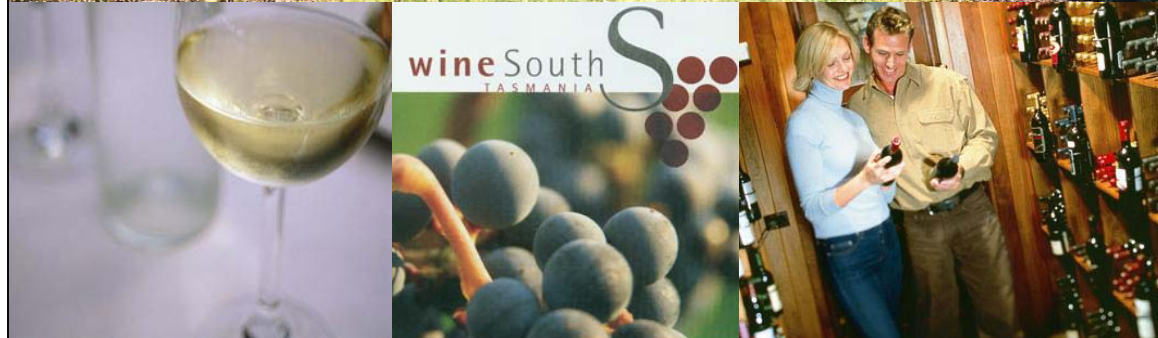


A profile of visitors to the Tasmanian Southern Vineyards Open Weekend

5 and 6 March 2005



2005



A profile of visitors to the Tasmanian Southern Vineyards Open Weekend 5th and 6th March 2005

Background and Aim:

Commencing in 1998, the Southern Vineyards Open Weekend (SVOW) is now a firm fixture within the annual calendar of Tasmanian wine and food events. In addition, the combination of wine and food is a strong component of the visitor experience in Tasmania, sitting alongside nature and cultural heritage as one of the State's key brand core appeals. In the financial year to June 2004, 22% of holiday visitors to Tasmania visited at least one winery, a slight decrease from 23% in the year to June 2001 (*Tasmanian Visitor Survey*, Tourism Tasmania). These figures varied slightly for *all* visitors (18% in the year to June 2004, remaining constant at 18% to June 2001).

Recently Wine South Tasmania and Tourism Tasmania identified an information gap regarding the consumer group who attend the SVOW, until this year held annually in the Coal River, Huon and Derwent Valleys. To address this gap a customer survey was developed to gather basic demographic and behavioural information from consumers during the SVOW 2005.

The key aim of the snapshot survey was to establish:

- the origin of SVOW attendees
- how attendees found out about the SVOW
- were consumers regular attendees of the SVOW
- which services or facilities were important when choosing a vineyard or winery to visit
- main reasons visitors attended the SVOW and
- level of consumer satisfaction with the event.

The key benefit of the survey results will be enhanced future decision-making regarding the SVOW, as benchmarking data will now be available. Second, this data will support how to best identify, connect and attract potential consumer audiences to future events.

It is outside the scope of this survey to estimate the total number of consumers attending the SVOW.

Methodology

Method of data collection

- Survey forms were placed at one winery in each Wine South Tasmania sub-region, ie. the Coal River Valley, the Huon Valley, the Derwent Valley and the East Coast.
- Consumers self-selected whether to complete a survey form, while visiting the cellar doors of any of these four specific wineries during the Saturday or Sunday of the SVOW (5th and 6th March 2005), between the hours of 10.00 am and 5.00 pm.
- Survey forms were clearly situated within the cellar doors of each winery. Winery staff were free to ‘encourage’ consumers to complete the forms, although the level of this presumably varied depending upon staff time constraints. A wine prize was included on the survey form as an incentive for completion.
- Completed survey forms were delivered to Tourism Tasmania for analysis and report writing.
- This method of data collection was chosen as it provided a good level of customer data in a cost effective and timely manner, using the combined resources of Wine South Tasmania and Tourism Tasmania.

Sample size

- A total of 212 respondents completed the survey, of which a high proportion (65%) were visitors to the Coal River Valley.
- All respondents were aged 18 years or over.
- Due to the relatively small number of respondents, resultant data should be utilised as a **guideline** only.

Question design, pre-testing and privacy issues

Survey questions were designed and pre-tested by Tourism Tasmania in conjunction with Wine South Tasmania. Both qualitative and quantitative questions were included. The survey forms clearly stated all information received was strictly confidential.

Summary of results

- 80% of respondents were from **Tasmania**, 18% from interstate and 2% from overseas. Of the 18% interstate respondents, 7% were from Victoria and 5% from New South Wales. Whether respondents were local Tasmanians or from interstate differed somewhat according to the winery at which the survey was completed (refer Figure 2).

Figure 1 Origin of respondents

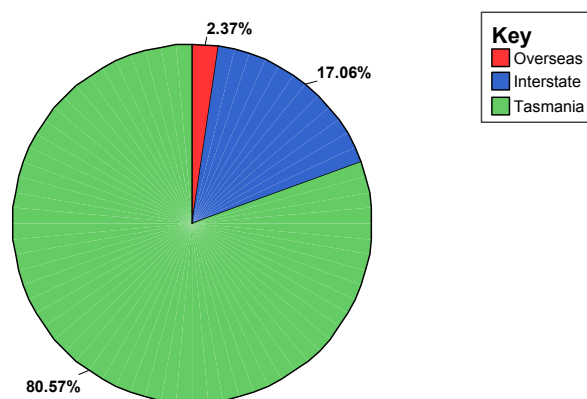


Figure 2 Cross tabulation of wineries and origin of respondents

		Origin of Visitors			Total
		Overseas	Interstate	Tasmania	
Winery location	Derwent Valley	1	7	35	43
	East Coast	1	13	7	21
	Huon Valley	0	1	8	9
	Coal River Valley	3	15	120	138
Total		5	36	170	211

- Of the 80% of respondents from Tasmania, 97% were from Greater Hobart and the Southern region (see Figure 3). Of these 97%, almost a third were from inner Hobart (postcodes 7000-7007), and approximately a quarter from the Eastern Shore (postcodes 7015-7021).

Figure 3 Postcode groupings for respondents from Tasmania

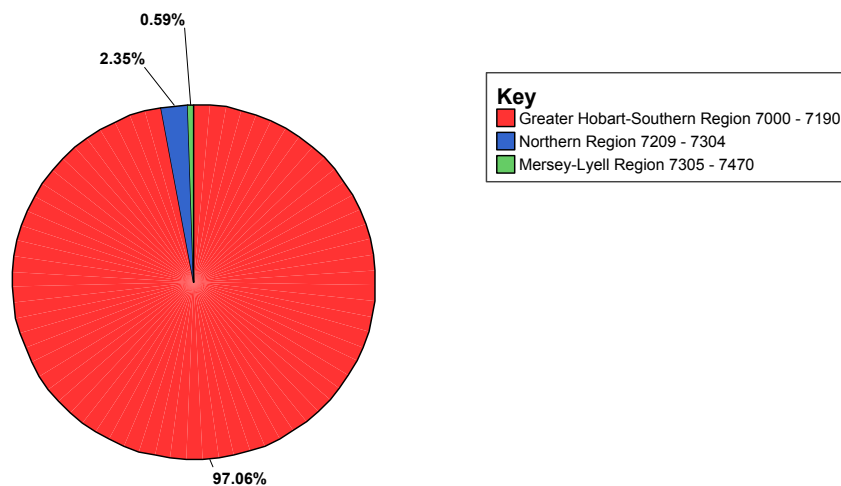
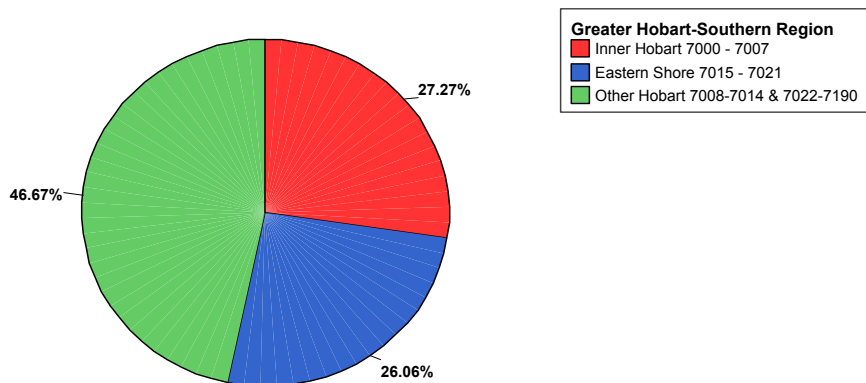


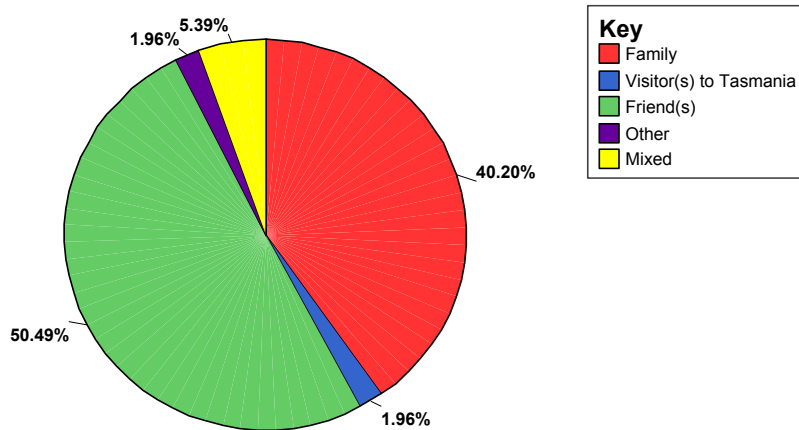
Figure 4 Postcode grouping for respondents from Greater Hobart-Southern region



- 40% of respondents travelled in a party size of two people. 12% travelled in a party size of four and 9% travelled in a group of three. 6% of respondents each travelled in a group size of eight or nine, while 5% of respondents each travelled in groups of either five or six.

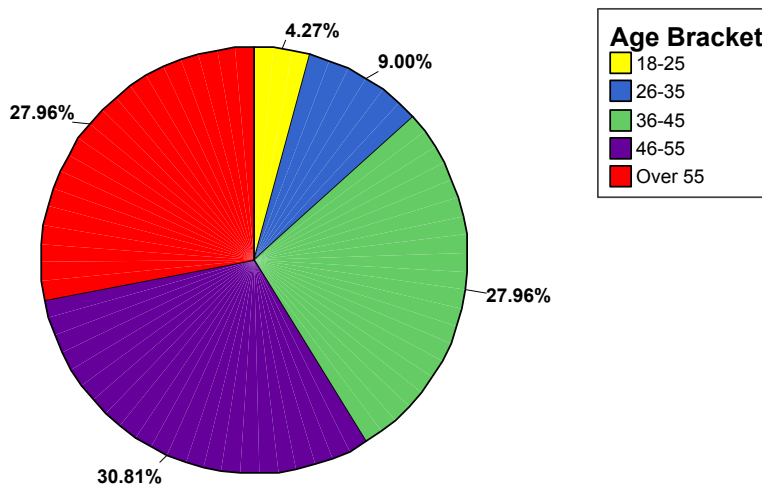
- 50% of respondents **travelled with their friends**, providing a correlation with the 12% of respondents who listed “socialising” or “enjoying a day with friends” as reasons for attending the SVOW.
- Another significant group were those **travelling with family**, which accounted for 40% of respondents.

Figure 5 Main travelling companions of respondents



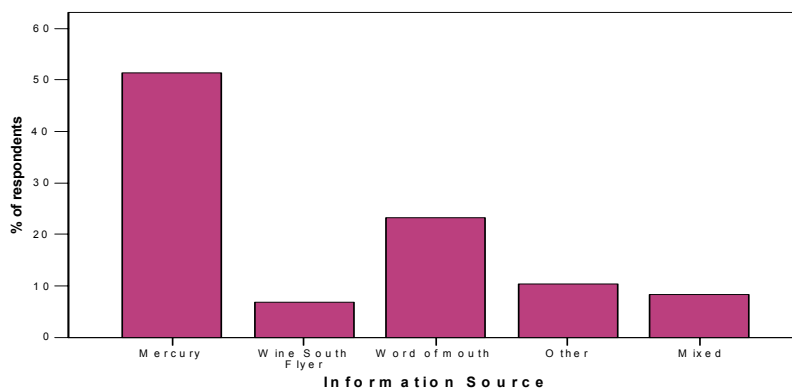
- There were **3 main age groups** among respondents. 28% were aged between 36-45 years old, 31% of respondents were aged 46-55 and 28% were aged over 55.

Figure 6 Age of respondents



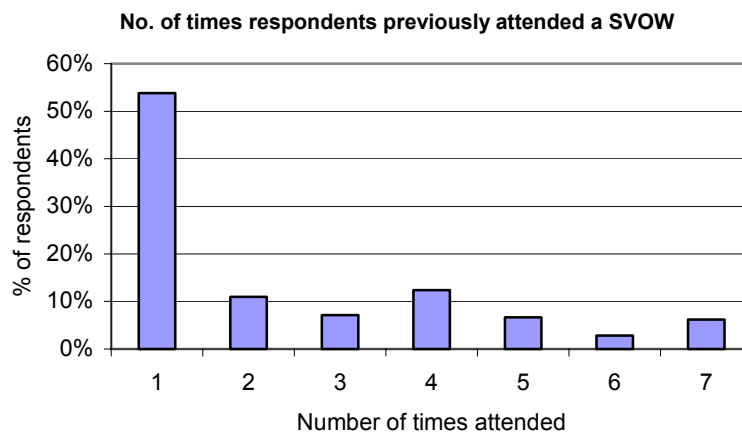
- In testing awareness of the SVOW event, respondents were asked “(A)re you visiting this vineyard today as part of the SVOW?”. Approximately 80% of respondents indicated they had visited the specific winery/vineyard involved as part of this event. Thus 20% of respondents did not visit the winery/vineyard as part of the SVOW, their visit appeared simply coincidental.
- Of this 80%, just over 50% first found out about the event from the *Mercury* newspaper lift-out. Word-of-mouth was the next most popular source accounting for approximately 23% of respondents.

Figure 7 How respondents first found out about the SVOW



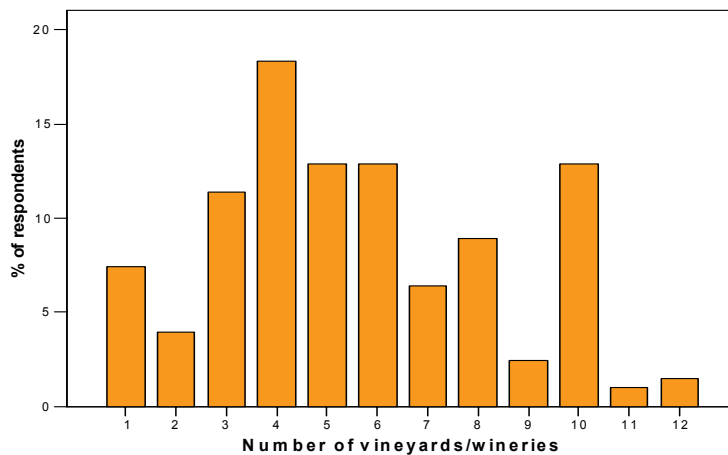
- It is interesting to note that over half of the total respondents (54%) had **not attended the SVOW before**.
- Of the 46% who had attended previously, approximately 27% had **attended the event 3 times before**.
- A significant number of respondents (24%) had attended once before, 16% twice and 14% of respondents had attended a SVOW 4 times previously.
- Almost 15% of respondents had **attended the SVOW every year** since the event was first held, perhaps indicating that the SVOW has become an annual event for these people.

Figure 8



- Responses ranged in relation to **how many wineries/vineyards respondents planned to visit in one day**. Approximately 18% of respondents planned to visit 4 wineries/vineyards. An equal number of respondents (approximately 12.5% each) intended to visit 5, 6 or 10 wineries/vineyards.

Figure 9 Number of vineyards/wineries respondents plan to visit



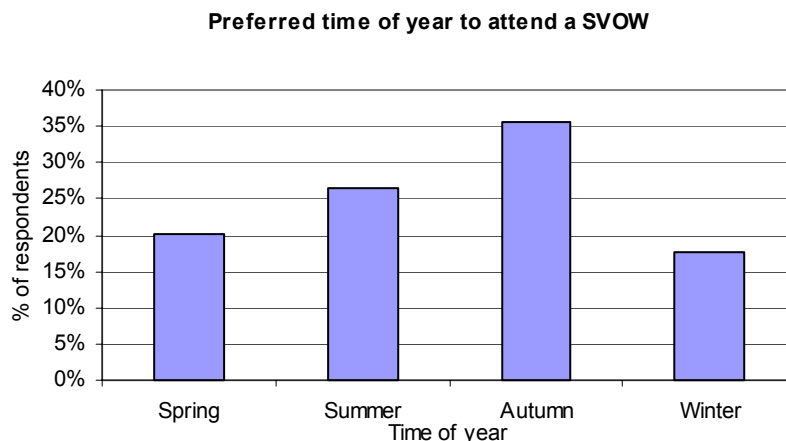
- Nearly all respondents (98%) intended to **purchase wine** during their visit.

The majority of respondents provided comments regarding the **services and facilities considered important** when choosing a vineyard to visit. These comments are best grouped into the following key categories: **staff, wine, food, setting and amenities**.

- 25% of respondents considered friendly staff important, while 19% considered the knowledge of staff to be important. 5% of respondents indicated that excellence in customer service and an opportunity to talk with the winemakers were important.
- 20% of respondents highlighted **good wine and a good reputation of the wine/winery** as important. **Free wine tastings** were considered important for 8% of respondents.
- Another area of importance was the **setting**. For example, a **‘pleasant ambience’** and **‘nice surrounds’** were important for 10% of respondents. A further 10% of respondents considered the provision of **toilet facilities** important. **Tasting facilities** or areas in which the tastings are held were important for 4 % of respondents.

Most respondents (almost 60%) **preferred attending** a SVOW during either summer or autumn (refer figure 10).

Figure 10



NB: Number of responses totalled more than respondent numbers, as respondents could tick more than one response option.

The main reasons respondents came along to the SVOW were:

- to **taste (Tasmanian) wines** (20% of respondents)
- to **purchase wine** (16%)
- to experience and try **new and different wines** (13% of respondents), and to visit **wineries that were not usually open** (10% of respondents).

Respondents were asked “what were your expectations of your visit today?” in relation to the SVOW. Respondents’ main expectations were:

- to **enjoy good quality wines** (15% of respondents)
- to **taste wines** (14%)
- to **try new wines** (6%)
- to **buy wine** during the event (5%)
- 5% referred to ‘*having an enjoyable and fun day*’ as their main expectation.

Of the above comments, terminology used by three of the respondents indicated they could be classified as ‘**wine knowledgeable**’ or ‘**epicurean**’ (market segments often used in seeking to understand wine tourism consumers). Two respondents stated their expectations related to ‘*good cool climate wines*’, and a third indicated expectations relating specifically to ‘riesling’ and ‘pinot noir’ varieties. These were the sole comments relating to wine varieties or climate driven wines, or other specific terminology that more wine knowledgeable consumers could be expected to use.

Approximately 77% of respondents were ‘**very satisfied**’ and 20% of respondents were ‘**satisfied**’ with their experience during the SVOW.

A number of respondents provided feedback on how to improve future Southern Vineyards Open Weekend, bearing in mind that over 97% of respondents were either 'very satisfied' or 'satisfied' with the current event. Key suggestions were:

- Greater **publicity and improved advertising** (7% of respondents). This included advertising interstate, referred to by 1% of respondents
- More **nibbles or food offerings** be provided (5%). In the words of one respondent '*to clear the palate between tastings*'
- More **entertainment**, particularly music (4%)
- A number of respondents appeared **satisfied with the event in its current format**. For example, 5% wrote '*keep up the good work*'
- Four respondents suggested **having a second open weekend**. A further two suggested holding the event over a **long weekend** instead of a regular weekend. One respondent suggested '*have a winter warmer event as well*'
- Two respondents suggested **holding separate events for different regions**, for example, one for the Huon area and one for the Coal Valley area.

Other interesting suggestions were:

- '*Make it a cheese and food expo too – maybe partner with some cheese makers*'
- '*Provide written information about the styles of wine and methods of different wine making for beginners*'
- '*Once you had a sculpture from the Art School which was an added attraction*'
- '*Television or film to show the wine making or picking process*'
- '*Take advantage of the views and surrounds with your seating*'.

Disclaimer

Any information quoted from this report should acknowledge Tourism Tasmania's *A profile of visitors to the Tasmanian Southern Vineyards Open Weekend - 5th and 6th March 2005* as its source.

Readers are advised to exercise caution when interpreting figures contained in this report. Information contained in this report is based upon a sample of 212 respondents visiting four wineries during one specific weekend. Resultant data should be used as a guideline only.

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