



INCREASE VISITATION AND EXPENDITURE WITHIN VICTORIAN WINE REGIONS

INDUSTRY CRITICAL CHALLENGES ADDRESSED

- Consistent messaging is needed to enable regional tourism bodies to communicate the Victorian wine proposition.
 - The wine industry and regional tourism bodies would each benefit from shared strategic intent, programs and in some cases resources.
 - Continued investment in infrastructure is needed from industry and government.
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OUTCOME

Regional wine marketing is enhanced through shared resources, a clear vision and coordinated approach.



Visit

“This business has survived because we diversified our income through investment in accommodation and dining experiences that enhance the value of our wine brand.”

/ ALPINE VALLEY BUSINESS MANAGER

PROGRAMS	LEAD
2.1 Explore opportunities for regional wine associations and Regional Tourism Boards to develop formal relationships to leverage the many opportunities set out in the Victorian <i>Visitor Economy Strategy</i> .	Industry
2.2 Work with industry to develop Victorian wine messaging and integrate into relevant marketing and communication activities.	Visit Victoria
2.3 Build on Victoria’s food and wine competitive strength through partnerships with Regional Tourism Boards, Tourism Australia, commercial travel industry/brand partners and media.	Visit Victoria
2.4 Engage with Regional Tourism Boards, Wine Victoria and the Melbourne Food and Wine Festival to develop a program of year round regional food and wine events.	Visit Victoria Industry
2.5 Collaborate with Regional Tourism Boards and industry to facilitate investment in food and wine tourism infrastructure and new experiences.	Government (Regional Development Victoria)
2.6 Support individual wine businesses to improve their own infrastructure, product presentation, hospitality skills and visitor experience offering.	Industry

WHAT’S HAPPENING NOW

Wander Victoria

The diversity and beauty of regional Victoria make the State an epicurean visitor’s playground. Wine and food messaging is a key feature of current marketing undertaken by Visit Victoria in domestic and international markets. Visit Victoria’s intrastate marketing campaign ‘Wander Victoria’ captures wine and food in core campaign elements. This \$4.5 million campaign will be supported with further activity over the next two years aiming to inspire Melburnians to visit regional Victoria.

The promotion of food and wine experiences continues to be a fundamental element of Visit Victoria’s regional marketing strategy. There is an opportunity to provide guidance to Regional Tourism Boards, industry associations and individual businesses to help align their activities to best leverage the regional marketing strategy.



RATIONALE

Victoria has many boutique wineries that depend on the higher margins of direct-to-consumer sales for their overall profitability. Visitation drives cellar door sales, wine club membership, repeat purchases and encourages brand loyalty.

It is therefore essential that the wine industry aligns closely with the regional visitor industry to drive food and wine tourism and build awareness of Victoria's wine styles, regions and diverse wine experiences. The Victorian tourism sector relies on strong wine tourism offerings and the Victorian *Visitor Economy Strategy* identifies wine and food tourism as key to regional economic growth. Wine is a core component of tourism marketing in most regions of Victoria, yet the industry tends to operate independently from tourism boards, duplicating resources.

Although wine is a critical element of regional tourism, there is strong evidence that it is no longer enough by itself. Visitors seek experiences beyond cellar door tastings. Their expectations include, for example, boutique accommodation options, local food, food and wine matching, cooking classes and wine appreciation knowledge. Visitors also value opportunities to engage in other experiences such as nature-based activities, art and culture, and health and wellness treatments during their stay. They seek to buy products that they cannot find at home or at a special price.

Wine businesses now find themselves needing to bridge the worlds of viticulture, oenology and tourism. Skills in sales, hospitality and marketing are variable in wine businesses. Because food is now an integral component of the overall wine experience, the industry also needs to continually develop and refine culinary and hospitality skills to ensure that it caters to the evolving needs of visitors.

A shared commitment by government and the industry to invest in tourism infrastructure and experiences, as articulated in the Victorian Visitor Economy Strategy, will support regional economic growth and enable the wine industry to keep pace with changing visitor expectations. Luxury accommodation is noted as a product gap in many areas of regional Victoria.

Government and industry will investigate opportunities to invest in tourism experiences beyond cellar doors to create compelling reasons to visit and allow the government to meet its objectives of economic growth in regional Victoria.

Collaboration between regional wine associations and Regional Tourism Boards and improved integration of strategies is critical to drive cellar door visitation and wine sales. Regional Tourism Boards have been established by the Victorian Government to be the peak regional tourism organisations.

They provide advice to government on supply and demand areas of the industry and are the key organisations from which government seeks input in relation to funding programs, such as the Regional Tourism Infrastructure Fund. There is a great opportunity for the wine industry to work more closely with Regional Tourism Boards to capture their expertise, professional experience and networks and gain a better return from the existing marketing spend.

The diversity of Victoria's wine offering is a great strength for the state. Spread across 22 wine regions, each with its own inspiring landscape, Victoria produces quality wine in every conceivable style, price and for every palate. There is, however, a lack of clear messaging about Victorian wine. The development of a set of messages and assets for the wine regions would assist in marketing communications and create greater clarity for both industry and visitors.

The messaging will capture the diversity and unique attributes of Victorian wine and will complement messaging for export activity in order to add value through differentiation. It will build on the growing strength of Victoria's brand through cohesive communication.

WHAT'S HAPPENING NOW

Mornington Peninsula International Pinot Noir Celebration

The bi-annual Mornington Peninsula International Pinot Noir Celebration includes tutored tastings, vineyard visits and a degustation dinner featuring local produce and a selection of international Pinot Noir. It is a wonderful opportunity to showcase the region and Victoria's best Pinot Noirs.

La Dolce Vita Wine and Food Festival

The La Dolce Vita Wine and Food Festival aims to cement the King Valley as the Australian home of Italian wine styles. The festival offers wine tastings, authentic regional cuisine according to family recipes and celebrates the history and heritage of the region. The festival is supported by regional wine association investment of \$85,000. Over 3,800 visitors attended the 2016 festival, generating \$1.4 million for the local economy.

Seriously Shiraz

Held in the Grampians over the Melbourne Cup weekend, Seriously Shiraz is a collection of wine, food and entertainment events celebrating Shiraz and other local specialty varieties. This event is supported by a collaborative marketing campaign between the Grampians Winemakers Association, the Grampians and Pyrenees Shires and Grampians Tourism.