



**GREAT EASTERN  
WINE DRIVE**  
*east coast tasmania*



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Government

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EASTERN  
DRIVE** *east coast  
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# EAST COAST WINE INDUSTRY

Destination Action Plan 2017–2020

December 2017





## Background

As a pilot program, the Department of State Growth has funded the development of a regional wine industry action plan for the East Coast under the guidance of Wine Tasmania and the East Coast Regional Tourism Organisation (ECT).

The process brought together representatives from the East Coast wine industry to develop a plan that identifies the opportunities for the industry to engage with visitors to the East Coast.

Specifically we would like to thank the individuals that participated in the plan development process:

Tim Lyne	Adam Greenhill	Michael Dunbabin
Alyson Leary	Glen Travers	Anna Cotton
John Aulich	Sandy Travers	Sheralee Davies
Julie Llewellyn	Paul Stranan	David Reed
Grainne Greenhill	Kerry Dunbabin	Ruth Dowty

## Great Eastern Wine Drive Leadership Group

Kylie Lorenz	Julie Llewellyn
Sandy Travers	Tim Lyne
Kerry Dunbabin	Adam Greenhill

Images used within this document are courtesy of Tourism Tasmania, Lisa Kuilenburg, John de la Roche, Ilona Schneider, Rob Burnett, PuddleHub, Pete Harmsen, Kathryn Leahy, Wanderer photography.





## Introduction

This planning process recognises that visitors to the region are attracted by the destination and experiences that are offered along the whole East Coast of Tasmania, and therefore the development, management and promotion of the unique attributes of all the components is pivotal to the success of the entire region.

The process has been facilitated using the same formula in the townships of the region – but knowing that the wine industry cellar door operations now make up a significant visitor experience there was an obvious opportunity for an industry sector destination plan.





## Our Tourism regional objectives

The common objectives for tourism are:

1. To increase visitor numbers
2. To increase visitor length of stay
3. To increase visitor expenditure
4. To increase visitor dispersal (geographically and seasonally)
5. To increase visitor satisfaction.

## The current visitation (2013-2016)

### Interstate/International\*

Tasmania + 19.62% (1,033,508)

East Coast + 33.22% (352,675)

### Tasmanians

Tasmania + 11% (1,266,000 overnight trips)

East Coast + 16% (209,000 overnight trips)

\*Origin: 28% International; 23% Victoria; 23% NSW; 14% QLD

These figures show there has been significant success in overall growth in numbers to the East Coast over the last three years, so attracting customer numbers to the region is not the main issue – but effort is needed in attracting the high-value customers to wineries.





## The current visitation (2013-2016) cont.

### Winery visitation for Tasmania

- **Total interstate/international visitors** to cellar doors during year to March 2017 = 271,231 people – 21% of all visitors to Tasmania and an increase of 16.3% on the previous year
- **Average spend by visitors** who call into a cellar door during their stay = \$2,586pp (average ALL visitors = \$1,430pp)
- **Total spend** by this group of visitors is 38% of expenditure by ALL visitors, so 21% of people spend 38% of expenditure!
- **Visitors to cellar door attract a slightly higher female/male ratio** – 58% female and 42% male visitors (all visitors to Tasmania are 54% female / 46% male)
- **Visitors to cellar door attract a slightly younger audience** – 45% of visitors to cellar doors are below 44 years old (40% of all visitors are below 44yo)
- Perhaps unsurprisingly, cellar door visitors over index in 'couple, no kids' – 42% by comparison to 38% of all visitors

There has been a 16% growth in international and interstate visits to wineries in the latest figures, by a higher spending visitor whose largest segments is the under 40's.





## What wineries can leverage

- Tasmania's Wine Trails printed/digital publication
- Wine Tasmania website/events listings
- Social assets – Instagram, Facebook, Twitter (East Coast Tourism and Wine Tasmania)
- Workshops/resources/information through Wine Tasmania (e.g. cellar door/sales training)
- Great Eastern Drive Holiday guide
- East Coast Tasmania website/product and event listings/marketing activities
- Input to Tourism Tasmania content production for marketing campaigns
- Regional tourism awards
- Events including Great Eastern Wine Weekend, Open Vineyard Scheme, Bicheno Food and Wine Festival, Festival of Voices etc.







# What wineries can leverage cont.

## Initiative 1

It was agreed that it is essential for success to work more collectively and cohesively together under a new banner – the *Great Eastern Wine Drive*.

This initiative can start immediately by ensuring that every participating winery recommends the next one – up and down the Great Eastern Wine Drive. This can begin by recommending a visit the next winery on the visitor’s journey through new welcome and exit signage that provides the distance in time to the next winery on either side.



welcome to

# SPRING VALE WINES

GREAT EASTERN WINE DRIVE



thank you for visiting

## SPRING VALE WINES

GALA ESTATE 5 MINS >  
< MILTON VINEYARD 5 MINS

GREAT EASTERN WINE DRIVE





## What wineries can leverage cont.

### Initiative 2

The Great Eastern Wine Drive will also need further promotion on East Coast Tourism's website with *detailed itineraries* including *driving times between cellar doors*. This project will be implemented by ECT with the support of the participating wineries.

### Longer-term initiatives

- There is an opportunity to create a master database of client information to be able to more effectively target and market to existing customers and locate more people who fit the customer demographic.
- The wineries of the East Coast employ a significant number of people and it is relevant and valuable to reinforce and promote the industry as an ideal *employer of choice* to the local community.