



WINE TOURISM IN THE BRISBANE VALLEY, IPSWICH & THE SCENIC RIM AND AROUND BRISBANE REGIONS

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.

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Region Description

The Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane region encompasses the towns of Graceville, Dayboro Valley, Purga, Harrisville, Boonah, Gatton, Mount Cotton, Marburg and Mount Nebo.

Regional Overview¹

An on-site product audit was completed on three randomly selected wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane regions. The results of these three audits suggests that this region is an emerging wine district and a relative newcomer to the promotion of winery experiences for the tourist. This is evident in the personal and informal atmosphere of the wineries visited. Each winery experience provided an opportunity to 'meet a local', have a conversation and spend time learning about the wines. Site interpretation was through personal explanation from staff and owners.

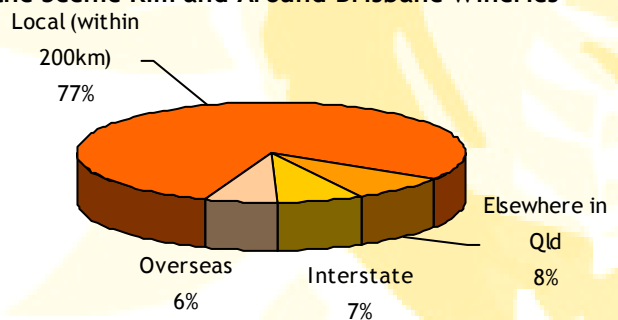
The three wineries visited were welcoming and enthusiastic about their products although the region could benefit greatly from better signage promoting the wineries. As an independent tourist, there was little to link the wineries and no obvious promotion of the Scenic Rim Wine Trail or tie in to the local region. The three wineries visited did not explain the characteristics or history of the region and there was no sense that this region has a particular reason for grape growing or wine making. As a total experience, even with knowledge of the Wine Trail there seemed to be little of interest between the wineries and little reason to stop at other regional attractions. The Wine Trail appeared to have greatest potential for day visitors from South East Queensland (Brisbane in particular) seeking something a bit different and close to home. The overall experience is low key, personal and inviting.

Visitor Numbers & Origin²

A wine tourism infrastructure audit was conducted over the phone with the owners or general managers of fourteen wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane regions.

On average, wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane regions receive 520 visitors per month. Seventy-seven percent (77%) of visitors to wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane regions are classified as local (i.e. their place of residence is within 200km of the winery). A further 8% are from elsewhere in Queensland, 7% are from interstate and 6% are overseas visitors.

Origin of Visitors to Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane Wineries



Base: All Wineries (n=14)

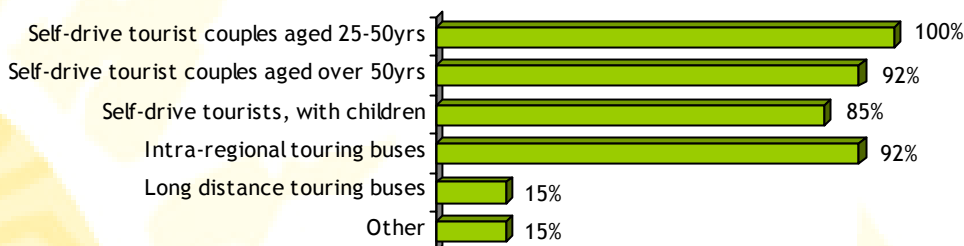
1. Queensland Wineries Research On-Site Product Audits, June 2004.

2. Wine Tourism Infrastructure Audit Report, July 2003.

Visitor Types¹

Almost all of the wineries surveyed in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane region attract self-drive tourist couples aged 25-50 years and over 50 years, self-drive tourists with children and tourists travelling via intra-regional touring buses.

% of Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane Wineries that Attract the Following Types of Visitors:

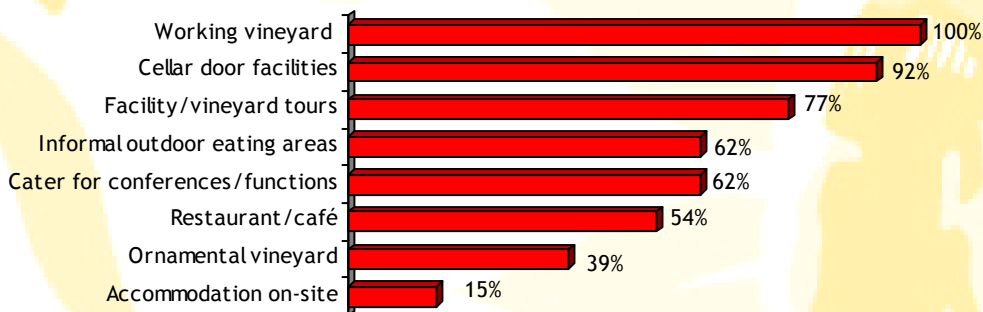


Base: All Wineries (n=14)

Facilities¹

All of the wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane regions have a working vineyard, with the majority of wineries having cellar door facilities, tours of their facility/vineyard, informal outdoor eating areas and capacity to cater for conferences/functions. Over half of the wineries have a restaurant/café. The average capacity for on-site restaurants and cafés in Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane wineries is 84 patrons.

% of Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane Wineries with the Following Facilities:



Base: All Wineries (n=14)

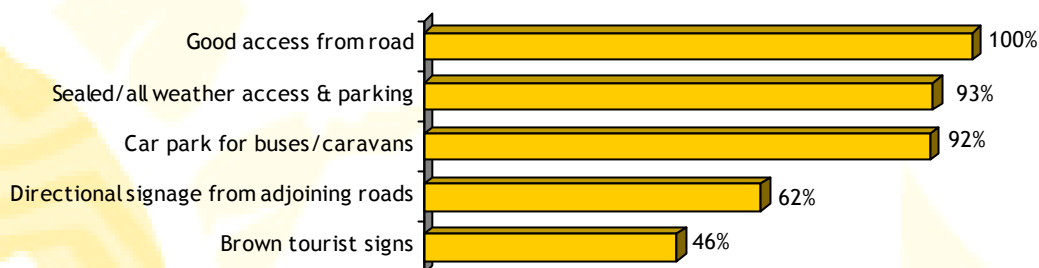
Seven of the fourteen wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane region that have cellar door facilities are open seven days a week.

Eight of the fourteen wineries in the Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane region cater for functions or conferences. The average capacity for functions is 88 guests and the average capacity for conferences is 91 delegates.

Access and Parking¹

Winery access and parking facilities are good at most Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane wineries. All Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane wineries report 'good access' to their property from the road, while the majority have sealed/all weather access and parking and a car park large enough for buses and caravans to turn in.

% of Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane Wineries with the Following:



Base: All Wineries (n=14)

Future Developments¹

Twelve of the fourteen Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane wineries plan to extend their tourist experience in the next 12-18 months, with a smaller proportion (9) intending to add to the tourist experience in the next 3-5 years.

The most significant areas for development in the short term (i.e. next 12-18 months) is the upgrade of on site interpretative signage and the addition or upgrade of restaurant facilities. Another commonly mentioned area for development is the upgrading of car parking facilities.

The most significant areas for development in the next 3-5 years include the addition or upgrade of restaurant facilities and the addition or upgrade of conference/meeting facilities.

Number of Brisbane Valley, Ipswich & the Scenic Rim and Around Brisbane 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	5 (14)	2 (14)
Add or upgrade accommodation	1 (14)	1 (14)
Add or upgrade conference/meeting facilities	1 (14)	2 (14)
Upgrade car parking facilities	3 (14)	1 (14)
Upgrade on site interpretative signage	6 (14)	0 (14)
Offer tours of your site and/or facilities	1 (14)	0 (14)
Extend opening hours/days	1 (14)	0 (14)
Other	6 (14)	6 (14)

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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