WINE TOURISM AND SUBSEQUENT WINE PURCHASE BEHAVIOUR

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SUSTAINABLE TOURISM CRC

Technical Reports

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ABSTRACT

For small and medium sized wineries, setting up and operating a cellar door is an expensive proposition. These retail outlets are usually located on the winery property and are expected to provide a means of directly marketing their produce. In addition to the cash flow generated by across the counter sales an implicit reason given for these activities is brand building, both in terms of awareness and eventual repurchase of varieties of the brand. This project involved direct feedback from 207 people who were intercepted at cellar doors in South Australia, Victoria, and New South Wales. Demographics, wine involvement levels, wine consumption and winery visitation history were collected along with satisfaction with the service at the cellar door. A re-interview with 73 of these respondents was conducted five months after their winery visit to assess the cellar door influence on subsequent purchase behaviour.

Purchases at cellar doors were strongly associated with the level of involvement with wine tourism activities and to a lesser extent to the level of customer service provided, showing the importance of friendliness and a good customer experience.

The impact of visits to a wine region is demonstrated by the level of recall for particular visits some months later. Just over 20% of the consumers had increased their consumption of brands or wines from the winery and region in the four months post-visit. From a winery perspective, it was estimated that 21.5% of wineries gained additional sales after a wine cellar visit. The cellar door seems to act as a powerful form of promotion, where more frequent visits are associated with higher purchase levels in volume and value as indicated in the analysis of the wine region visitor segments.

These results confirm the importance of cellar door to wine tourism within a wine region and the impact that visitation has on the wine consumption of some wine consumers. Further segmentation of the visitors provides insights into the purpose and motivation of the potential customer. There are strong indications that factors such as involvement or consumption levels contribute to high levels of visitation and purchase. These results should help wineries of all sizes that wish to increase the effectiveness of their cellar door activity, improve the satisfaction of the customer interaction, and reinforce motivation for future or multiple visits.

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SUMMARY

Wine tourism within the grape-growing areas of Australia is an integral part of local and regional tourism initiatives; however, it is an area that has been under-researched resulting in few available resources to wine tourism providers. This research set out to address this deficiency by establishing whether there is a link between the wine tourism experience and wine purchasing behaviour.

The research was also designed to develop a market segmentation process that will inform wineries about the buying behaviour of particular market segments so that they can fashion their marketing communications strategies in a focused manner.

The key aims of the project were to:

- understand wine tourists' purchasing and consumption patterns as a consequence of their visits to wineries
- investigate whether there is a positive link between the wine tourism experience and subsequent wine purchasing behaviour
- establish how the wine tourism market can be segmented (i.e. based on demographic, psychographic and experiential characteristics including wine knowledge and involvement)
- enable wineries to capitalise on their investment in marketing and subsequently improve wine sales.

The project commenced with a detailed review of relevant literature, which is organised in five sections. **Introduction and context** provides background information on the wine industry and cellar door operations. **Wine tourism** defines wine tourism, provides an overview of the wine tourism industry, identifies various stakeholders and reports on critical success factors for the wine tourism sector. **Cellar door operations** reviews key aspects of cellar door processes including benefits and barriers to success. **Wine consumption behaviour** provides a detailed review of market segmentation processes in relation to the sale of wine. Finally, **Wine marketing** looks at the fundamental aspects of wine promotion.

The research employed a quantitative study followed by an in-depth qualitative research phase. Interviews were conducted with 207 respondents at cellar doors in South Australia, Victoria and New South Wales. Demographics, involvement levels, consumption and winery visitation history were collected along with satisfaction with the service at the specific cellar door. Seventy-three respondents were contacted again five months later and their recall of the wine region visit, wineries visited and purchase behaviour was measured. Respondents were asked to assess whether their consumption and purchase of wine in general and brands in particular had changed since their cellar door visit. The respondents who had changed wine consumption in the survey period were interviewed to assess the influence of the cellar door experience on their post-visit wine purchasing and consumption behaviour.

Key Findings

Stage One

Interviews were conducted with 207 respondents at cellar doors in South Australia, Victoria and New South Wales. Three wine involvement segments were apparent. The **Committed Wine Consumer** is a regular purchaser on a weekly basis and tends to buy the higher priced wines. The **Traditional Consumer** buys regularly but tends to buy the middle priced range of wines on a regular basis or the higher priced wines less frequently. The **Uninvolved Consumer** tends to buy the lower priced wines and buys them on an infrequent basis. This research established that a purely demographic approach to segmentation can be misleading as all involvement segments have a full distribution of age groups.

The study found that visiting winery areas is an important tourism activity. Consumers use five main sources of information (newspapers, retailers, journals/magazines, friends and the winery or cellar) and some people are very frequent visitors (75% had visited two or more times). Additionally, cellar door staff received an excellent rating for overall service and knowledge. With regard to wine purchasing behaviour, the study found that the **Committed** wine consumer is substantially more likely to purchase wine than the **Uninvolved** consumer. The **Traditional** wine consumer falls midway. Cellar door visitors purchase an average of approximately four bottles per visit with a total average expenditure on all items of $65.35 However, the study also found that the cellar door experience does seem to encourage the **Uninvolved** wine consumer to purchase wine. Good customer service was found to be positively related to higher customer spend on wine.

Stage Two

Seventy-three of the initial 207 respondents had indicated that they were willing to be involved in further study and these respondents were contacted again five months later. This was Stage Two of the research. These respondents had visited a total of 135 identified wineries. In the second survey recall of the wine region visit, wineries visited and purchase behaviour was measured.

The research found that the region's overall attractions, personal interest in wine, purchasing favourite wines and entertaining visitors and guests were the highest rated reasons for visiting the area. Additionally, all respondents recalled the visit to the wine region itself, 95% remembered the winery visited and 95% of those recalling the visits were able to give a description of or name the wine purchased.

Overall, 20.5% of visitors claimed some changes to their wine consumption. Of the 20.5 %, 73% indicated that they now consumed higher quality wines than in the past. Sixty-seven percent increased the wine quantity purchased. 60% changed the wine style and type that they had usually consumed. Forty-seven percent indicated that they were purchasing more expensive wines. Changes in consumption behaviour for most respondents were found to be multiple. In all cases a particular change was associated with at least half the visitors indicating that all other aspects of their behaviour had changed. For example, of those who had begun to purchase higher quality wines, 64% increased both quantity and value, and 73% had changed types of wine consumed.

This stage of the research also established that the quantity and quality of wines purchased and consumed from the region had increased for the majority of those surveyed, and most had changed the type of wine they now bought from the region. Fifty-four percent had increased the value of the wines purchased, although 4% said this had decreased.

Stage Three

Stage Three relates to the 20% of respondents who had increased their wine consumption in the survey period. They were interviewed to assess the influence of the cellar door experience on their post-visit wine purchasing and consumption behaviour. Their qualitative insights are provided in chapter three with respondents' comments in relation to aims of the report. Findings include the fact that most respondents had not received any marketing communications directly from the wineries, and that any information they had received tended to reflect the region rather then individual producers.

Overall, respondents did learn more about wine from their visits to the wineries, however, it was clear in their comments that the information wanted showed some interesting contrasts between the samples of cellar door visitors. This information depended on each person's personal level of involvement and their level of knowledge, a feature that reflects the length of time they have been developing their interest in the product category.

The main reasons that prompted visits to the wineries include: recommendations from friends, visitor information centres, word of mouth, past experience with wine from the specific winery and being impressed with the quality of wine produced, proximity to the winery/region, prior awareness of the brand and the physical appearance of the winery from the roadside when driving past.

The quality of the wines provided at the cellar door for tasting is one of the critical factors. The issues mentioned by the cellar door visitor were knowledge of the staff about wines and winemaking, helpfulness and cooperation in services. They were delighted by the staff doing something special, the layout of the cellar tasting area—its traditional appearance, which was also a positive feature, seems to appeal—as well as the setting of the winery in terms of the view, and the ambience in the provision of meals.

Overall, the amount spent on wine in most responses had remained more or less at the same amount, with the exception of a few spending more over the Christmas season and a few spending marginally more, such as $2 to $3 extra in order to purchase a better quality wine. However, the aspect that most enhanced respondents' visits to the wineries was a high level of employee knowledge of the product, together with their friendliness.

Implications

The research will allow wineries to focus their marketing communications on specific market segments and to develop appropriate marketing strategies to attract these segments. The results of the study demonstrate some of the benefits of wine tourism and will help wineries make informed decisions about the likely return on their wine tourism investment. Detailed comments on the implications of the study, recommendations and further research are provided in the final section of the report.

Chapter 1

INTRODUCTION

The key aim of this project was to understand wine tourists' purchasing and consumption patterns as a consequence of their visits to wineries. This involved investigating whether there is a positive link between the wine tourism experience and subsequent wine purchasing behaviour. The project commenced with a detailed review of relevant literature as well as secondary data such as government reports, wine industry reports, tourism association reports and official statistics (e.g. ABS) from both Australia and overseas. This review is presented below as a precursor to the research findings.

The review is organised in five sections. Section one entitled 'introduction and research context', provides background information on the wine industry and the extent of cellar door operations. Section two 'wine tourism', defines wine tourism, provides an overview of the wine tourism industry, identifies various stakeholders and reports on critical success factors for the wine tourism sector. Section three looks at cellar door operations including benefits and barriers to success. Section four provides a detailed review of market segmentation processes in relation to the sale of wine. Section five 'wine marketing' looks at the fundamental aspects of wine promotion.

A Review of the Literature

Introduction and research context

In Australia wine production is a major component of national state and regional economies with domestic wine sales accounting for 34.52 million litres of wine in the month of July 2004. During the same period international wine sales were equally impressive with 49.5 million litres of wine valued at $208.3 million being exported in July 2004 alone. Overall figures for 2003 to 2004 show an expansion in the export market with sales increasing by 11.5% from the previous year (Winemakers Federation of Australia 2003). Cellar door sales represent a considerable investment for Australian wineries with 79% of the 1634 wineries listed in the Winetitles database operating on-site facilities. The highest proportion of these are located in Victoria (390) followed by New South Wales (294) and South Australia (247) (Winemakers Federation of Australia 2003). Table 1 shows the distribution of wineries, cellar door and other facilities by state.

Table 1: Wineries and Associated Activities (March 2003)

	Wineries	Cellar Doors	On-Site Restaurant/Light Meals Served	On-Site Accommodation
Qld	90	80	50	20
NSW	361	294	89	55
ACT	6	4	3	-
Vic	463	390	114	40
Tas	76	63	15	10
SA	395	247	57	25
WA	243	210	66	24
TOTAL	**1634**	**1288**	**364**	**174**

Source: Winetitles wine industry database cited in Winemakers Federation of Australia (2003)

These facilities have attracted considerable expenditure on wine tourism activities. Between 1999 and 2000, for example, wine tourism revenue is estimated to have been $965million. Almost half of this (47.5%) was spent in wineries on wine, food and accommodation with the remainder (52.5%) being spent within the regional area. Cellar door visitation is both local and international. In 2002, for example, there were almost 4million domestic and nearly

470,000 international visitors to wineries in Australia. Table 2 shows the breakdown of visitors by state.

Table 2: Visitors to Wineries (2002)

State	Domestic	International
Qld	261,000	171,110
NSW	953,000	253,727
ACT	19,000	34,567
Vic	1,021,000	208,966
Tas	89,000	25,359
SA	902,000	116,991
WA	702,000	159,869
NT	5,000	72,480
TOTAL	**3,952,000**	**1,043,069**

Source: BTR National Visitor Survey, 2002, cited in Winemakers Federation of Australia (2003)

Wine tourism

The tourism literature classifies wine tourism as an industry in its own right noting, however, that it is intrinsically linked to a variety of other tourism sectors. In his comprehensive overview of the wine tourism industry, for example, Getz (1998) highlights links with cultural tourism, rural tourism, urban tourism, industrial tourism and festivals and events. The National Wine Tourism Strategy launched at the Second Australian Wine Tourism Conference in Rutherglen in 1999, defined wine tourism as visitation to wineries and wine regions to experience the unique qualities of contemporary Australian lifestyle associated with the enjoyment of wine at its source including wine and food, landscape and cultural activities (Dowling 1999, p. 65). At that time, it was projected that the Australian wine tourism industry will be worth A$1.5 billion by 2008 (Dowling 1999).

Wine tourism: Critical success factors

As a result of the urban and regional nature of the wine tourism product, a variety of stakeholders have been associated with wine tourism. Carlsen, Getz and Dowling (1998) for example, identify the wine industry, tourist organisations and various government bodies as crucial to wine tourism success. They list a number of critical success factors in the development and marketing of wine tourism destinations and successful wineries as follows:

- well-signposted wine routes and trails
- wine festivals and special events
- fine dining and gourmet restaurants
- a strong tourism marketing organisation
- maintaining a consistent wine related image
- offering a broad range of attractions and activities
- providing unique accommodation such as country inns
- concentrating a large numbers of wineries in one area.

Whilst this list foreshadows major capital and infrastructural investment by a variety of stakeholders, the development of wine routes and trails has been consistently presented within the international literature as one of the most important features of wine tourism. In South Africa, for example, Bruwer (2003) reports on the wine tourism market and the development of wine routes in that country (other wise known as wine trails in the more recent Australian context). He defines wine routes as '… the roadways to the core attractions in wine tourism, the wines and the wineries' (Bruwer 2003, p. 424). His research found that tourists were willing to travel approximately 200km to visit a destination. However, he advises that if a region is not within this two-hour travel time then there is a greater opportunity for tour operators to develop alternative offers such as a group package tours or overnight trips.

Research into the Greek wine industry also highlights the importance of wine trails. In that country, intense competition from alternative drinks, as well as the opening up of the market to imports from other EU countries has led to a decline in the consumption of local wine. One solution to this problem has been the expansion in regional wine tourism with the introduction of the 'wine route' concept (Tzimitra-Kalogianni et al. 1999).

Similarly, Hall and Macionis (1998) who report on wine tourism in Australia and New Zealand, describe the development of wine roads or routes as crucial, citing further examples from Europe. They also highlight the benefits of wine tourism to regional areas and government recognition of the link between wine produce and visitor destination is expounded. In a study conducted in Canada (British Colombia), Williams (2001) also found that wine tourism provides rural areas with opportunities to attract wine tourists to spend an extended amount of time in the region thus providing benefits for both wine tourism and rural tourism.

Closer to home, King and Morris (1997) investigated regional wine tourism with reference to Western Australia. In that state, the importance of regional wine tourism is highlighted in the strategy that has seen the establishment and development of wineries and growth of the tourism industry strongly intertwined. They assert that winemakers and wineries now see themselves as important to the tourism industry. These studies underscore the importance of working with stakeholders to develop higher levels of cooperation, as there are direct benefits such as marketing and sales advantages and a degree of parallel growth between wine tourism and tourism in general.

Wine tourism: Government's role

ACIL (2002) provide good background facts and figures relative to the Australian wine industry. ACIL Consulting reported in 2001, for example, that the overall value of wine tourism was nearly $1billion annually. This review is focused on small to medium sized wineries and three main issues are highlighted for research, these are:

- assessing how fast and effective winery businesses are adapting to the requirements of an increasingly sophisticated and competitive market
- whether regional niches are being fully exploited
- whether there is adequate integration between winery businesses, tourism operators, the food sector and government agencies.

Government agencies appear to be aware of their role in the development of wine tourism as, according to the Winemakers Federation of Australia:

> *Wine tourism has been identified by virtually every state and territory tourism organisation as an important element of the range of experiences being sought by the visitors of today. Tourists are looking for a more participatory style of holiday experience, one that offers them the opportunity to do more than just be a spectator, and high quality winery visitation can offer these sorts of experiences. The Federal Government has recognised the value of wine tourism and, through the Department of Industry, Tourism and Resources, has provided the Winemakers Federation of Australia with a grant to implement projects from the National Wine Tourism Strategy.* (Winemakers Federation of Australia 2005)

However, Hall and Johnson (1998) report that different stakeholders and regions have differing expectations and priorities of the wine tourism industry. It is stressed throughout their article that development strategies in wine tourism require a high level of regional support to succeed. With this in mind, Macionis (1998) identifies a number of development issues faced by the emerging wine tourism sector. These include:

- lack of inter-industry integration
- paucity of information
- lack of appropriate market research, especially into the behaviour and characteristics of wine consumers and the winery tourists or visitors.

Examples have been provided within Australia where regions have implemented wine tourism development initiatives. These include Victoria with the establishment of the Victorian Wineries Tourism Council (VWTC); South Australia has formed the South Australian Wine Tourism Council (SWTC) and New South Wales also recognised the importance of wine tourism in relation to regional tourism. These three states provide good examples of how success in wine tourism has come about.

The Winemakers Federation has identified continual development of the wine tourism product as a priority for wineries. They believe that wine tourism can provide financial security and business growth for wineries that are able to capitalise on tourism demand. Moreover they assert that:

> *It is becoming increasingly clear that unless many regional winemakers diversify their winery activities to develop additional income streams through a commitment to winery tourism, then their chances of growing and even their very survival could well be at risk.* (Winemakers Federation of Australia 2005)

The dominant product focus of winemakers means that tourism is essentially a secondary or tertiary activity. This means that small wineries with less staff require their workers to be multi-skilled and do both a combination of wine making and cellar door activities.

Cellar door operations

There is little in the literature that investigates the role of the cellar door outlet in the development of a wine industry strategy. It has been suggested that the cellar door is developed as a marketing tool to reinforce branding; however, many operators look to it being profitable in its own right. Some of the issues raised in connection with cellar door operations have to do with the ability to provide educational opportunities for the wine consumer as well as a particular service experience. This section of the literature review explores published articles on the benefits and barriers to cellar door operations as well as the provision of service and educational experiences.

Benefits of cellar door operations

Macionis and Cambourne (1998) discuss the business role of the cellar in an investigation of wine tourism in general. Its role in direct sales is listed amongst the general benefits of wine tourism which are considered to be:

- increasing the prestige and image of wine, especially at the high quality end
- increasing the consumers' understanding of wine
- increasing the commercial possibilities of wineries through both direct sales and other distribution channels
- adding value to regional landscapes, their food and their local culture.

However, some drawbacks of wine tourism are identified by Dodd (1995), these include:

- increased costs and management time associated with cellar door operations
- substantial capital investment required to construct visitor facilities.

From a business standpoint, tourism is often seen as negative by winery operators as tourists visit the cellar door, taste a selection of good wines, demand vineyard tours but rarely seem interested in buying wine themselves (Macionis & Cambourne 1998). Generalised perceptions and descriptions of the typical wine tourist (in demographic terms) have reinforced some of these negative attitudes. However, these are broad characteristics and it is important to understand that each winery has a different target market and segments are often distinguished by interest in wine and previous visitation. These characteristics should be used as a guide to establishing the appeal and positioning of a particular winery.

Of some importance is the display and sale of local products and merchandise to entice visitors to explore the region. The purchase of local regional products has been found to be an important component of a tourist experience. Sparks, Roberts, Davies, Brown and Deery (2004) in preliminary findings on the role that wine and food play in enhancing regional tourism, have found that the purchase of local, regional food and wine products are important in creating memorable experiences. These products are often shared on special occasions such as dinners and parties, and the experience of the purchase is also shared. Cellar door operations are central to understanding the contribution that wineries make to the success of regional tourism initiatives.

Barriers to cellar door and wine tourism

Beverland, James, James, Porter and Stace (1998) examined a case study on the possibilities of wine tourism in West Auckland as a way to sell products in a highly competitive market environment. Their findings identify that taste and quality of the wine are important in making the purchase decision, and although price was also seen as important, it did not affect the final purchase choice. Of importance to this project, it was found that cellar door activities were an effective and low cost product sample mechanism for the consumer. On a broader scale, Beverland et al. (1998) critically reviewed the limited cooperation between wineries and tourism boards as a barrier to the further development of cellar operations. Beverland et al. (1998) make recommendations in relation to developing the wine tourism product such as targeting specific groups, developing clientele databases, in-house promotions and promotional guides for both international and domestic visitors.

Beverland (1999) provides an insight into other barriers for cellar operations to overcome in attracting local and international visitors. He reports that discussions on the benefits of wineries offering branded products/merchandise as a cross-marketing promotional tool concluded with agreement on their significance. If barriers in terms of luggage limits prevent large scale buying of wine, then branded items such as T-shirts, wine accessories or regional artifacts provide a means for the tourist to relive their experience at the winery. Other opportunities discussed included the effective use of direct marketing material for keeping the tourist informed and providing a means of submitting orders by mail, phone or Internet after a visit has been concluded.

In their review of wine tourism, Carlsen et al. (1998) discuss the critical success factors in developing and marketing a successful winery for visitors and these include:

- knowledgeable service-oriented staff
- cellar door sales
- wine tasting and wine appreciation opportunities
- education and interpretation for winery visitors
- adequate signposting
- attractive, well designed wineries.

The cellar door service experience

Among the factors highlighted above is the necessity for cellar door staff to be knowledgeable and service orientated. However, O'Neil, Palmer and Charters (2002) emphasise the uniqueness of the cellar door compared to other service activities.

Firstly, it is pointed out that wine tourism involves the tourist visiting the vineyard to see the grape growing, winemaking and experience the less tangible cellar–door service process. Secondly, tasting the tangible product is a very important factor and reinforces the appeal of the whole experience. O'Neil et al. (2002) also suggest that, although visits to the wineries may be short, the benefits to the winery are extensive in the long term. For example, visitors will seek out the product later and possibly regularly purchase the product, they tell friends about the product (word of mouth) and recommend visits to the region, which may benefit other wineries. The importance of service quality at the cellar door is discussed extensively with three main benefits discussed for the cellar door. These include:

- distribution at a low marginal cost
- the development of brand equity
- the ability to add value.

In addition, O'Neil et al. (2002) suggest that operations, design, layout and appearance of the winery as well as the appearance, friendliness, courteousness and knowledge of staff are all of extreme importance.

One aspect connected with the increasing popularity of wine tourism is the need for wine education. Ali-Knight and Charters (2001) identify three options for education at the cellar door, these are:

- learning how to store and age wine,
- learning about the link between food and wine, and
- learning how to taste and distinguish between tastes.

Despite the emphasis on wine education, however, Ali-Knight and Charters (2001) found that taste and price are the most important influences on consumer's decisions to buy wine at the cellar door. This prompts a review of published works into wine consumption behaviour in order to identify the factors that influence wine choice.

Wine consumption behaviour

Consumer behaviour is a complex process that is neither singular in nature nor consistent in its application. This is particularly evident in the purchase of wine where previous studies have identified product, packaging, promotional, purchase and situational factors that have an impact on the wine selection process (Hall, O'Mahony & Lockshin 2001a, Jenster & Jenster 1993; Keown & Casey 1995). This complexity has been emphasised by Edwards and Mort (1991), who stress that there is more to wine than the obvious tangible qualities. General psychological positions, subjective intangible factors as well as specific product features play a part in the purchase decision for wine products (Judica & Perkins 1992; Keown & Casey 1995; Shaw, Keeghan & Hall 1999).

All of these dimensions are important when marketing to the wine tourist, however, it is evident that there are very mixed ideas on who the wine tourist is. McKinna (1987) cited in Macionis and Cambourne (1998), for example, identifies the wine tourist as 'the passing tourist trade who thinks a "winery crawl" is just a good holiday' (p. 42), whereas McKenzie (1986) identifies wine tourists as 'wine buffs who seek out trendy, exclusive or almost unattainable wines direct from the producer'(p .63). Hall (1996) identified three wine tourism market segments, namely wine lovers, wine interested and the curious tourist. A variety of other segmentation processes have also been discovered within the literature. Many of these are complex and involved, however, because this study sought to identify an appropriate segmentation process for winery tourists, they are presented below.

Lifestyle segments

Bruwer, Li and Reid (2001) focus on the domestic Australian wine market and argue that mass marketing approaches could apply to wine marketing if all consumers had the same values, needs and consumption behaviour. However, they conclude that the consumer is changing rapidly and that a targeted approach is required. After consideration of two alternative wine market segmentation models, they developed a five-segment wine-related lifestyle model.

The five segments are ritual-oriented conspicuous wine enthusiasts, purposeful inconspicuous premium wine drinkers, fashion/image oriented wine drinkers, basic wine drinkers and enjoyment-oriented social drinkers. Their research shows that the segments for wine marketers to target with customised products are 'purposeful inconspicuous premium wine drinkers' and 'basic wine drinkers'.

Consumption based segments

A number of researchers have investigated the wine consumer by examining differences in the wine consumed and the situation in which it is consumed. An example is French, Blair and Booth (1994) who expand on the issues of social situation and environmental state in eating and drinking. They believe that social status class and gender identity may be bound up with the type of beverage and the size and shape of the vessel from which it is drunk.

In Australia, Hall and Winchester (1999) re-evaluated Edwards and Spawton's (1990) consumption based segments. These segments were defined as connoisseurs, aspirational wine drinkers, beverage wine consumers and new age drinkers. Confirmation of the first three segments was found, however, the new age drinker seemed to have blended into the experienced and aspirational groups. This may reflect the rapid expansion of knowledge and experience with good quality Australian wines that occurred in the decade between these investigations.

Psychographic segments

After a comprehensive evaluation of the literature Bruwer et al. (2001) cited in Johnson and Bruwer (2003) describe the five psychographic wine market segments mentioned above based on previous investigations:

Using these as the basis for a new study, they revised their segmentation categories modifying two categories as follows:

- Image oriented, knowledge seeking wine drinkers
- Conservative, knowledgeable wine drinkers
- Basic wine drinkers
- Enjoyment-oriented, social wine drinkers
- Experimenter, highly knowledgeable wine drinkers

These changes in the nature of the consumer segments are important in understanding the rapid changes to the Australian wine market. The new segment, 'the experimenter' now makes up 19% of consumers and reflects the availability of many new varieties, labels and vintages common in wine and liquor outlets. The lifestyle approach proposed by Bruwer et al. (2001) demonstrates that in the ever growing and changing Australian wine industry, segmenting markets should be a regular activity to ensure that stakeholders in the wine tourism industry know and understand their target.

Consumer involvement segments

The psychological dimensions of wine purchase and consumption were identified by Lockshin, Spawton and Macintosh (1997), who established the importance of product involvement in consumer decision-making when choosing wine. Their research found consumers to be generally in two different segments: those involved in wine and those uninvolved in wine (Lockshin et al. 1997). Involvement is generally specified as a psychological concept that can be ascribed to a person's mental processing of information for different product categories (Zaichkowsky 1985). In a high involvement purchase situation the consumer relates to a product category as part of their lifestyle and evaluates the decision in terms of its importance to their daily existence. High involvement purchase situations demand that the consumer wants to learn about the category. This includes paying attention to advertising; reading and cognitively processing all available information. (Flynn & Goldsmith, 1993, Kapferer & Laurent 1993, Ohanian & Tashchian 1992, Steenkamp & Wedel 1991)

To assist in purchasing decisions they often subscribe to specialty magazines, visit websites, linger in the retail shop, talk to sales people, and discuss their interest with friends. Involvement also increases the time and mental effort devoted to choosing brands and selecting outlets from which to purchase (Quester & Smart 1998). In wine purchasing behaviour the nature of involvement can be almost continuous, such that the consumer can be described as a high involvement or a low involvement wine buyer. The former make up about one third of all wine buyers in Australia, and buy more wine and spend more dollars per bottle than low involvement buyers (Lockshin et al. 1997). In addition, the high involvement buyers use considerably more wine related information to make purchase decisions. This information includes product features such as region of origin, wine style, wine maker, vintage and even specific vineyard location. Low involvement buyers tend to use marketing variables such as price, variety and brand as cues for which wine to choose (Rasmussen & Lockshin 1999).

Behavioural segments

Mitchell and Hall (2001) highlight the importance of understanding patterns of wine consumption as well as their direct link with the wine marketing process. The study conducted in New Zealand targeted winery visitors and used the four indicators to assess wine lifestyles. These were (1) wine club participation, (2) wine cellaring behaviour, (3) place of purchase and (4) wine knowledge. Although the findings show that males are more likely to participate in a wine club than females, there was no significant relationship found between gender and level (or frequency) of participation. The knowledge of wines has been formulated into consumer segments by Hall, Binney and O'Mahony (2004). These fall into three specific categories: introductory, developing and established wine consumers (Hall et al. 2004).

Monitoring changing behaviour

Changing trends in wine consumption challenge wine producers to continually monitor consumer behaviour. Indeed, Moulton & Lapsley (2001) contend that an understanding of the consumer is fundamental to successful wine marketing. Their view is consistent with the findings of numerous other published studies such as Gluckman (1990) who believes a full understanding of wine consumer behaviour is required, and Tzimitra-Kalogianni, Papadaki-Klavdianou, Alexaki and Tsakiridou (1999) who stress the importance of 'a full understanding of wine consumers needs, preferences, attitudes and buying behaviour [as well as] continuous product research in relation to modern consumer behaviour and needs' (p. 885).

Continuous research into consumer preferences was given priority in a study by Stanford (2000) and, with reference to the German market, by Knott (2000). From an economic perspective, the need for wine producers and hospitality operators in general to investigate the consumption patterns and purchase motivations of wine consumers is supported by Shepherd and Claringbull (2001) who assert that 'maintaining returns from wine will depend on the adjustment of product lines to meet changing consumer preferences'. This involves the application of marketing theory; in particular the manner in which wine is promoted. Since this study investigates a behavioural link between wine tourism and subsequent wine purchasing behaviour, wine promotion and the factors that influence wine sales are important. As a result, some of the fundamental aspects of wine marketing are presented in the next section.

Wine marketing

The full range of marketing theory has been applied to the advertising, promotion and sale of wine over the last five decades. Indeed, a major reason given by many winery owners for developing a cellar door operation is the opportunity to establish and strengthen a branding regime for their products, develop loyalty and even create favourable word-of-mouth support for the label. Some of the critical goals for the wine marketer are brand equity through brand awareness and brand loyalty.

Brand equity

The value of a strong brand name is an undisputed facet of marketing theory and is one that is important in the wine marketing industry for both the cheaper, low quality varieties as well as the expensive limited distribution offerings. However, building brand equity is also affected by which target consumer group is the focus. Aaker (1996) breaks brand equity into five distinct areas. Each of these can be used to build wine brand equity.

Brand awareness

Brand awareness is the simplest base for brand equity. If buyers are unaware of a brand, they are highly unlikely to purchase it. If people are aware of a brand, they tend to like it more than brands they are less familiar with. Obviously, when people visit a winery, there is a powerful opportunity to not only create awareness, but also familiarity and affection. It may be the one and only chance to do so among the less involved wine buyers.

The key issue, however, is to create enough awareness to get the consumer to visit. The highly involved consumer will be more susceptible to advertising in specialty publications prior to the trip. This consumer is more likely to plan the winery visit based on advertising or promotion by the winery. The lowly involved consumer is more likely to make a last minute decision to visit a winery, and the choice of winery is also one that will use little prior thought. The overall volume of advertising and promotion will be the biggest influence. Thus, local expenditure on brochures and tourist advertisements, plus long term spending on advertising that creates awareness will influence the less involved consumer. Large well-known brands will have the advantage over smaller boutique brands for the low involved buyer. This means that wineries with small promotional budgets (and small production) should focus their marketing and tourist activities on high involvement buyers.

Brand loyalty

Brand loyalty seems an easy term to define, however, it is a much more difficult one to find in the consumer world. Extensive research on consumer product use shows that most consumers purchase a repertoire of brands and that very few individuals loyally remain with a single brand (Ehrenberg 1988). The wine category has many times more brands than most other consumer goods categories; consequently brand repertoires tend to be much larger and variety-seeking behaviour and experimentation are very common (Lockshin, Rasmussen & Cleary 2000).

Wine consumers characterised by low involvement decision-making are more likely to be loyal to a small range of brands than high involvement buyers. These low involvement buyers reduce their purchase risk by sticking to a group of well known brands available at an inexpensive price (Mitchell & Greatorex 1989; Spawton 1990). A strategy of the largest wine brands in Australia is to keep awareness and familiarity high through the use of advertising, control of shelf space, and intrusive point of sale material in order to attract these risk-adverse buyers. In contrast, there is evidence that high involvement buyers know and prefer a wider variety of brands than low involvement buyers (Rasmussen 2000). Even so, the high involvement buyer will often show loyalty to a few special brands and make volume purchases each year; however, they also try many different wines, including wines that are unfamiliar.

Though brand loyalty brings rewards in theory (Aaker 1996), there is no empirical evidence of strong brand loyalty in wine purchase research. Anecdotal evidence and some initial consumer research (Rasmussen 2000) show that high involvement buyers may actually search for and purchase unknown brands while remaining loyal to a familiar wine region. It is possible for the marketer to build some degree of brand loyalty into the purchase behaviour of high involvement consumers, although this may be loyalty measured in repeat purchasing over a 12-month period. Some wineries have developed strong direct marketing programs and gained case sales to the same buyers over a period of many years. This approach works well for limited release wines and for boutique labels with a high image.

Price

Angulo, Gil, Gracia and Sanchez (2000) recognise that price still remains the main determinant of the consumers' purchasing decision, although wine attributes such as prestige, quality, region, taste and grade are now playing more important roles. The clear understanding that consumers trade-off price against other tangible or intangible attributes and this leads to the final product choice, is now a recognised concept amongst winery proprietors.

Branding and label design

The findings from a study of European consumers' purchasing behaviour revealed that commercial indicators such as branding and design are the most influential factors in wine purchasing (Keown & Casey 1995). Specifically, country of origin as identified on the label was found to be greatest influential factor followed by grape variety. This research also supports Spawton's contention about the power of word-of-mouth in stating that it is a relatively inexpensive and highly effective way to influence consumers' wine choices.

Shaw et al. (1999) discuses the topic of wine labels and how consumers judge wine based on the label on the bottle. One of the findings states that awards on a wine bottle may actually reduce a consumer's perception of quality because of the unknown credibility of the award providers. The results from the study also show that respondents use positioning as a guide to quality and are influenced in their assessment of the attributes of the wine sample. It is also to be noted that information regarding the making process and character descriptions can add value to the purchase as the consumers' knowledge is increased by reading the information on the label.

Distribution and pricing options

The link between distribution and retail pricing is clear to most consumers who tend to look for discounts when purchasing at the retail level. Leiper and Carlsen (1998) use the Wyndham Estate Winery as a case study example to illustrate how the winery has used strategic orientation to become not just a winery but also a popular tourist precinct. In particular, Wyndham used the strategy of fixed price channels where prices are virtually identical at both cellar door and city retailers. For less well known brands, other pricing strategies were discussed; these included 'cellar door bargain seller pricing' where prices on some products are below city retail prices and 'boutique wine pricing' where prices are typically above those for the same wine in city retail outlets. For the latter, the rationale for higher prices is the very limited volumes produced which establishes and maintains a non-price based commercial link between winery and retailers.

Clearly there are rafts of complex issues associated with wine tourism. Overall the review found that there is a distinction between the serious wine taster and buyer and those only using the winery visit as a source of entertainment. King and Morris (1997) highlight this identifying six areas of marketing opportunity as follows:

- **Segmentation—**The wine tourist, small to medium size wine enthusiasts' tour groups and the general tourist.

- **Winery Image—**Development and use of well-defined image for wineries, which feature in all promotional materials.
- **Cooperative Tourism Activities—**Collaboration and cooperation between tourism organisations, wineries and other tourism related operators.
- **Wine tourism product—**Developing wine tourism products with differing combinations (e.g. themed wine tourism trail).
- **Informational Dissemination—**Information material online which reduces costs and allows integration between currently available and newly developed promotional material.
- **Client Databases—**Databases for distribution of wine and winery information and promotional material, and rewarding customers for their loyalty.

Marketing is also paramount to wine tourism. Indeed, a special topic conference held in Surrey, England focused on the role of marketing activities that should be conducted by the industry (Beverland 1999). One of the key themes was the crucial role wineries play in achieving repeat visitation. This research revealed that repeat visitors to wineries on average were more involved in wine and spent 52% more money per visit and 72% more on souvenirs per visit than first time visitors.

Finally, Beverland (1999) has developed a market model, which demonstrates the strategic link between key players in the wine industry that can influence the success of wine tourism initiatives. The six-market model includes consumers as the central body together with suppliers, intermediaries, influencers, internals and alliances, all playing a role in the success of wine tourism.

Chapter 2

Methodology

The research employed what Tashakkori and Teddlie (1998) refer to as a sequential mixed method design. This involved conducting a series of quantitative studies followed by an in-depth, qualitative research phase. This methodology was selected as the most appropriate to meet the objectives outlined in chapter 1. For both quantitative and qualitative stages data was collected from three states within Australia (South Australia, Victoria and New South Wales). It has been recorded by the Winemakers Federation of Australia that in 2003, these three states combined housed 72% of Australia's total cellar doors; therefore, it was felt that by utilising these states as the place for data collection, a realistic and well rounded view of winery cellar door operations and the effect of cellar door to consumers would be identified.

Stage One: The First Quantitative Phase

Using themes and topics provided by the review of literature, a quantitative research instrument was developed and 207 respondents were interviewed at cellar doors in South Australia, Victoria and New South Wales. Winery selection was based on size, type, organisational structure and business success. Demographics, involvement levels, consumption and winery visitation history were collected along with satisfaction with the service at the specific cellar door.

Stage Two: The Second Quantitative Phase

Based on the analysis of the initial 207 interviews and the themes and topics identified within the literature review, a second more comprehensive questionnaire was developed. Seventy-three of the initial 207 respondents had indicated that they were willing to be involved in further study and these respondents were contacted again five months later. Their recall of the wine region visit, wineries visited and purchase behaviour were measured and respondents were also asked to assess whether their consumption and purchase of wine in general, and brands in particular, had changed since their cellar door visit.

The resulting data was analysed using a variety of multivariate techniques to establish the extent of post winery tourism purchasing and consumption behaviour. Of the 73 participants in this second stage, 20% showed a positive change in one or more of the following factors:

- numbers of bottles consumed
- price paid per bottle)
- quality of wine consumed
- type of wine consumed.

The 20% of respondents that had made these positive changes agreed to take part in a further in-depth phone interview.

Stage Three: Qualitative Phase

For the 20% of respondents who had changed their wine consumption behaviour in the survey period, qualitative techniques were used to provide further insights into their wine purchasing behaviour, their perceptions of winery brands and their levels of recall of these brands as a consequence of their visits to wineries. The phone interviews were also aimed at gaining more information about the increases such as: had the increased consumption remained at the increased level; if further information had been received or sought on the winery; and, whether they had experienced any other changes in relation to their consumption and purchasing patterns since visiting the cellar door. The interviews were transcribed and analysed and a summary is presented in Chapter 3.

Sample Specification: Cellar Door Survey

Table 3 shows the distribution of the sample over the four grape growing regions of south east Australia that were included in this study. Table 4 gives a comprehensive list of the wineries included in the visits by wine tourists during the survey period. It includes the winery at which the survey data were collected.

Table 3: Sample profile by region

		Count	Col %
Wine Region	McLaren Vale	38	18.4%
	Barossa Valley	29	14.0%
	Hunter Valley	53	25.6%
	Yarra Valley	87	42.0%
Total		207	100.0%

Table 4: Wineries visited by respondents to cellar door survey

Allandale	Arrowfield	Audrey Wilkinson
Avondale	Briar Ridge	Beresford
Blue Tongue Brewery	Chapel Hill	Brokenwood
Calais	De Bortoli	Coldstream Hills
d'Arenberg	Fergusons	Domaine Chandon
De Iuliis	Immerse	Fox Creek
Eyton	Kulkunbulla	Jacobs Creek
Henkell	Maglieri	Lindemans
Kellermeister	Mount View	Margan
Langmeil	Oakdale	Mistletoe
Mount Broke	Penny’s Hill	Oakvale
Petersons	Richmond Grove	Peter Lehmann
Rothbury	Saltram	Rochford
Serafino	Serenella	Sandalyn
St Hugo's	Tamburlaine	St Huberts
The Oaks	Tintara	Tempus Two
Turkey Flat	Tyrells	Trafford Hill
Wolf Blass	Yarra Ridge	Yering Station

Sample Specification – Five Month Re-interview Survey

Table 5 shows the regions respondents in the follow-up survey had visited and Table 6 shows their residential location. The sample profile is a close match to the overall profile of visitors who completed the initial survey at the cellar-door.

Table 5: Sample profile by region

		Count	Col %
Wine Region	McLaren Vale	13	17.8%
	Barossa Valley	11	15.1%
	Hunter Valley	20	27.4%
	Yarra Valley	29	39.7%
Total		73	100.0%

Table 6: Residential location

		Count	Col %
Residential Location	ACT	2	2.7%
	NSW	21	28.8%
	QLD	4	5.5%
	SA	16	21.9%
	VIC	29	39.7%
	WA	1	1.4%
Total		73	100.0%

Socio-demographics of the re-interview sample

Table 7: Age and sex of respondent

	N =	73
Age of Cellar Door Visitor	18–24 years	4.1%
	25–34 years	28.8%
	35–44 years	24.7%
	45–54 years	21.9%
	55–64 years	9.6%
	65+ years	11.0%
Total		100.0%
Gender of Cellar Door Visitor	Male	42.5%
	Female	57.5%
Total		100.0%

Table 8: Salary of respondent

	N =	73
Income	Less than $20,000 per year	9.6%
	$20k–$30k	4.1%
	$31k–$40k	6.8%
	$41k–$50k	11.0%
	$51k–$60k	12.3%
	$61k–$80k	20.5%
	More than $80k per year	24.7%
	Dont know/refused	11.0%
Total		100.0%

Chapter 3

RESULTS

Stage One: A Profile of the Cellar Door Visitor

Demographic description

Based on the cellar door visitors who participated in the survey some key demographics were measured. Age of the cellar door visitor is well distributed throughout the age groups and includes young adults (18–24 years) to older citizens (over 65 years). Over seventy percent of visitors are between 25 and 64 years of age (see Figure 1). The slight bias towards females in the sex of the respondent probably reflects the interviewee selection process and those who completed the visitor information records provided at the cellar door (see Figure 2). In general, most cellar door visitors would have arrived in couples or groups and one person in that group would be selected to complete the visitor record.

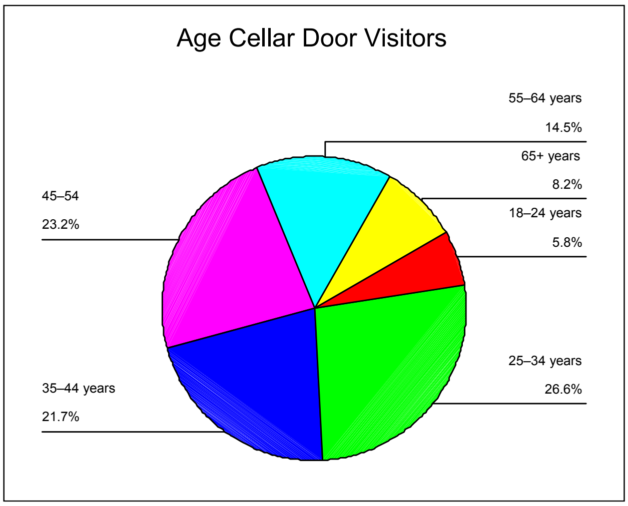

Figure 1: Age of cellar door visitor

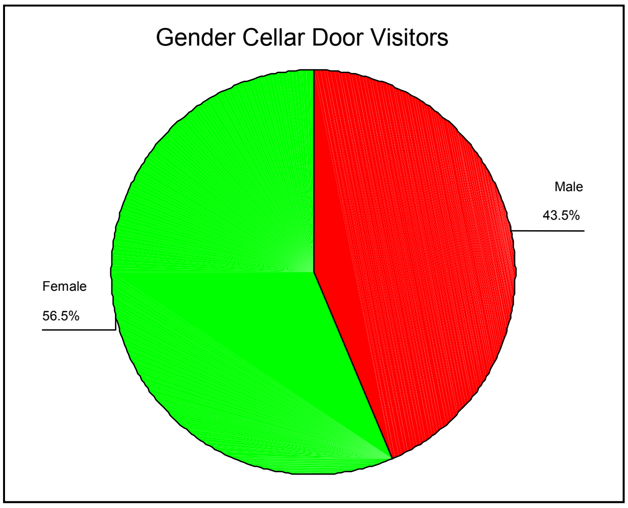

Figure 2: Gender of cellar door visitor who completed survey

Segmentation of Cellar Door Visitors

Wine consumption segments

Using the factors related to frequency of purchase and price paid per bottle, an involvement/behavioural dimension can be constructed that reflects the wine consumers' behaviour. This segmentation applied to the cellar door visitor's results in three primary segments **The Committed Consumer** (28.0%), T**he Traditional Consumer** (29.0%) and **The Uninvolved Consumer** (43.0%) (Figure 3).

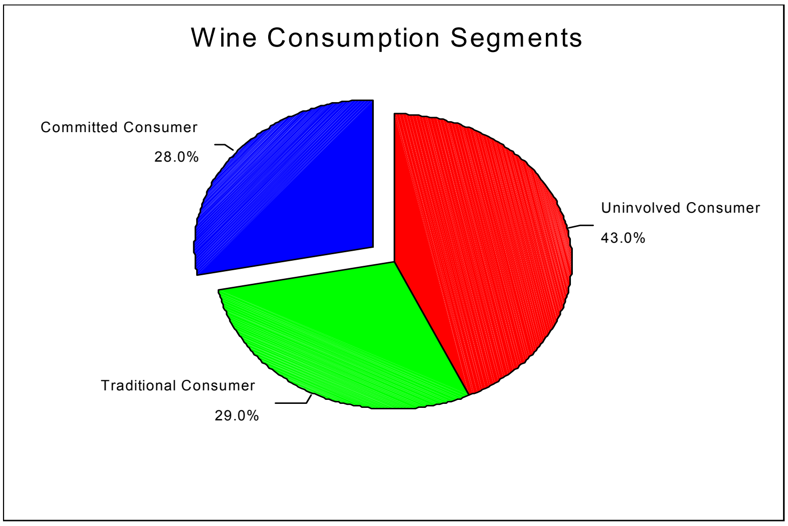

Figure 2: Graph of involvement segments

Characteristics of the wine involvement segments

The **Committed Wine Consumer** is a regular purchaser on a weekly basis and tends to buy the higher price wines. The **Traditional Consumer** buys regularly but tends to buy the middle priced range of wines on a regular basis or the higher priced wines less frequently. The **Uninvolved Consumer** tends to buy the lower priced wines and buys them on an infrequent basis. (Tables 9, 10 and 11).

Table 9: Purchase frequency by involvement segments

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
How often do you purchase wine?	Weekly or more regularly		55.0%	86.2%	40.1%
	Between weekly and monthly	34.8%	45.0%	8.6%	30.4%
	Monthly or less regularly	65.2%		5.2%	29.5%
Total		100.0%	100.0%	100.0%	100.0%

Table 10: Price paid by involvement segments

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
How much do you typically pay per bottle of wine?	Less than $15 per bottle	71.9%	55.0%		46.9%
	$15 to $25 per bottle	28.1%	45.0%	77.6%	46.9%
	More than $25 per bottle			22.4%	6.3%
Total		100.0%	100.0%	100.0%	100.0%

Table 11: Segment distribution by involvement segments

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
Weekly or more regularly	Less than $15 per bottle		55.0%		15.9%
	$15 to $25 per bottle			77.6%	21.7%
	More than $25 per bottler			8.6%	2.4%
	Total		55.0%	86.2%	40.1%
Between weekly and monthly	Less than $15 per bottle	34.8%			15.0%
	$15 to $25 per bottle		45.0%		13.0%
	More than $25 per bottler			8.6%	2.4%
	Total	34.8%	45.0%	8.6%	30.4%
Monthly or less regularly	Less than $15 per bottle	37.1%			15.9%
	$15 to $25 per bottle	28.1%			12.1%
	More than $25 per bottler			5.2%	1.4%
	Total	65.2%		5.2%	29.5%

Demographics of wine consumer segments

Table 12 shows the distribution of age groups by the level of wine involvement. Firstly this chart demonstrates that a purely demographic approach to segmentation can be misleading as all involvement segments have a full distribution of age groups. The major difference is the bias the Committed Consumer segment shows towards the 45–54 year age group which is 36.2% compared to only 15.7% for Uninvolved Segment.

Table 12: Age of cellar door visitor by involvement segment

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
Gender of Cellar Door Visitor	Male	40.4%	43.3%	48.3%	43.5%
	Female	59.6%	56.7%	51.7%	56.5%
Total		100.0%	100.0%	100.0%	100.0%

Table 13: Gender by involvement segments

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
Gender of Cellar Door Visitor	Male	40.4%	43.3%	48.3%	43.5%
	Female	59.6%	56.7%	51.7%	56.5%
Total		100.0%	100.0%	100.0%	100.0%

Sources of wine information

There are significant differences in the sources of information used by the wine consumer in the three involvement segments. The five main sources of information are newspaper, retailers, journals/magazines, friends and the winery or cellar door. The **Uninvolved Wine Consumer** (25.8%) is much more likely to use electronic media (such as television and radio) than the **Committed Wine Consumer** (8.6%).

Overall, 23.2% of cellar door visitors state that the winery or cellar door is one of their primary sources of wine information (see Table 14). This proportion rises to 31.0% for the **Committed Wine Consumer** and is only 18.0% amongst the **Uninvolved Wine Consumer**.

Table 14: Sources of information about wine by involvement segment

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
Source of information about wine	Newspapers	39.3%	40.0%	27.6%	36.2%
	Retailers	21.3%	40.0%	44.8%	33.3%
	Journals/Magazines	24.7%	30.0%	43.1%	31.4%
	Friends	27.0%	26.7%	32.8%	28.5%
	Winery/cellar door	18.0%	23.3%	31.0%	23.2%
	TV/Radio/Other Media	25.8%	18.3%	8.6%	18.8%
	Family	15.7%	13.3%	19.0%	15.9%
	Internet	14.6%	15.0%	15.5%	15.0%
	Wine Club/Newsletter/Tasting	16.9%	10.0%	8.6%	12.6%
	Restaurants	4.5%	10.0%	10.3%	7.7%
	Education/Professional/Books /Guides	6.7%		10.3%	5.8%
	None	5.6%	1.7%	3.4%	3.9%
	Don't know			1.7%	.5%
Total (Multiple Response)		220.2%	228.3%	256.9%	232.9%

Wine Tourism Behaviour

Wine region visitation

All four areas included in the study showed similar proportions of each type of visitor. However, it is noted that the Yarra Valley receives a higher proportion of **Uninvolved Wine Consumers** (49.5%), which may reflect its proximity to Melbourne and it being a general weekend tourist area (Table 15).

Table 15: Wine regions visited

		Wine Region				
		McLaren Vale	Barossa Valley	Hunter Valley	Yarra Valley	Total
	N =	38	29	53	87	207
Wine Involvement Segments	Uninvolved Consumer	36.8%	34.5%	41.5%	49.4%	43.0%
	Traditional Consumer	28.9%	34.5%	34.0%	24.1%	29.0%
	Committed Consumer	34.2%	31.0%	24.5%	26.4%	28.0%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

Visiting the winery areas is an important tourism activity. Some people are very frequent visitors. Figure 4 shows visitation over the last six months; 29.0% had visited four times or more, 45.9% had visited between two and three times and the new visitor represents 25.1%.

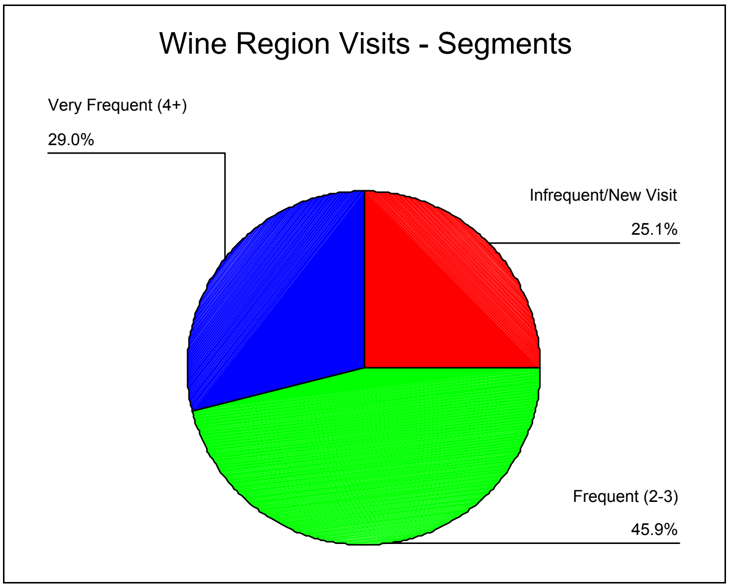

Figure 3: Frequency of visits to wine regions

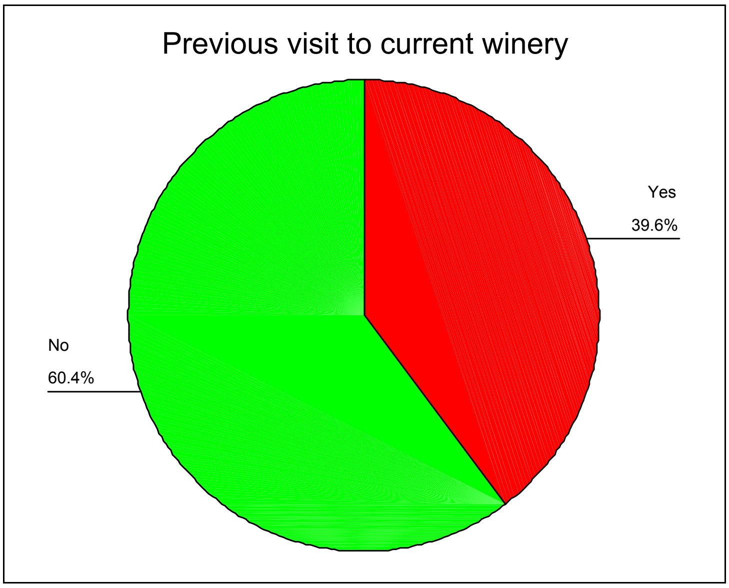

Figure 4: Previous visit to the current winery

Loyalty to the winery

In terms of the loyalty, Figure 5 shows 39.6% had previously visited the same winery used in the survey base. However, only 7.7% claim membership of the winery's wine club or mailing list although 5.3% indicated they had only just joined (Table 16).

Table 16: Membership of wine club or mailing list

	N =	207
Are you a member of this winery's mailing list or club?	Member before today	2.4%
	No	92.3%
	I joined today	5.3%
Total		100.0%

Attitudes and satisfaction with the cellar door staff

It is well known that staff in the retail environment can have a very significant influence on customer purchases. For the cellar door staff there is overall excellent service and knowledge rating as demonstrated by the mean scores being above four on five point scales in these consumers evaluation of their performance (Table 17).

Details of the results are also provided in Figures 6–8 and Table 18 gives a comparative summary. The proportions of the cellar door visitors who rated the staff at the highest level is consistently around or over the 50% level; *Greeting in a friendly and personal manner* was 52%; *Offered excellent service* was 57%; and *were knowledgeable* obtained 49%.

Table 17: Mean ratings for attitudes towards staff service

	Mean
Q17.1 Greeted in a friendly and personal manner	4.41
Q17.2 The staff offered excellent service	4.47
Q17.3 The staff were knowledgeable	4.37

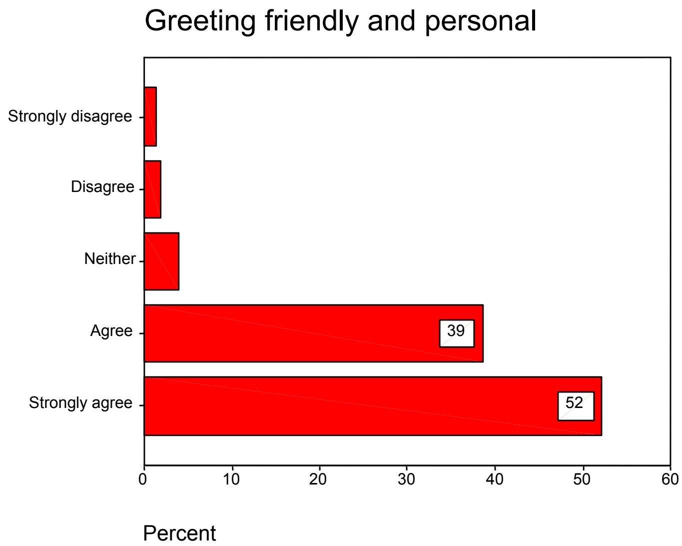

Figure 5: Rating of friendly and personal greeting

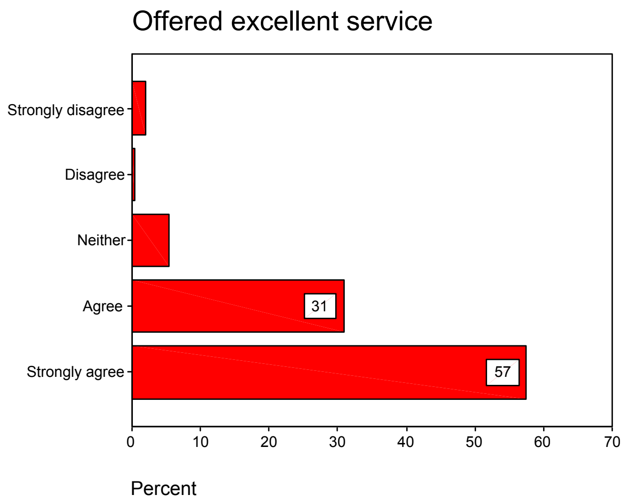

Figure 6: Rating of excellent service

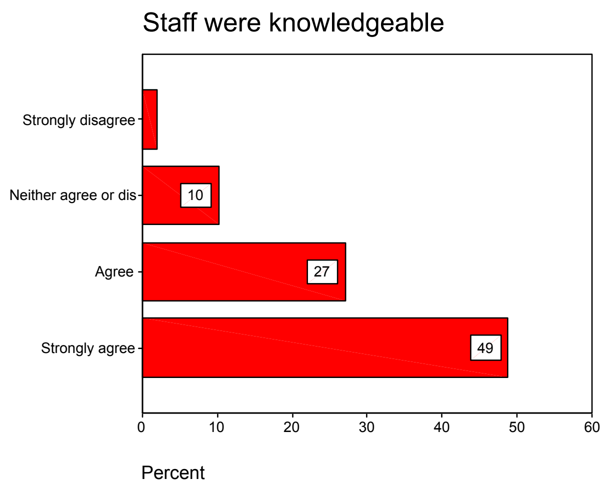

Figure 7: Rating of knowledgeable staff

Service satisfaction segments

To compare the performance of the cellar door staff, a characterisation of the service segments is provided in Table 18. This assessment is based on the ratings for all three service dimensions which were provided by 181 respondents. Poor service can only be attributed to 5.5% of the cellar door visits and excellent service over fifty percent at 53.0%. The remainder essentially received good service and these were 41.4% of the total.

Table 18: Service satisfaction segments

	N =	181
Service Segments - Cellar Door Staff (Combined Overall score)	Poor service	5.5%
	Good service	41.4%
	Excellent service	53.0%
Total		100.0%

Base: Provided a rating on all service factors

Cellar door purchase behaviour

The cellar door visitors' behaviour while visiting a winery demonstrates the contribution the cellar door can make to the winery's sales and profitability. Overall, 55.0% of visitors purchased a wine product while visiting the cellar door. In addition, sales of other non-wine items do occur but the proportion of these buyers is only 3.8%
.

Figure 8: Purchasing behaviour during cellar door visits

Behavioural aspects of wine tourism

As part of the tourist activities, many of those visiting a wine region will take the opportunity to call at a number of different cellar doors. For the visitors covered in this study, 82.0% said they had or will visit more than one winery during the day. Of course, those on holidays tend to visit a number of wineries each day; the average number of wineries visited is 2.9 and on any particular day it is estimated that 17.9% of visitors to the region will call at five cellar door outlets (Table 19).

Table 19: Number of winery visits

	N =	207
Total wineries visited in trip	1.00	20.3%
	2.00	24.6%
	3.00	16.4%
	4.00	20.8%
	5.00	17.9%
Total		100.0%

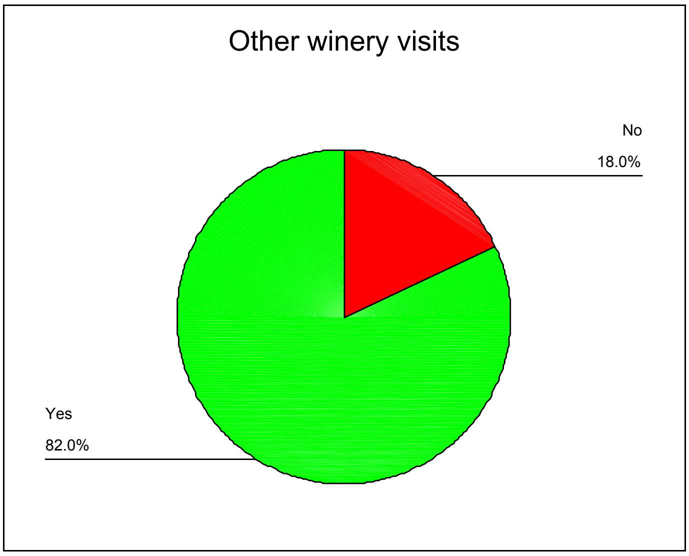

Figure 9: Graph of wineries visited

Segmentation by Visitor Segments

A useful segmentation tool is one based on the number of visits to cellar doors made by the tourists to a wine region. The single or first time visitor comprises 20.3% of all visitors and the regular visitor with four or more wineries visited in the day are 38.8%. Those who visit two or three times are the majority at 41.1% (Figure 11).

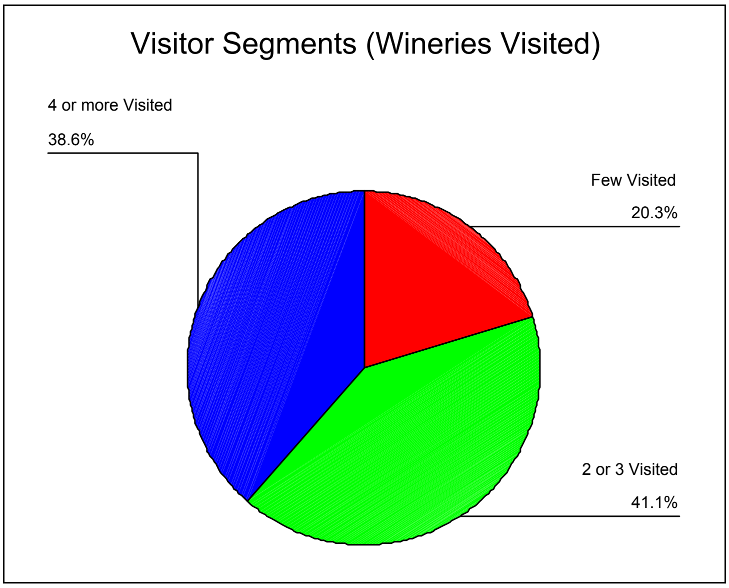

Figure 10: Cellar door visitor segments

Visitation to wine region and its impact on winery visits

Table 20 shows the mean number of wineries visited by the tourists to the cellar door. Interestingly, it is the frequent, not the very frequent visitor, who does the most visiting of cellar doors during a day in the grape-growing region.

Table 20: Wine regions visited by segments based on winery visits

	Wine Region Visits - Key segments			Group Total
	Infrequent/ New Visitor (1)	Frequent (2-3)	Very Frequent (4+)	
	Mean	Mean	Mean	Mean
N =	52.00	95.00	60.00	207.00
Total wineries visited in trip	2.63	3.25	2.62	2.91

Combining the Involvement Segments and the Cellar Door Visitor Segments shows that both the Committed and Traditional Consumer visit more wineries (3.07) than the Uninvolved Segment (2.71).

Table 21: Number of wineries visited by involvement segments

	Wine Involvement Segments			Group Total
	Uninvolved Consumer	Traditional Consumer	Committed Consumer	
	Mean	Mean	Mean	Mean
N =	89.00	60.00	58.00	207.00
Total wineries visited in trip	2.71	3.07	3.07	2.91

Purchasing behaviour at the cellar door by wine consumer segments

The **Committed** wine consumer is substantially more likely to purchase wine than the **Uninvolved** consumer with total number purchasing wine at 70.7% compared to 45.0% respectively. The **Traditional** wine consumer falls midway in this behaviour at 55.0% (see Table 22).

The cellar door visitors purchase an average of approximately four bottles per visit. The total average expenditure on all items is $65.35. It is important to note that cellar door experience does seem to encourage the Uninvolved wine consumer to purchase.

This group's expenditure is $74.79 on average compared to the Committed wine consumer of $69.30. It should also be noted that the latter tend to make 3.07 visits to wine regions in a six month period (see Table 24) which substantially increases the total value of purchases attributable to this group over a period of time.

The overall average price per bottle is $19.53 with the Committed wine consumer spending 11% more per bottle than the Uninvolved wine consumer. It is significant that only 3.5% of the total expenditure comes from items other than wine and the average value is only $2.27, though this might be attributed as much to the lack of retail items, rather than the lack of interest among the visitors.

Table 22: Purchase behaviour by involvement segments

		Wine Involvement Segments			
		Uninvolved Consumer	Traditional Consumer	Committed Consumer	Total
	N =	89	60	58	207
Purchase behaviour	Yes—I bought wine	41.6%	55.0%	69.0%	53.1%
	Yes—I bought other non-wine items	3.4%	1.7%		1.9%
	No—I didn't buy anything	51.7%	43.3%	29.3%	43.0%
	Yes—I bought both wine and none wine items	3.4%		1.7%	1.9%
Total		100.0%	100.0%	100.0%	100.0%

Table 23: Details of purchase behaviour by involvement segments

	Wine Involvement Segments			Group Total
	Uninvolved Consumer	Traditional Consumer	Committed Consumer	
	Mean	Mean	Mean	Mean
N =	42.00	33.00	40.00	115.00
Number of bottles of wine bought	5.23	3.00	3.58	3.99
Approximate total value of wine bought	72.88	48.55	66.78	63.77
Average price per bottle	19.13	17.94	21.23	19.53
Approximate value of other non-wine items bought	3.00	1.06	2.53	2.27
Total Value—Cellar Door Purchases	74.79	48.55	69.30	65.35

Base: Those who purchased at the winery

Service level performance and customer expenditure

The importance of good service is demonstrated in Table 24. Those experiencing 'Poor Service' only spent $29.67 on average compared to the 'Good Service' segment with $70.23 and the 'Excellent Service' segment at $68.41.

Table 24: Purchase behaviour by service performance

	Service Segments—Cellar Door Staff			Group Total
	Poor service	Good service	Excellent service	
	Mean	Mean	Mean	Mean
N =	3	41	63	107
Number of bottles of wine bought	1.33	4.90	3.88	4.21
Approximate total value of wine bought	26.33	67.33	67.92	66.49
Average price per bottle	22.17	17.94	20.60	19.61
Approximate value of other non-wine items bought	3.33	3.50	1.83	2.50
Total Value—Cellar Door Purchases	29.67	70.83	68.41	68.22

Base: Those who rated all service factors and bought wine

Visitor frequency and customer expenditure

The regular or very frequent wine tourist is a critical segment of the market. On average they spend $102.97 per visit compared to the average of $65.35. The infrequent or first time visitor only spends $43.55 on average. In addition, the very frequent visitor will buy higher value wine, at an 18.5% premium in price over the infrequent buyer (see Table 25).

The difference in the number of bottles purchased also shows this difference: 6.39 bottles for the 'very frequent' visitor compared to 2.36 for the 'infrequent' and 3.02 for the 'frequent' group of customers.

Table 25: Purchase behaviour by wine region visits

	Wine Region Visits - Key segments			Group Total
	Infrequent/ New Visitor (1)	Frequent (2-3)	Very Frequent (4+)	
	Mean	Mean	Mean	Mean
N =	29.00	50.00	39.00	118.00
Number of bottles of wine bought	2.36	3.02	6.39	3.99
Approximate total value of wine bought	43.55	47.04	100.34	63.77
Average price per bottle	18.35	18.43	21.75	19.53
Approximate value of other non-wine items bought	.00	2.65	3.49	2.27
Total Value—Cellar Door Purchases	43.55	48.73	102.97	65.35

Base: Bought wine at cellar door

Customer expenditure at the cellar door

An analysis of the purchase behaviour by visitor segments based on the number of wineries visited on a trip to a wine region indicates that the cellar door customer will ration their expenditure between the wineries visited. Those who only visit one will spend up to $96.17 on average whereas those who go to four or more will spend only $59.62. In addition, the single visit will result in sales of 7.21 bottles compared to 2.95 for those visiting multiple cellar doors.

Table 26: Purchase behaviour by cellar door visits

	Visitor Segments (Number of Wineries Visited)			Group Total
	Few Visited	2 or 3 Visited	4 or more Visited	
	Mean	Mean	Mean	Mean
N =	25	49	44	118
Number of bottles of wine bought	7.21	3.28	2.95	3.99
Approximate total value of wine bought	94.88	52.92	58.67	63.77
Average price per bottle	18.57	19.50	20.11	19.53
Approximate value of other non-wine items bought	2.68	2.24	2.07	2.27
Total Value—Cellar Door Purchases	96.17	55.16	59.62	65.35

Stage Two: Post Visit Re-interview Results

In stage two of the project, a selection of 73 respondents were re-interviewed five months after the first visit. This sequential interview process gave an opportunity to determine the behavioural and psychological impact of a visit to a wine region.

Wine region and cellar door visits

Wine tourism activity that involves a cellar door visit is one that can involve a number of revisits. In the re-contact survey of 73 visitors, 42.5% had visited the wine region at least two to three times and 11.0% had visited it more than six times (Figure 12). The average number of visits excluding the first time visitors is 3.6. The first-time visitors to the wine region make up 16.4% of the visitor base but the majority fall into the two to three visits category (42.5%).

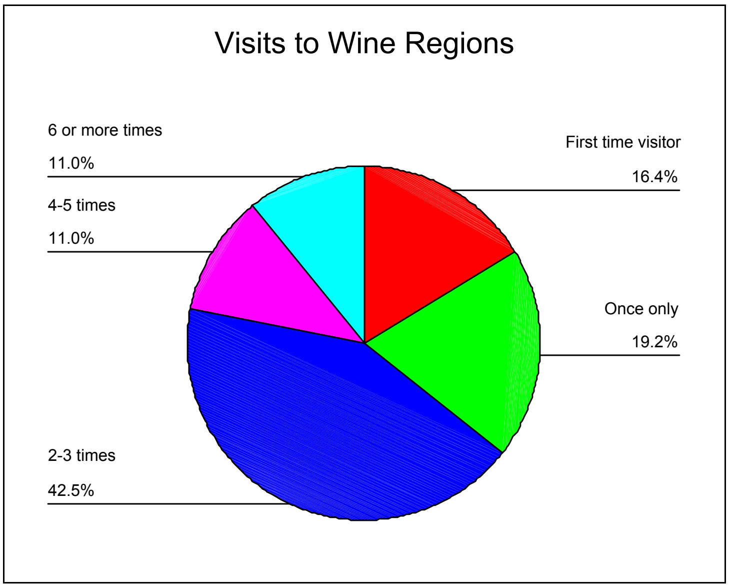

Figure 11: Visits to wine regions

Reasons for visiting wine regions

Figure 13 shows the reasons for visiting the region as a rating score of 1 = Strongly Disagree to 7= Strongly Agree. The importance of wine tourism is demonstrated by the overall rating of 5.59 for the region's overall attractions. The second most significant reason was 'interest in wine', followed by a need to 'purchase some favourite wines'. For those who have visitors to the state or country, the entertaining of these people is an important reason for the visiting the region.

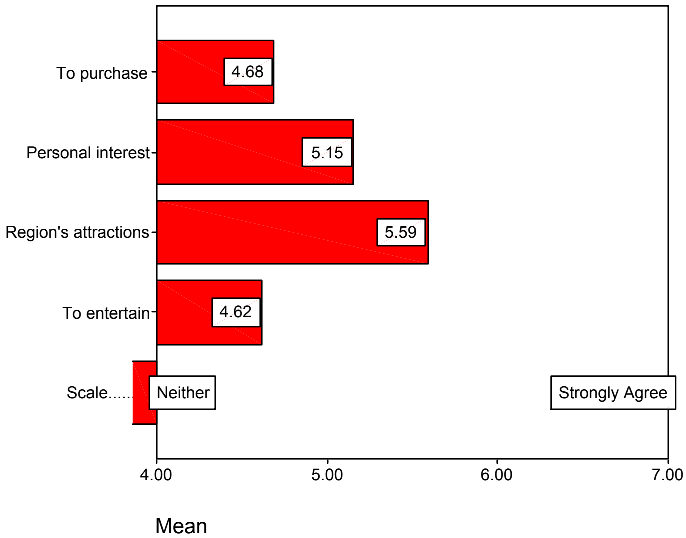

Figure 12: Graph of ratings for reason for visit

Repeat visitation

Loyalty to the wine region is demonstrated by the higher proportion of the cellar door visitors who claim they will definitely return to the region at a later date (69.9%). There is only a very low level of rejection of the region as a place to visit again (1.4%) (Figure 14).

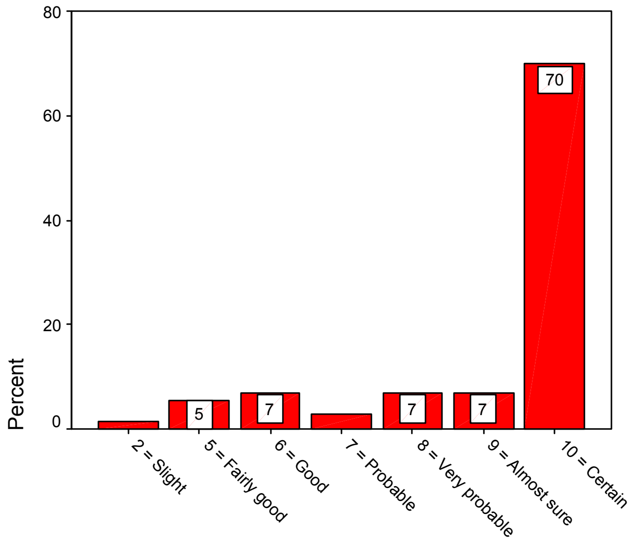

Figure 13: Intention to revisit wine region

Changes in wine consumption after a cellar door visit

Earlier, the expenditure during the cellar door visit was examined. In this part, the subsequent wine purchasing behaviour is of special interest with respect to whether those who visited a winery had changed their wine consumption in any way.

Recall of the wine region and winery

The impact of a winery visit can be judged by the visitors' ability to recall facts and descriptions from the trip. The re-interview survey provided a means of establishing this measurement. Overall, 75.3% were able to recall the visit to a particular winery on a spontaneous basis. With prompting an additional 19.2% recalled the visits. Only 5.5% were uncertain or did not recall at all. All respondents however recalled the visit to the wine region itself.

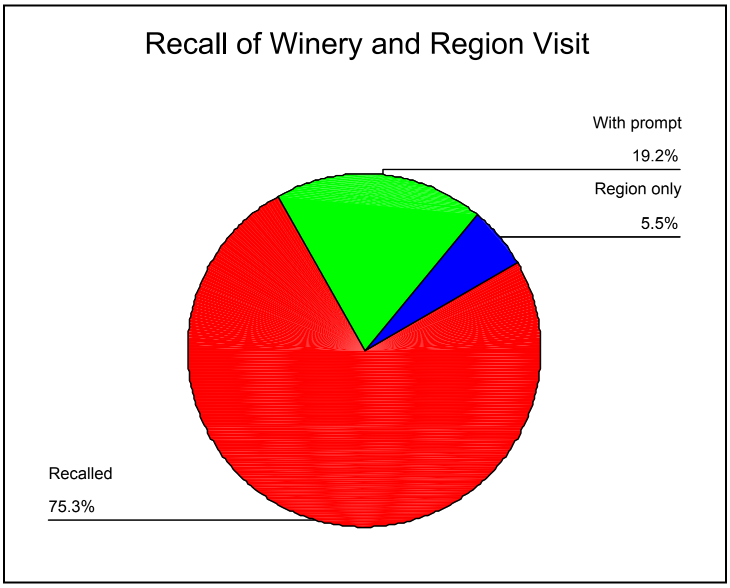

Figure 14: Recall winery visited on previous trip

Reasons for the visit

It is not surprising that the most common reason given for visiting the wine region was 'to visit the wineries' (56.2%). However there was a mixture of other reasons mentioned. In terms of more general tourism related factors, the visit can be part of a holiday (21.9%) as shown in Table 27.

Table 27: Reasons for the trip to the region

	N =	73
Reason for Visit	To Visit Wineries	56.2%
	Part of a Holiday	21.9%
	Convention or Meeting	1.4%
	Special Occasion	12.3%
	Family/Relatives Get-together	4.1%
	Social Group Get together	8.2%
	Entertaining Visitors	4.1%
Total		108.2%

The reasons for the visit were also examined from a motivational stance. This required the respondents to assess how strongly they agreed with different reasons for the visit (Strongly agree= 7 and Strongly disagree = 1). The mean scores fall on the agree side of this scale but also indicate that a degree of variability exists in these answers (Figure 16).

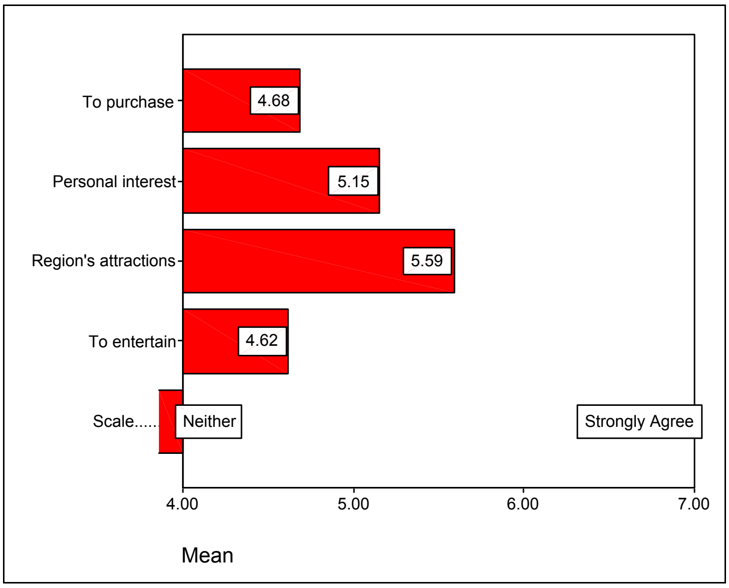

Figure 15: Reasons for visiting the region

Overall changes in wine consumption after a cellar door visit

Five months after a visit to a winery located in a particular wine region, 20.5% visitors claimed some changes to their wine consumption (Figure 17). The greatest change came in the quality of wine consumed with 73.3% indicating that they now consumed higher quality wines than in the past. This suggests that an educational impact occurs in going to a wine region and participating in the cellar door experience. In addition, 66.7% increased the wine quantity purchased and 60.0% changed the wine style and type that they had usually consumed. There was also a change in the average price of the wine with 46.7% indicating that they were purchasing more expensive wines. Only 6.7% said they had reduced the quantity consumed (Table 28).

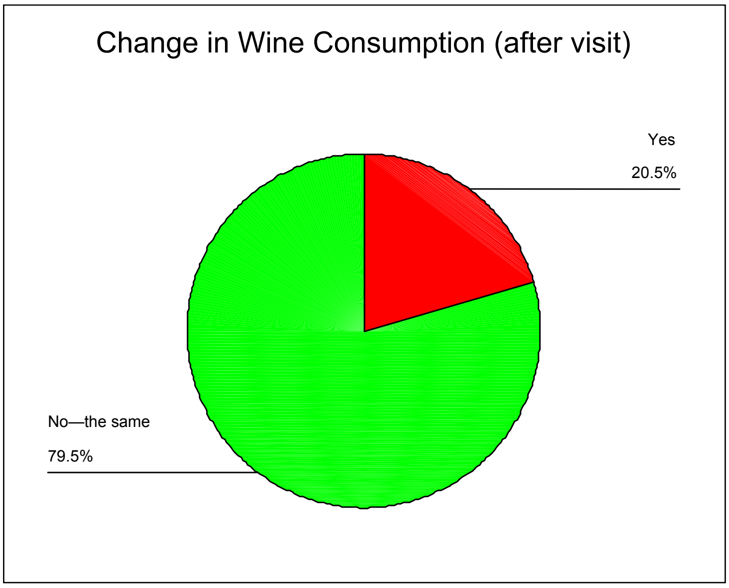

Figure 16: Change in wine consumption after cellar door visit

Table 28: Nature of the consumption change

	N =	15
Changes in wine comsumption	Increased quantity	66.7%
	Higher value	46.7%
	Higher quality	73.3%
	Changed type	60.0%
	Decreased quantity	6.7%
Total (Multiple Response)		253.3%

These changes in consumption behaviour have for most respondents been multiple. Although sample sizes are relatively small, these changes are interesting at a qualitative level. In all cases a particular change was associated with at least half the visitors indicating that all other aspects of their behaviour had changed. For example, those who had begun to purchase higher quality wines 63.6% increased both quantity and value, and 72.7% had changed types of wine consumed (Figure 18).

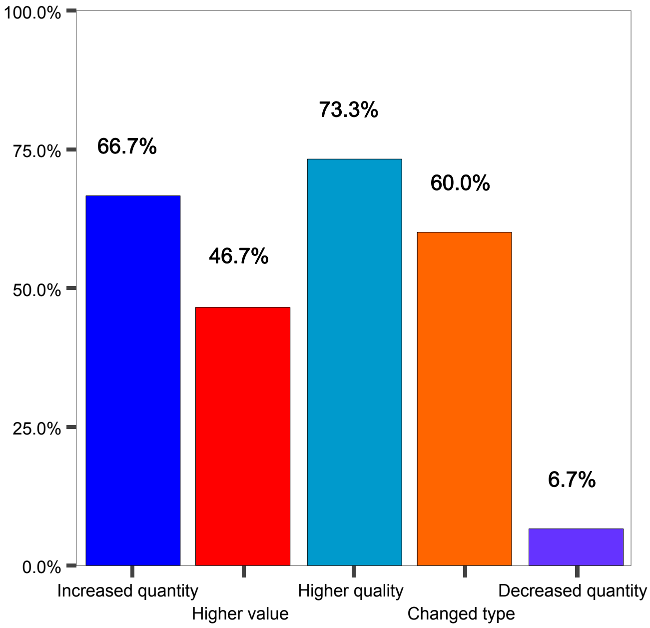

Figure 17: Nature of consumption change

Region based consumption changes

The competitive nature of retail marketing is a major factor in overall profitability for the small to medium sized winery. Although only 20.5% of respondents changed overall consumption, there was a much greater impact on regionally based consumption changes, where 39.7% claimed to have changed behaviour (Figure 19). Only 4.1% thought their consumption had decreased after the visit to the wine region.

In terms of the specific changes, quantity purchased and consumed from the region had increased for 62.5% of consumers. Furthermore, 70.8% had chosen higher quality wines and 66.7% had changed the type of wine they now bought from the region. There were 54.2% who had increased the value of the wines purchased although 4.2% said this had decreased (Table 29).

Table 30 shows that winery and cellar door visits have multiple influences on subsequent wine consumption behaviour for the region. In general, changes occurred for at least half the visitors in terms of quantity, value, quality and type.

Table 29: Change in consumption from region

	N =	29
Changes in consumption from region (after visit)	Increased quantity	62.5%
	Higher value	54.2%
	Higher quality	70.8%
	Changed type	66.7%
	Decreased value	4.2%
Total (Multiple Response)		258.3%

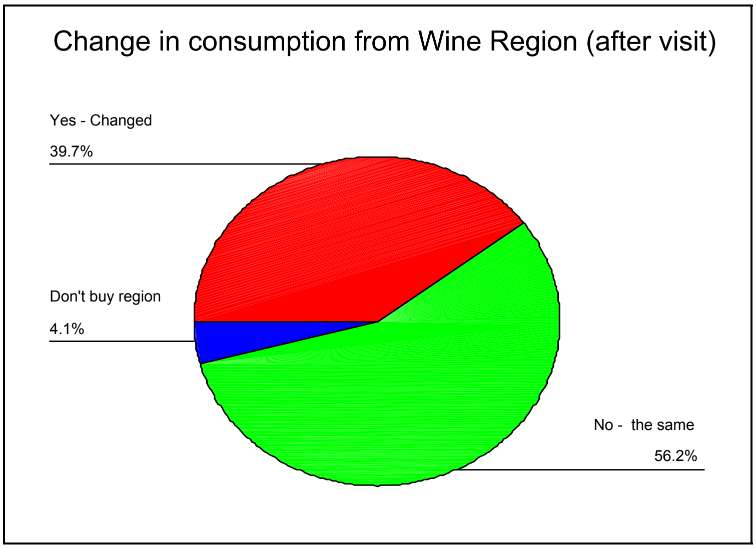

Figure 18: Change in consumption from wine region

Table 30: Related consumption changes for wines from the region visited

		Changes in consumption from region (after visit) —Categories				
		Increased quantity	Higher value	Higher quality	Changed type	Decreased value
	N =	15	13	17	16	1
Changes in consumption from region (after visit)	Increased quantity	100.0%	61.5%	58.8%	68.8%	100.0%
	Higher value	53.3%	100.0%	64.7%	43.8%	
	Higher quality	66.7%	84.6%	100.0%	68.8%	
	Changed type	73.3%	53.8%	64.7%	100.0%	100.0%
	Decreased value	6.7%			6.3%	100.0%
Total (Multiple Response)		300.0%	300.0%	288.2%	287.5%	300.0%

Segmentation based on wine psychology

A preliminary psychographic/lifestyle analysis of the visitors to the wineries was conducted using a series of four wine lifestyle and attitude questions. The scale used was a 7-point agree/disagree adapted Likert type scale. Figure 20 provides the mean scores for the four attitude statements for all the cellar door visitors. It is important to note that the differentiation developed is essentially within a group of wine consumers who are typically very positive about the way wine fits into their lifestyle.

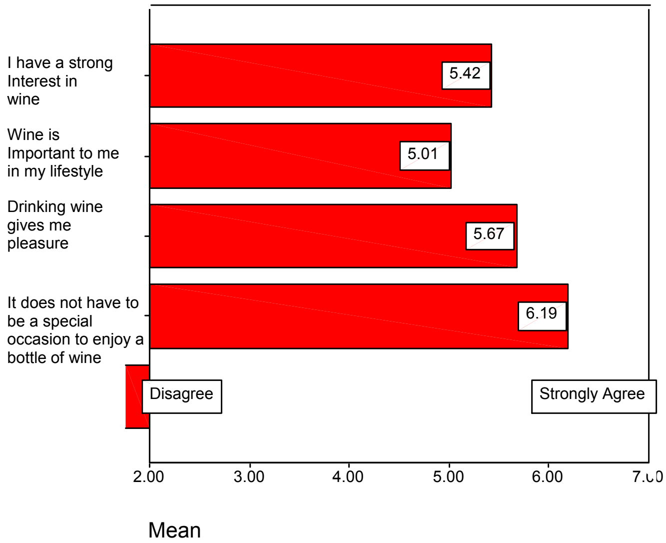

Figure 19: Ratings on attitudinal dimensions

Wine lifestyle cluster segments

A simple clustering reveals three segments of wine consumers. The two major groups are **Wine Lovers** (49.3%) and **Wine Likers** (43.8%). A small group of cellar door visitors can be classified as **Wine Neutral** (6.8%), (Figure 21). This latter group demonstrates little real interest in wine and does not see wine as part of their lifestyle or giving them pleasure. Their wine consumption could be solely for the purposes of a special occasion (Table 31).

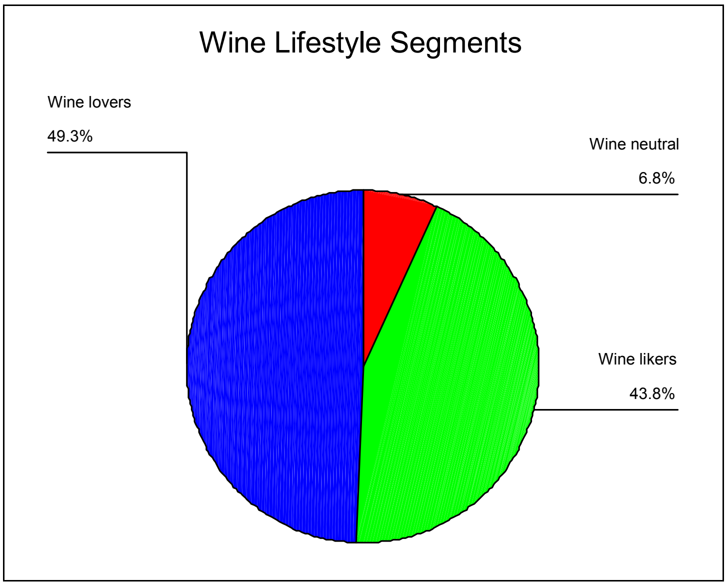

Figure 20: Wine psychographic/lifestyle segments

Table 31: Mean scores for psychographic/lifestyle segments

	Segments—Wine		
	Neutral	Likers	Lovers
	Mean	Mean	Mean
N =	5	32	36
Have a strong interest	4.0	4.5	6.3
Wine is important to me in	1.8	4.1	6.2
Drinking wine gives me	2.4	4.9	6.7
Does not have to be a special occasion	2.8	6.0	6.7

Wine psychographic/lifestyle segments and wine consumption and purchase

This analysis of results for the segments and changes in consumption after the winery visit is based on a small sample and therefore should be treated as indicative only (Table 32).

The results suggest that Wine Lovers (25.0%) are more likely to change their consumption behaviour than those who are classified as Wine Likers (12.5%). The type of change that occurred is shown in Table 33 and demonstrates that the Wine Lovers changed in both quantity and quality purchased. (Note: The Wine Neutral also changed their consumption levels but this is based on very few respondents.)

Table 32: Changes in consumption by psychographic/lifestyle segment

		Segments—Wine			Total
		Neutral	Likers	Lovers	
	N =	5	32	36	73
Overall Changes (after winery visits)	Yes	40.0	12.5	25.0	20.5
	No—purchase same	60.0	87.5	75.0	79.5
Total		100.0	100.0	100.0	100.0

Table 33: Details of changes in consumption by psychographic/lifestyle segment

		Segments—Wine			Total
		Neutral	Likers	Lovers	
	N =	2	4	9	15
Changes in consumption	Increased	50.0	50.0	77.8	66.7
	Higher	50.0	50.0	44.4	46.7
	Higher	50.0	75.0	77.8	73.3
	Changed	100.0	50.0	55.6	60.0
	Decreased			11.1	6.7
Total		250.0	225.0	266.7	253.3

Consumption Changes for Individual Wineries

The 73 respondents involved in the re-interview survey had visited a total of 135 identified wineries in their initial visit to the wine region. Using the same sample of visitors, a base of wineries was developed for which changes in purchasing patterns had been measured. This data can be used as a base to determine the percentage of the wineries which gained sales after the cellar door visit.

Recalled winery visited

For those recalling a visit to the region, the proportion of those in which the visitor made a purchase was 72.5% (Table 34). In addition, 94.8% of those recalling the visit were still able to give a description or name of the wine purchased during that visit. It is clear that for most cellar door visitors, the involvement in wine tourism is something important in their lives.

Table 34: Purchased a product (re-interview sample)

	N =	73
Purchased wines on winery visit	Yes	72.5%
	No	27.5%
Total		100.0%

Base: Re-interview survey – Question from Cellar Door Survey

Using the wineries as the base, nearly a quarter (24.4%) are associated with visitors who have increased or changed their consumption of wines since the cellar door visit (Table 35). In addition, 37.0% of the wineries are associated with changes in the consumption of the product from the region. Most importantly, 21.5% of the wineries visited had the visit result in an increase in the consumption of that winery's products. It is also significant that 52.6% have made no change in their buying from the particular winery (Table 36).

Table 35: Changes in overall consumption from winery visited

	N=	135
Overall consumption	Yes	24.4%
	No—I purchase the same amount	75.6%
Total		100.0%
Region based consumption	Yes	37.0%
	No—I purchase the same amount	60.7%
	No—I tend not to purchase from this region	2.2%
Total		100.0%

Base: Wineries recalled and visited on trip to region

Table 36: Changes in consumption for winery visited

	N=	135
Change in consumption for winery visited	Yes	21.5%
	No—I purchase the same amount	52.6%
	No—I tend not to purchase from this winery	25.9%
Total		100.0%

Base: Wineries recalled and visited on trip to region

The characteristics of the changes in consumption indicate that 79.3% of the wineries showed some improvement in the quantity. Quality changed for 51.7% and type changed for 48.3%, higher value changed for 37.9% (see Table 37).

Table 37: Details of changes in wine consumption by winery visited

	N=	29
Changes in wine consumption (specific wineries)	Increased quantity	79.3%
	Higher value	37.9%
	Higher quality	51.7%
	Changed type	48.3%
	Decreased quantity	6.9%
	Lower value	3.4%
	Lower quality	6.9%
Total (Multiple Response)		234.5%

Base: Purchased at wineries visited on trip to region (multiple response)

Stage Three: Qualitative Insights

Stage three of the data collection process involved qualitative research with a sample of 13 people who had completed the cellar door survey and the second stage telephone follow-up survey. These respondents provided some detailed comments on particular areas of interest. The results provided here help interpret some of the quantitative results provided in Stage one.

<u>A note on interpretation of qualitative research data:</u> These data are collected from a small and unrepresentative sample of the target population. The reader should interpret the findings mentioned here with some caution and use them as insights into the nature of behaviour rather than conclusive and definitive answers to complex problems. To preserve anonymity the names of specific wineries and people have been removed from any quotations, in addition the respondents' use of 'colourful language' has been edited.

Winery Marketing Activities

Wine consumer segments and marketing impacts

Generally, the respondents had not received promotional or advertising material from vineyards; however, those who had received promotional/advertising material had received information about the region rather than specific winery information.

> *Yes about the region but not about that winery. (**What type of information had you received about the Hunter Valley?**) Events that are on up there, also as I'm a member of some wine clubs up there they send me promotional information about what's happening in the region and events that are being held at their cellar door. What format is that information presented to you as? Written newsletter.* ***NSW, F, 35–44 years***

Although most respondents had not received this specific promotional material, the respondents either knew of the wine brand or of the particular winery prior to visiting. In some cases this was as a result of a previous visit and referrals from colleagues or friends.

In the cases when promotional material was received, written newsletters from various wineries provided a good source of information in regards to events at the winery and around the region. Even though mass media was seldom used for the individual small or medium winery its effectiveness seems relatively good for the major winery names.

> *Saw the Yarra Glen region advertised on television but not specifically ... (winery ... Also the radio station 3RW advertised ... (winery).* ***Vic, F, 35–44 years***

There is mixed evidence about the impact of the Internet. Clearly some people used it for collecting information, or to examine regional sites to see what activities or locations might be suitable for a visit.

> ***Visit wine related web sites (which ones)?*** *Yes, often used as a point of reference as to where to visit on a day out if in a winery region. Used the Yarra Valley Tourism Association web site.* ***Vic, F, 35–44 years***

Wine information, wine involvement and education

The sources of information mentioned by the respondents are indeed very varied. The general media have already been described, plus more detailed information is found in wine newsletters, magazines, wine club publications and tasting notes from the cellar door or retail outlet.

The search for information is one of the strongest indicators of true psychological involvement with the product. It is interesting to note that the information on wine is described, even by the wine consumer, as 'education' about wine and wine making. The highly involved wine consumer wants two levels of education, firstly education about the winemaking and wine evaluation process and secondly about specific wines. The latter information is used to help them make a purchase choice.

> *I enjoy drinking wine but I have done no wine courses and my knowledge is based on what they are explaining to me at cellar door by drinking it myself so I do find that fairly useful, so those two things, tasting notes so there is something that I can take home with so I know that when I'm ready to reorder wine I can write notes on the tasting notes which one I like in particular.* ***NSW, F, 35–44 years***

In relation to what form of information participants prefer at cellar door, the majority of respondents prefer a combination of reading the wine list and combining this with verbal interaction with the cellar door sales assistant. Many of the participants prefer to consult the list initially and then ask questions regarding particular wines from the list, as they feel that the staff can push them towards slow moving products. Other respondents do not use tasting notes and lists as they prefer simply to talk to someone about the wine on offer at the winery.

> *We look for staff recommendations, tasting notes yes, look for cellaring advice, longevity of wine, is it drinking now or later, and any tips they may have in terms of that.* ***SA, F, 25–34 years***

The use of staff for information is a key feature of behaviour while visiting a cellar door. However, some visitors prefer to do evaluations and comparison free of any influence from staff. This latter group tend to exhibit more 'high involvement' behaviour and are generally guided by their experiences and tasting evaluations of the wines they select. A number of participants said they go on what they have tasted, but can often be recommended a wine which they will end up purchasing.

> *Oh actually its probably a mix as if the staff says this is a really good wine I will taste it but if I don't like it I will leave it, … however they can influence the decision such as if they say it a great wine I will try it …* ***NSW, F 35–44 years***

The findings indicate that this group of people, who showed a change (all increases) in one of the four factors, is seeking information and education on wine. They are also open to listening to staff about new wines to sample and take recommendations from staff; however, this may not always affect their final decision on purchasing.

Overall respondents did learn more about wine from their visits to the wineries, however, it was clear in their comments that the information wanted showed some interesting contrasts between the samples of cellar door visitors. This information depended on each person's personal level of involvement and their level of knowledge, a feature that reflects the length of time they have been developing their interest in the product category. These interests extend from the established product characteristics, food and wine combinations to the wine making process itself; and yet others were interested in learning about new varietals they had not tried before, whilst others were interested in the storage and tasting of the wine.

> *I don't know really what I learned, to be honest with you it was the last one we were doing and I was a bit pxxxx xxf so I just knew I liked the flavours and taste that I was experiencing.* ***NSW, M, 25–34 years***

It is significant to note that wine experience is a shared experience and opinions of others can have a bearing on opinions and attitudes. For example, the following comment was made about wine and food combinations.

> ***… and matching wine with food?*** *No husband doesn't believe in that. How to drink the wine.* ***Vic, F, 54–65 years***

Winery visits–motivations

Of the 13 respondents, only three were revisiting the winery reported on. The main reasons that prompted visits to the wineries include: recommendations from friends, visitor information centres and word of mouth; past experience with wine from the specific winery and were impressed with the quality of wine produced; proximity to the winery/region, prior awareness of the brand and the physical appearance of the winery from the road side when driving past.

> *We were in the region on that particular day for a friend's wedding, between the ceremony and the reception we had a few hours to kill so we decided to go and visit the winery with a group of people which were very close by. I recommended … (winery) as I had been there before and I was with a group of people who had not been there before.* ***SA, F, 25–34 years***

> ***Had you heard about … (winery) before?*** *No, we were driving past and decided to go and check it out.* ***SA, M, 45–54 years***

A possible motivation for many of the respondents to visit wineries is that of their close proximity to the neighbouring wine regions such as Sydney and the Hunter Valley and Adelaide and the McLaren Vale. Many said they regularly visit wineries in their nearby wine regions for an enjoyable day out and the opportunity to purchase some of the more boutique wines that are unavailable in city wine outlets.

> *We are from Sydney so it is only a two and a half hour drive so we regularly drive up there to get away and for a day trip, I generally so up there at least once every couple of months.* ***NSW, M, 25–34 years***

Many visitors come for the actual wines. These consumers show some knowledge of the wines from the particular winery and from the region as well.

> *We had been there before quite a few years ago, and have always appreciated the number of different varietals they make wine from ... (the region). I enjoy the Shiraz from McLaren Vale in particular ... (winery) to me produce some premium McLaren Vale wines, and they cover a broad spectrum from easy everyday drinking wines through to some wines that you like to put away and bring out for special occasions.* ***Vic, M, 35–44 years***

Word-of-mouth is often a stimulus. Some visitors have been influenced by what friends and acquaintances have told them.

> *We had heard good things about the winery and had also tried wine from there. Word of mouth mostly.* ***Vic, F, 35–44 years***

The appearance of the winery and its local advertising including signage and the name can often influence holiday visitors.

> *We were on holiday and we were doing quite a few in that area I guess the overall appearance of the place attracted us there. ... I wasn't aware of the quality of the wine nor did we receive any recommendations of the winery.* ***Vic, F, 45–54 years***

Cellar door experiences

The quality of the wines provided at the cellar door for tasting is one of the critical factors. The issues mentioned by the cellar door visitor were knowledge of the staff about wines and winemaking, helpfulness and cooperation in services; they were delighted by doing something special; the layout of the cellar tasting area—its traditional appearance—seems to appeal as well as the setting of the winery for views, provision of meals along with the cellar door is also a positive feature.

The quality of the wines provided at the cellar door for tasting is one of the critical factors. Of course the visitors expect the wine to be relatively good, however, what remains in memory is a positive attitude that the product they had is good quality. For some visitors this is reconfirmation of previous held beliefs about the winery.

> *Had previously drunk ... wines before and were familiar with the wine before the visit to the winery. Were very impressed with the quality and their range on offer, and had visited in November 2003.* ***SA, F, 25–34 years***

The most prominent aspect that most enhanced the respondents' visits to the wineries is that of a high level of knowledge of the staff of their product together with their friendliness. This strong response throughout all respondents indicates the importance of training and educating staff on the winery's products. If staff can talk first hand about the product they have a more likely chance of sharing, discussing and informing customers of their experiences. Being knowledgeable about the products will allow staff to recommend various wines to suit customers' preferred tastes.

> *'The cellar door experience it is the person behind the counter to some extent, it the wine itself obviously, but if you have someone who is rude at the cellar door it obviously taints the experience. If you've got nice wine, and you have someone who knows about the wines and are able to build a rapport the combination is appealing.* ***NSW, F 35–44 years***

Customer service and the activities provided by the sales person in the cellar door setting can be a 'moment of truth'. What tends to appeal to visitors is the special efforts the winery might make to ensure their customer gets the products they want. It is about surprising the visitor with procedures that can overcome potential problems especially in the order and delivery phase of the selling process. One respondent explained this very well.

> *... for example with the member packs they can change to suit your tastes so they were quite flexible with wanting to help, if there was something you didn't like they were more than happy to replace it and flexible to what you wanted.* ***NSW, F, 35–44 years***

Physical layout of both the cellar door and also the winery are factors that reinforce the appeal of the visit. Clearly for some visitors there is a very traditional expectation for the style and appearance of the cellar door.

> *The set out, very inducive to tasting and purchasing wines.* ***Vic (Country), M, 45–54 years***

> *…it also has a very rustic nature to the cellar door, which is very appealing.* ***SA, M, 45–54 years***

> *In terms of the wine tasting facilities they are excellent, very well laid out, lots of staff on hand to talk about the product.* ***SA, F, 25–34 years***

Provision of meals is also an appealing factor. Visitors like the idea of eating at the winery but this tends to be influenced by the time of day of the visits. It is clear that sometime during a day's outing meals will be purchased at one of the wineries visited.

> *Were not able to have any food as the kitchen/restaurant had closed and we were in between meals anyway thus did not plan to eat.* ***SA, F, 25–34 years***

> *… there was a restaurant across the way that we dined at, I don't know if we dined there on that visit, yes we did, it was good.* ***NSW, F 35–44 years***

Some issues that are mentioned generally in a positive manner are signage, access, parking and children's entertainment facilities as well as local knowledge.

Generally not many areas were recognised for improvement to enhance the visit; however, dining facilities were mentioned in a few cases. It is important that the physical layout does not separate the restaurant from cellar door and tasting areas.

> *The physical layout makes it too easy not to eat there as the areas are too separate, however access and parking is fine.* ***Vic, M, 35–44 years***

Restaurant prices were mentioned with concerns that they can often be too expensive for lunch. However, some thought that providing dining facilities added value to the winery and was a drawcard.

> *Thought the restaurant may have been too expensive for lunch, was after something more casual and less expensive.* ***NSW, F 35–44 years***

A meet and greet introduction to the winery was a suggestion from one visitor. In particular, there should be better procedures for handling the busy weekend days.

> *Could have greeted guests on arrival and guided them through the winery/tasting area, as it was so busy and everyone was up at the counters tasting wine.* ***Vic, F, 25–34 years***

The activities that really delighted the customer were those that evidenced the staff doing something extra to ensure that the customer is satisfied. This included arranging special packaging, being flexible in mixing products in large case buys to even giving away samples of the product.

> *At one cellar door the service man said here take this home and I bet you will be back tomorrow to buy some more so I do probably …* ***NSW, F, 35–44 years***

> *Last time I was at … (winery) I went to pick up my order and she put in a few extra bottles to try, which I think is standard for when you pick up your own wine/mail order, and she said these two bottles are quite nice wines and they were but it puts a different slant on it when they make a recommendation …* ***NSW, F 35–44 years***

Regional tourism issues

The respondents in the qualitative phase of the study provided some insights into the role of regional tourism in their cellar door visiting activities. Holidays to a region are either pre-planned or accidental. The former tend to take more planned routes to the wineries and usually have a preferred winery or two that they want to visit. For those taking a general holiday through the wine region then the regional visitor information facilities are likely to play an important role. Similarly, the decision to stop at a winery can be made on the spur of the moment.

> *No but picked some up from the visitor information centre in Harndorf (sic). … Awareness from visitor information centre prompted the visit to the Barossa.* ***Vic (Country), M, 45–54 years***

> *Yes about the region but not about that winery … events that are on up there … NSW****, F, 35–44 years***

> *We were on holiday and we were doing quite a few in that area I guess the overall appearance of the place attracted us there.* ***Vic, F, 45–54 years***

> *We were in the region on that particular day for a friends wedding, between the ceremony and the reception we had a few hours to kill* ***SA, F, 25–34 years***

> *We go to the Hunter quite regularly and we get around quite a bit actually.* ***NSW, M, 65+ years***

These comments suggest a high level of interaction between the different attractions; the wineries and the regional tourism and information offices could be extremely helpful for finding those holiday-makers with unplanned itineraries.

These interviews also revealed that the cellar door (or the cellar door mailing list) is the source for up to half of all their wine purchases for some wine consumers. It would appear however that the typical proportion will be under 25% amongst those who visited wine cellar doors on a tourist itinerary.

The impact of a winery visit on later wine consumption

The general impressions based on the qualitative comments about the impact of a visit to a wine region and a particular winery is that both receive benefits in terms of knowledge, affection and loyalty. It should be noted that people in general are not very accurate when estimating global changes in behaviour over a lengthy period of time. The following comments should be interpreted as impressions rather than hard facts.

There are many comments about revisitation which seem to be encouraged by good past experiences. This leads to purchase of wine from the region, purchase of wine from a specific winery, revisitation to the specific winery and recommendation and influence of others for both visitation (on subsequent trip) or purchase of the brand. Interestingly there is a great deal of affection developed for the winery and its products after pleasant experiences with the people who run the cellar door or winery tour facilities.

> *I guess I do look for recommendations depending on if its cellar doors that I go to often you tend to know some of the staff there such as … [name omitted at De Luliis and … [name omitted] at the Boutique Wine Centre so I suppose I would take their recommendations probably more because I know them and they know what I like as well, I guess it depends.* ***NSW, F, 35–44 years***

When asked about brand/region loyalty, about half of the respondents indicated they were loyal to favourite regions. Responses showed that participants were loyal to various regions and brands depending on the style/varietal of wine they were looking for. If an experience is memorable and the wine is of suitable quality to the individual they will often declare some loyalty to either the brand or the region.

> *We go to that region several times a year, and as we explore more we get a better idea of what they have on offer and will certainly purchase what we are familiar with …* ***SA, F, 25–34 years***

In regards to any changes in quality of wine consumed, various participants expressed the more wine they drink the more developed their palate becomes and many are less likely to drink lesser quality wine once they have experienced better quality wines. One respondent stated:

> *Some of the cheaper bottles that appeared to be quite good quality for a cheaper bottle don't seem to be as good quality, such as an $11 bottle which was good drinking the wine today doesn't seem to be the same wine or standards.* ***SA, F, 25–44 years***

Overall the amount spent on wine in most responses had remained more or less at the same amount with the exception of a few spending more over the Christmas season and a few spending marginally more, such as $2–$3 extra in order to purchase a better quality wine.

Wine marketing

During these series of in-depth interviews an assessment of the importance of various factors in the purchasing of wine was made. These factors, which were developed from the literature and previous research in the area included:

- the image of the winery
- award received
- grape variety
- wine style
- wine brand
- price
- value for money
- knowledge of the wine
- knowledge of the winery
- knowledge of the winemaker.

Of course the purchase choice that occurs in wine buying is a very complex relationship between personal characteristics, past experience and product stimulus. It was confirmed that variety, style, price, value for money and knowledge of the winery can be very influential factors.

Value for money is a variable that is always a balance between the nature of the product and how much is paid for it, a balance which often shows an interactive relationship. That is, higher price is automatically indicative of higher quality. One respondent said that they are happy to pay a higher price for a higher quality wine; however, it is beneficial to taste the wine first before purchasing the wine, because if you are paying $50 on a bottle you want to know it is a good one. Another respondent noted that what he once thought were good wines at around $10, he could **not** go back to drinking again, as they taste so poorly.

Both of these examples show that value for money is an important factor especially when one is prepared to pay more per bottle for a better quality wine. Some wine buyers look for cellar doors that offer good value specials on some of their wines.

Price paid per bottle is an influential aspect when purchasing wine. Generally when purchasing wine the buyer has a good idea of how much to spend per bottle depending on the occasion. The indications in comments of cellar door visitors is that the experience encourages them to expend extra few dollars to get a better quality wine.

Chapter 3

IMPLICATIONS AND RECOMMENDATIONS

This report provides a summary of the literature on wine tourism and wine marketing and the results of a primary research investigation into the behaviour, opinions and attitudes of cellar door operations within four major Australian wine regions. Although the investigation was a scoping study designed to examine the nature of wine tourism and behavioural links, cellar door operations and wine purchasing behaviour, the study has implications for wine operations and wine tourism as well as for the management of regional tourism activities. Thus, the study has revealed many useful insights for both the wine and the tourism industries.

The Background Research and Literature Review

This initial phase of the project revealed the wealth of published information about the wine industry and its connection to tourism in regional areas both in Australia and overseas. The statistics on visitation indicate that these two industries must develop cooperatively to achieve improvements and greater profitability for all involved. The focus on the cellar door operations implicit in this review also begins to build a useful resource for the winery manager and the wine researcher. One clear finding from the literature is the extent that wine tourism is being developed both here and overseas and its absolute dependence on a well-managed, appealing and beneficial cellar door operations segment.

The Influence of Wine Tourism on Subsequent Wine Purchases

Wine tourism is a large business; in 2000 it was estimated that cellar door and associated sales were nearly $0.5 billion. At the individual consumer level, evidence in this project confirms that, on average, the winery visitor who makes a purchase will spend $65 and purchase four bottles. It is further revealed that the frequent visitor to the wine region will spend some $103, which is 59% above the average figure.

One of the primary goals of this project was to determine if any evidence exists that connects winery visits with an increase in product sales over time. Using a sequential survey process with the interviews at the cellar door followed by re-interviews some five months later, it was possible to assess whether the wine consumer perceived changes in their product consumption after the cellar door visit. The initial results showed that just over 20% of the visitors believed that some change in consumption had occurred as a consequence of the cellar door visit. However, these changes are not limited to one winery because this increase is shared over all the wineries that are included in a wine region holiday. On a base of 135 wineries, the results showed consumption by the visitor had increased by over 24%.

Furthermore, the results showed that most consumers remember the region and about half could remember the specific winery visited even five months after the trip. It was also found that the majority of these consumers displayed high levels of involvement with the wine product, was receptive to information presented at the cellar door and was open to being further educated about wine and the wine making process. These results confirm the economic contribution that the cellar door and wine tourism in general make to the wine industry as a whole.

The Cellar Door Experience

The results indicate that purchases at cellar door can be influenced by the level of customer service provided such as friendliness and a good customer experience. However, wine sales also require special element—wine knowledge. This varies with the levels of product sophistication of the visitor. In particular, the experienced visitor will not appreciate being served by someone who lacks a deep knowledge and experience with wine and wine-making. The key for the cellar door manager is to ascertain at an early stage of contact what information the visitor is interested in and shape their sales pitch to keep the customer interested throughout their cellar door experience.

Loyalty to those cellar doors which ‘go the extra mile’ is evident in the comments and descriptions of what makes a cellar door appealing to the wine buying customer. Those features that are designed to adapt the purchase to suit the customer whether by the right mix of product, packaging or delivery should be offered.

Tangible aspects of the experience must not be neglected. These include a physical layout that is conducive to tasting and purchasing wines, a setting and the ambience of the cellar door perhaps reflecting either a modern or even a rustic appearance and utilisation of the natural beauty of the vineyards and vines.

Generally the consumers were happy with the cellar door operations they experienced and the only criticism seemed to be about dining facilities. These can add value to the wine tourism experience, but prices for some consumer segments can give an impression of expensiveness. Cellar door operations should consider the supply of meals in café bistro style operations, rather than purely fine dining, in order to cater for the economic preferences of visitors.

There are important implications in this investigation that can guide the winery owner in setting up and managing the cellar door operation. However, it should be remembered that the majority of visitors come with an intention or certainly a possibility of making a wine purchase. The reinforcement gained by a consumer purchase and later consumption has been demonstrated by the proportion that go on to either increase or maintain their purchase levels for specific winery products. Consequently some potential directions that maximise this outcome are to:

- Consider sales approaches that determine the nature of the customer's wine involvement.
- Consider service provision that takes into account the service requirements of the customer.
- Improve both the active (tours) and the passive (displays) so that the educational benefits are provided at the right level for all the various types of visitors.
- Ensure that the cellar door is not just a shop but a facility that is closely connected to the winery itself both in theme and decor.
- Maintain cellar doors on the winery property and avoid combined cellar door operations based in local towns, shops or other central locations.
- Train staff to greet incoming visitors when the cellar door is busy and guide them to the place for tasting.

Training the cellar door staff is essential. The staff must know a lot about wine, winemaking and wine tasting. Strategies for delighting the customer should be established by providing the unexpected. However, these value added contributions to a purchase must build loyalty and repeat purchase and not be just an added cost of doing business.

Some impressions were received concerning the charging for cellar door tastings. Although the overall benefits may be recovering costs and managing congestion, it is likely to affect the casual taster rather than the wine lover. Charging for tastings can be expected to drop the number of visitors to the cellar door and will cause some discontent if not fully advertised on signs and in promotional materials.

Consumer Segments for Wine Tourism and Wine Consumption

A number of consumer segments for wine consumption were developed in this study. For cellar door visitors it was found that a bias exists towards those interested and involved in wine as one would naturally expect to occur. Those who visit the wineries are predominately a special group of wine consumers anyway. The use of consumption frequency and typical wine expenditure per bottle is a useful guide to understanding the motivations that relate directly to the purchase of the product. Other segmentation schemes follow a more psychological path and attempt to determine how wine fits into lifestyles.

An approach that recognises the differences in wine knowledge is expected to be the best when considering winery visits. A major finding that emerged from this research was the high levels of wine product involvement among cellar door visitors. These wine consumers typically engaged in some form of wine education activity ranging from discussions and tastings with friends and colleagues to subscriptions to wine magazines. This search for information about wine is followed through on a winery visit where sales staff or winery employees are an expected source of further information.

An implication for marketing activities is that these respondents seek information on wine and are receptive to the wine marketing message as long as promotional material is educational in nature. The challenge for wine marketers is to tap into their apparent desire for further knowledge about wine and to facilitate their move to category three (established wine consumers) whilst simultaneously developing brand awareness and consumer loyalty. It is suggested that:

- Guidelines should be developed and provided to staff for handling the different wine consumer segments so that the right level of staff involvement in the tasting process is given. In other words, use experienced and knowledgeable staff for the segments for which knowledge and interaction are a major requirement of the visitor's expectations.
- Mechanisms should be developed to identify previous visitors and buyers through such techniques as membership cards or newsletters and welcome these visitors in special ways when revisiting or bringing friends and acquaintances.
- To maximise case sales, cheap and easy delivery methods for volume purchases should be established. Customers must be made aware that they are available.

Wine Tourism and Regional Tourism Activities

The main motivations for visiting a particular winery include recommendations from friends, information obtained at visitor information centres, referrals from colleagues and friends, past experience with wine from the specific winery visited, awareness of a winery brand, the opportunity to purchase boutique wines that are not available in city wine outlets, proximity to the winery or region and the physical appearance of the winery from the roadside when driving past.

Generally, there is little promotional or advertising material received from vineyards by the interested wine consumer. However, some information about the wine region is being disseminated through tourism and travel facilities. Newsletters from various wineries provide a good source of information in regards to products as well as regional tourism events that could prompt a return visit. Despite this marketing communication, most respondents had built up knowledge from experience and either knew of the wine brand or of the particular winery prior to visiting. In some cases this was as a result of referrals by colleagues or friends indicating the value of word of mouth communication.

Wine tourism is a combination of regional attractions and winery exploration. Therefore, it is important to develop methods that maintain and strengthen the connections. The Wine Trail concept established in a number of wine regions both locally and internationally seems a useful way to guide the visitors around a wine area. The results of the study show that up to five wineries can be visited in a day, hence flexibility and directions between all parts of the Wine Trail should be provided rather that a system of fixed routes. Pre-planning of wine region visits should be encouraged by the provision of tools such as guides and maps available at both tourism offices but also on the Internet.

To enhance regional tourism, cooperative approaches for encouraging and rewarding visitation to the region not just the individual wineries should be developed.

Further Research Recommendations

This project was developed as a scoping study to address the lack of information available on the effectiveness of the cellar door as a marketing tool and as a tourism feature of a local regional area. It has shown both the impact of cellar door visit on later wine purchasing behaviour, increased loyalty to a wine region and a synergistic effect for regional tourism. It provides a strong base for expansion of the survey database and extensions into more detailed understanding of cellar door operations and processes.

Further research would examine the interaction and operations of the three key stakeholders—tourism authorities, winemakers and winery owners as well as wine consumers. In particular, the following opportunities could be considered:

- Complete the segmentation of the wine consumer with a broader use of the segmentation models as described in the literature.
- Use case study techniques to evaluate the operating systems and the performance of cellar door operations including an examination of the sequence and style of service, levels of visitor separation (based on interest), follow up procedures and managing during busy times.
- Further investigate the actual costs of operating various types of cellar doors and the monetary benefits.
- Use the techniques of ‘mystery’ shopping in which researchers act as normal purchasers and experience the full cellar door sales process from the perspective of a genuine consumer.
- Organisational research into the systems, processes, management and planning in cellar door arrangements should be conducted.
- Evaluate the cooperative activities in regional tourism using case studies to establish both strong and weak practice.
- A similar study that involves a larger sample of wine tourists may yield further useful insights.

Finally, since this study found that 20% of the respondents in the second survey had increased their consumption of wine after their winery visit, further qualitative research designed to explore the reasons why this was not the case among the other 80% of respondents is proposed. This may be related to already high levels of involvement or consumption, or possibly a consequence of not getting the information that they were seeking from the cellar door. As a result, an investigation that provides insights into the strategies or environmental conditions that might be utilised to persuade consumers to increase their wine consumption is merited.

APPENDIX A: Data Tables

Age of cellar door visitor

	N =	207
Age of Cellar Door Visitor	18–24 years	5.8%
	25–34 years	26.6%
	35–44 years	21.7%
	45–54	23.2%
	55–64 years	14.5%
	65+ years	8.2%
Total		100.0%

Gender of cellar door visitor

	N =	207
Gender of Cellar Door Visitor	Male	43.5%
	Female	56.5%
Total		100.0%

Involvement segments

	N =	207
Wine Involvement Segments	Uninvolved Consumer	43.0%
	Traditional Consumer	29.0%
	Committed Consumer	28.0%
Total		100.0%

Frequency of visits to wine regions

	N =	207
Wine Region Visits—Key Segments	Infrequent/New Visitor (1)	25.1%
	Frequent (2–3)	45.9%
	Very Frequent (4+)	29.0%
Total		100.0%

Loyalty revisitation to winery

	N =	207
Previous visit to specified winery	Yes	39.6%
	No	60.4%
Total		100.0%

Purchases made at the cellar door

	N =	207
Did you make any purchases at this cellar door?	Yes—I bought wine	53.1%
	Yes—I bought non-wine items	1.9%
	No—I didn't buy anything	43.0%
	Yes—I bought both wine and none wine items	1.9%
Total		100.0%

Wineries visited

	N =	207
Did you visit or plan to visit any other wineries today?	No	18.0%
	Yes	82.0%
Total		100.0%

Cellar door visitor segments (number of visits)

	N =	207
Q19. Visitor Segments (Number of Wineries Visited)	Few Visited	20.3%
	2 or 3 Visited	41.1%
	4 or more Visited	38.6%
Total		100.0%

Visits to wine regions

	N =	73
Visits to Wine Region	First time visitor	16.4%
	Once only	19.2%
	2–3 times	42.5%
	4–5 times	11.0%
	6 or more times	11.0%
Total		100.0%

Rating scores for reasons for visit

		Mean
To purchase my favourite wines	N=73	4.68
My personal interest in wine	N=73	5.15
Region's overall attractions	N=73	5.59
To entertain visitors and guests	N=73	4.62

Intention to revisit wine region

	N =	73
Intention to revisit the region	2 = Slight possibility	1.4%
	5 = Fairly good possibility	5.5%
	6 = Good possibility	6.8%
	7 = Probable	2.7%
	8 = Very probable	6.8%
	9 = Almost sure	6.8%
	10 = Certain	69.9%
Total		100.0%

Recall of winery on previous visit

	N =	73
Recall of winery visit	Recalled	75.3%
	Recalled (with prompt)	19.2%
	Recalled region visit only	5.5%
Total		100.0%

Reasons for visiting the region

		Mean
To purchase my favourite wines	N=73	4.68
My personal interest in wine	N=73	5.15
Region's overall attractions	N=73	5.59
To entertain visitors and guests	N=73	4.62

Change in wine consumption after cellar door visit

	N =	73
Overall Consumption Changes (after winery visits)	Yes	20.5%
	No- I purchase the same amount	79.5%
Total		100.0%

Related consumption changes after cellar door visit

		Changes in wine consumption (Categories)				
		Increased quantity	Higher value	Higher quality	Changed type	Decreased quantity
	N =	10	7	11	9	1
Changes in wine consumption	Increased quantity	100.0%	71.4%	63.6%	66.7%	
	Higher value	50.0%	100.0%	63.6%	66.7%	
	Higher quality	70.0%	100.0%	100.0%	88.9%	
	Changed type	60.0%	85.7%	72.7%	100.0%	
	Decreased quantity					100.0%
Total (Multiple Response)		280.0%	357.1%	300.0%	322.2%	100.0%

Region based consumption changes

	N =	73
Region based consumption changes (after winery visits)	Yes	39.7%
	No—I purchase the same amount	56.2%
	No—I tend not to purchase from this region	4.1%
Total		100.0%

Mean scores on psychographic/lifestyle dimensions

		Mean
Have a strong interest in wine	N=73	5.42
Wine is important to me in my lifestyle	N=73	5.01
Drinking wine gives me pleasure	N=73	5.67
Does not have to be a special occasion to enjoy wine	N=73	6.19

Wine psychographic/lifestyle segments

	N =	73
Segments—Wine	Neutral	6.8
	Likers	43.8
	Lovers	49.3
Tota		100.0

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SUSTAINABLE TOURISM CRC

The Sustainable Tourism Cooperative Research Centre (STCRC) is established under the Australian Government's Cooperative Research Centres Program. STCRC is the world's leading scientific institution delivering research to support the sustainability of travel and tourism – one of the world's largest and fastest growing industries.

Introduction

The STCRC has grown to be the largest, dedicated tourism research organisation in the world, with $187 million invested in tourism research programs, commercialisation and education since 1997.

The STCRC was established in July 2003 under the Commonwealth Government's CRC program and is an extension of the previous Tourism CRC, which operated from 1997 to 2003.

Role and responsibilities

The Commonwealth CRC program aims to turn research outcomes into successful new products, services and technologies. This enables Australian industries to be more efficient, productive and competitive.

The program emphasises collaboration between businesses and researchers to maximise the benefits of research through utilisation, commercialisation and technology transfer.

An education component focuses on producing graduates with skills relevant to industry needs.

STCRC's objectives are to enhance:

- the contribution of long-term scientific and technological research and innovation to Australia's sustainable economic and social development;
- the transfer of research outputs into outcomes of economic, environmental or social benefit to Australia;
- the value of graduate researchers to Australia;
- collaboration among researchers, between researchers and industry or other users; and efficiency in the use of intellectual and other research outcomes.