trade champions
- Generated substantial media coverage to highlight wine touring experiences, including in conjunction with Tourism Tasmania and Wine Australia inbound visitation programs
- Promoted the achievements of Tasmanian cellar doors, including through the Tasmanian and Australian Tourism Awards program, media reviews and coverage
- Shared details of new cellar door openings, redevelopments and expansions with Tourism Tasmania, consumers and media
- Positioned Agritourism as a core pillar of the 2030 – Tasmanian Visitor Economy Action Plan, prioritising cellar door and farm gate visitor experiences as growth opportunities for Tasmania
- Aligned wine tourism initiatives with the 2030 Tasmanian Visitor Economy Strategy, through focus on driving demand/yield versus volume, sustainability and accessibility initiatives
- Participated in Tourism Tasmania's agritourism steering committee
- Disseminated targeted reports, insights, case studies, statistics and research to help cellar door operators leverage their visitor experiences
- Regularly surveyed wine and tourism businesses on relevant topics, opportunities and challenges

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.

OUR CONTINUING OPPORTUNITY

Our shared Tasmanian wine tourism opportunity is to continue building on this strong platform and our huge potential for growth, within an ever-increasing competitive landscape. 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.

With our cellar door visitors staying longer and spending more than other visitor segments as well as travelling into our regional areas to visit cellar doors, there are substantial benefits for regional communities and Tasmania as a whole. To maintain our competitive advantage, we must continue to invest in driving demand and awareness of our wine tourism offerings.

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

In partnership with Tourism Tasmania, the TICT and Wine Tasmania have an overarching goal for Tasmania to be **the best wine travel experience on the planet!**

TICT and Wine Tasmania are committed to working together to support a uniquely Tasmanian, high value and internationally competitive wine tourism sector which 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 Tasmania's regional cellar doors across the year;
- 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 through collaboration.
- 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 Continue to host BLEND, the annual wine tourism workshop and lunch event, bringing together our wine and tourism industries to celebrate and grow wine tourism experiences and knowledge.
 - 1.2 Integrate and leverage wine tourism priorities in the 2030 Tasmanian Visitor Economy Strategy and the Agritourism Strategy, including driving demand/yield, workforce development, branding/destination marketing and sustainability/accessibility initiatives.
 - 1.3 Lead and support environmental sustainability and carbon emissions reduction activities in wine/wine tourism businesses, including the Tourism Emissions Reduction Commitment (TERC) program.
 - 1.4 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
 - 1.5 Advocate shared policy priorities 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 sector

- 2.1 Educate and encourage uptake of tourism accreditation under the Australian Quality Tourism Framework to recognise and elevate high level business practices in cellar doors and other wine tourism operations.
 - 2.2 Offer practical wine tourism workshops, presentations and case studies to assist cellar door and other wine tourism operators, including through the Tasmanian Tourism Conference.
 - 2.3 Provide opportunities for wine tourism professionals, including dedicated I-LEAD Tassie Wine programs, study tours and TICT's Youth Tourism Network.
 - 2.4 Regularly share targeted wine tourism insights and data to assist wine tourism operators meet and exceed visitor expectations.
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3. Support the tourism industry to leverage Tasmanian wine in other visitor offerings

- 3.1 Refresh and encourage participation in the dedicated wine module in the Tassie Tourism Ambassador Program.
- 3.2 Collaborate with training providers to incorporate wine and wine tourism training into relevant tourism and hospitality courses.
- 3.3 Deliver annual vintage visitation programs for local wine trade/hospitality representatives and undertake regular communication with local hospitality and tourism venues to encourage support for local wines.
- 3.4 Encourage licensed tourism businesses to enter the Tasmanian Wine List of the Year awards to recognise, reward and promote outstanding operators.
- 3.5 Survey tourism operators as part of TICT's quarterly 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** Widely promote Tasmania's four wine trails, including through the annual A5 printed publication, digital publication and A3 'concierge' map. Share details of cellar doors, including online searchability by key offerings (such as wine varietals, food, accommodation, tours, EV chargers etc), 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, including through workshops and events.
 - 4.4** Encourage more wine businesses to enter the Tasmanian Tourism Awards to recognise, reward and promote outstanding operators.
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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** Incorporate Tasmania's wine tourism offerings and experiences into national and international events to promote Tasmania as a leading wine tourism destination, including in conjunction with Tourism Tasmania, Tourism Australia and Wine Australia where relevant.
 - 5.3** Provide news, updates, information and wine tourism content for destination marketing campaigns by Tourism Tasmania and RTOs.
 - 5.4** Support and encourage wine and tourism sector participation in dedicated destination marketing campaigns and promotion.
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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