



WINE TOURISM IN THE GOLD COAST HINTERLAND REGION

Wine tourism encompasses a wide range of experiences built around tourist visitation to wineries and wine regions. This includes wine tasting, enjoyment of wine and food, the exploration of regional environments and the experience of a range of cultural, nature based and lifestyle activities.

Released: September 2004

Region Description

The Gold Coast Hinterland region encompasses the towns of Canungra, Mt Tamborine, North Tamborine, Springbrook and Upper Coomera.

Regional Overview¹

An on-site product audit was completed on three randomly selected wineries in the Gold Coast Hinterland region. The results of these three audits suggest that the Gold Coast Hinterland is a well established tourist region, providing 'boutique' style retail outlets, a range of cafés and restaurants and beautiful scenery. The winery trail is a compatible addition to the region and offers a range of experiences from the young and vibrant to the historic and formal winery.

Whilst the three wineries visited did not offer an explicit link to the region in the way of site interpretation and varieties of grapes suited to the area, many wineries display brochures and information on other places of interest for tourists. The wineries, however, are naturally linked simply due to their closeness in location. Three to four wineries can comfortably be visited in a day, allowing plenty of time for tasting and browsing and also to enjoy a leisurely lunch. The overall experience is inviting and fun.

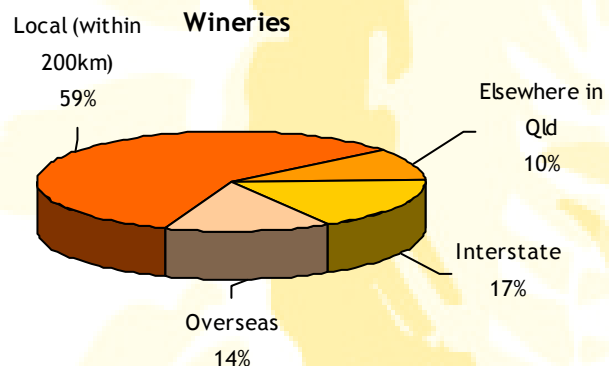
Visitor Numbers & Origin²

A wine tourism infrastructure audit was conducted over the phone with the owners or general managers of five wineries in the Gold Coast Hinterland region.

On average the five wineries in the Gold Coast Hinterland region receive 4,040 visitors per month.

Fifty-nine percent (59%) of visitors to wineries in the Gold Coast Hinterland region are classified as local (i.e. their place of residence is within 200km of the winery). A further 10% are from elsewhere in Queensland, 17% are from interstate and 14% are overseas visitors.

Origin of Visitors to Gold Coast Hinterland Wineries



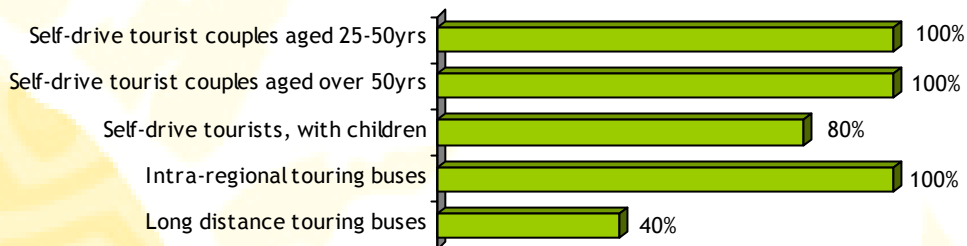
Base: All Wineries (n=5)

1. Queensland Wineries Research On-Site Product Audits, June 2004.
2. Wine Tourism Infrastructure Audit Report, July 2003.

Visitor Types¹

All of the wineries surveyed in the Gold Coast Hinterland region attract self-drive tourist couples aged 25-50 years and over 50 years and tourists travelling via intra-regional touring buses. Self-drive tourists with children are also common visitor types.

% of Gold Coast Hinterland Wineries that Attract the Following Types of Visitors:

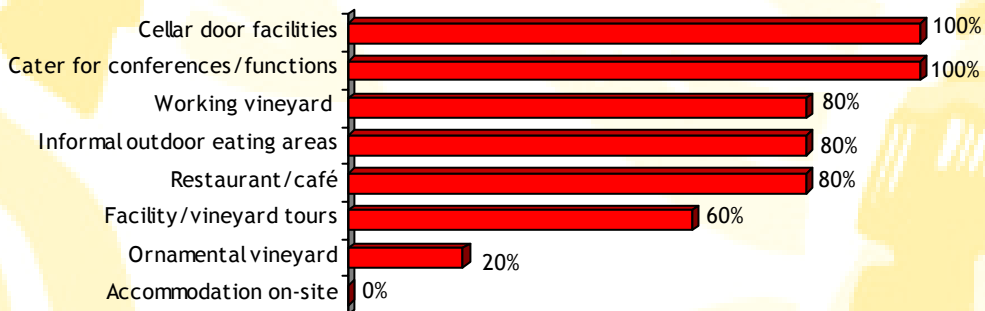


Base: All Wineries (n=5)

Facilities¹

All five wineries in the Gold Coast Hinterland region have cellar door facilities and cater for conferences/functions. Four wineries have a working vineyard, a restaurant/café or an informal outdoor eating area. Three Gold Coast wineries offer tours of their facility/vineyard, and one winery has an ornamental vineyard. The average capacity for on-site restaurants and cafés in the Gold Coast Hinterland wineries is 143 patrons.

% of Gold Coast Hinterland Wineries with the Following Facilities:



Base: All Wineries (n=5)

None of the Gold Coast Hinterland wineries have on site accommodation, however most of the wineries are located less than 1km from accommodation.

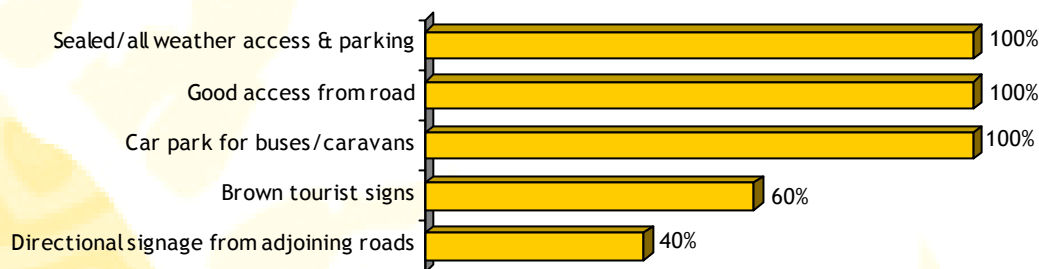
All of the wineries in the Gold Coast Hinterland region are open seven days a week.

All of the wineries in the Gold Coast Hinterland region cater for functions and conferences. The average capacity for functions is 145 guests and the average capacity for conferences is 164 delegates.

Access and Parking¹

Winery access and parking facilities are good at all Gold Coast Hinterland wineries. All of Gold Coast Hinterland wineries have sealed/all weather access and parking, 'good access' to their property from the road and a car park large enough for buses and caravans to turn in.

% of Gold Coast Hinterland Wineries with the Following:



Base: All Wineries (n=5)

Future Developments¹

Three of the Gold Coast Hinterland wineries plan to extend their tourist experience in the next 12-18 months. One winery also intends to add to the tourist experience in the next 3-5 years.

The most significant area for development in the short term (i.e. next 12-18 months) is the addition or upgrade of conference/meeting facilities.

The most significant area for development in the next 3-5 years is the addition or upgrade of accommodation.

Number of Gold Coast Hinterland Wineries Intending to Add to Tourist Experience

	Next 12-18 Months	Next 3-5 Years
# of wineries intending type of development (total # of wineries in region)		
Add or upgrade a restaurant/cafe	0 (5)	0 (5)
Add or upgrade accommodation	0 (5)	1 (5)
Add or upgrade conference/meeting facilities	2 (5)	0 (5)
Upgrade car parking facilities	0 (5)	0 (5)
Upgrade on site interpretative signage	0 (5)	0 (5)
Offer tours of your site and/or facilities	0 (5)	0 (5)
Extend opening hours/days	0 (5)	0 (5)
Other	3 (5)	1 (5)

Data Sources

Queensland Wineries Research On-Site Product Audits 2004 Report

The Queensland wineries on-site product audits were commissioned by Tourism Queensland's Sustainable Tourism Department. The primary aim of the research was to make an assessment of the 'point of difference' that is reflected in the overall 'look and feel' of Queensland's wineries, as well as to assess the product, interpretation and experience offered by Queensland wineries.

The research was conducted through a series of product audits at selected wineries across the seven wine regions of South East Queensland. Three different types of wineries from each region were chosen. These were a purpose built tourist winery, a boutique winery and a lifestyle winery. As audits were only completed on three wineries in each region the results may not be reflective of the whole region.

Researchers visited the wineries as part of a 'tourist' experience and completed a comprehensive checklist immediately after each visit. Each region was visited over one or two consecutive days and other regional attractions and experiences formed part of the overall evaluation.

Wine Tourism Infrastructure Audit 2003 Report

The Wine Tourism Infrastructure Audit was commissioned by Tourism Queensland's Sustainable Development Department and represents the first comprehensive study of operators in the South East Queensland wine tourism industry. The purpose of the audit was to provide a database of information as the foundation for future growth and promotion of the industry.

The audit is based on telephone interviews with an individual responsible for the management of the winery, for example the owner or general manager. Interviews were conducted with ninety-two (92) wineries across Queensland.

Further Information

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