



WINE TOURISM IN THE SOUTH BURNETT/ NORTH OF GYMPIE 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 South Burnett/North of Gympie region extends from Nanango and Kingaroy north to Gladstone and encompasses the towns of Murgon, Goomeri, Wondai, Monto, Bargara, Mt Perry, Gin Gin, Biggenden, Gladstone and Hervey Bay.

Grape varieties grown in the South Burnett region include Chardonnay, Semillon, Verdelho, Barbera, Cabernet Sauvignon, Grenache, Malaro, Merlot, Nebbiolo, Petit Verdot, Sanglovese and Shiraz.¹

Regional Overview²

An on-site product audit was completed on three randomly selected wineries in the South Burnett region. The results of these three audits suggest that the South Burnett is gaining prominence as a wine growing region, and accounts for a significant proportion of Queensland wine production. The wine trail promoted in the region, with its associated signage, provided an easy to follow path to the wineries.

The region is somewhat distant from Brisbane to allow for a day trip incorporating a number of winery visits, and therefore accommodation is a priority. The region currently has few other key attractions, which does not encourage lengthy stays. There may be potential to capitalise on the proximity to the Bunya Mountains, or promote the Bjelke Petersen Dam more extensively.

The region is beginning to develop some regional food specialties. Olives are available for purchase at many wineries, but only one olive producing farm is shown in the tourist guides. Red claw lobster is also mentioned as a local speciality.

The three wineries visited in the area vary significantly, with very large and very small producers located in close proximity. Of the three wineries visited the smaller family based operations provided a genuine and authentic experience.

The three wineries visited did not tend to emphasise the virtues of the area as a wine growing district, and the visitor is left to conclude that grapes are being grown just because there is a need for wine. All three wineries seem to offer a similarly broad range of wines, with no mention of regional specialisation.

The overall feeling is a pleasant rural visit, with low key establishments offering a genuine tourism experience.

1. Queensland Wine Grape Crush and Price Report, 2003.

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

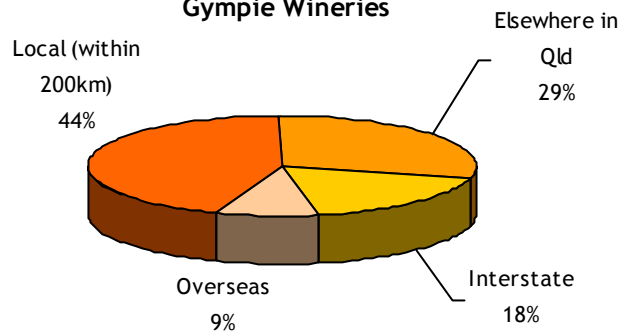


Visitor Numbers & Origin¹

A wine tourism infrastructure audit was conducted over the phone with the owners or general managers of nineteen wineries in the South Burnett/North of Gympie region.

On average, wineries in the South Burnett / North of Gympie region receive 354 visitors per month. Forty-four percent (44%) of visitors to wineries in the South Burnett/North of Gympie region are classified as local (i.e. their place of residence is within 200km of the winery). A further 29% are from elsewhere in Queensland, 18% are from interstate and 9% are overseas visitors.

Origin of Visitors to South Burnett/North of Gympie Wineries

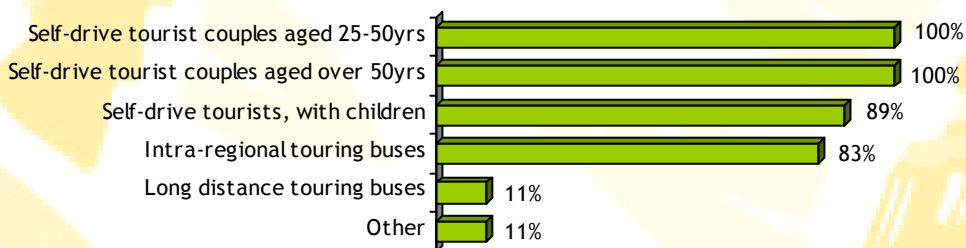


Base: All Wineries (n=19)

Visitor Types¹

All of the wineries surveyed in the South Burnett/North of Gympie region attract self-drive tourist couples aged 25-50 years and over 50 years. Other popular visitor types include self-drive tourists with children and tourists travelling via intra-regional touring buses.

% of South Burnett/North of Gympie Wineries that Attract the Following Types of Visitors:

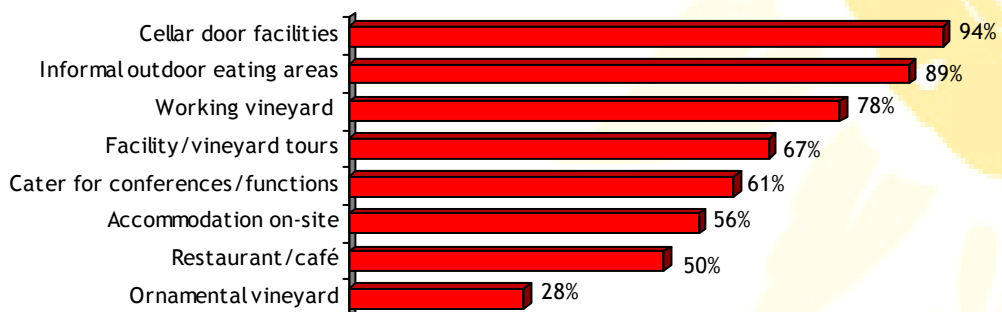


Base: All Wineries (n=19)

Facilities¹

The majority of wineries in the South Burnett/North of Gympie region have cellar door facilities, an informal outdoor eating area and a working vineyard. A further twelve South Burnett/North of Gympie wineries offer tours of their facility/vineyard and eleven cater for conferences/functions.

% of South Burnett/North of Gympie Wineries with the Following Facilities:



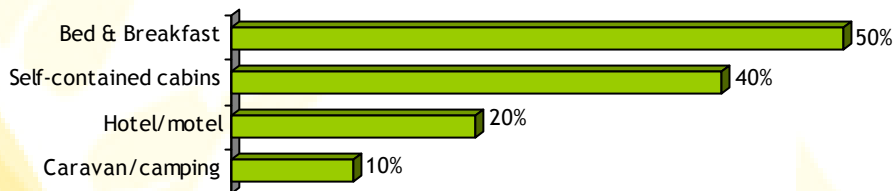
Base: All Wineries (n=19)

Facilities¹

Eleven wineries in the South Burnett/North of Gympie region are open seven days a week.

Of the ten wineries who offer tourist accommodation on-site, five offer bed and breakfast style accommodation, four offer self-contained cabins, two offer hotel/motel style accommodation and one offers caravan/camping facilities. The average number of rooms at each winery is four and the average bed capacity is 10.

Type of Accommodation Provided at South Burnett/North of Gympie Wineries



Base: Wineries with on-site accommodation (n=10)

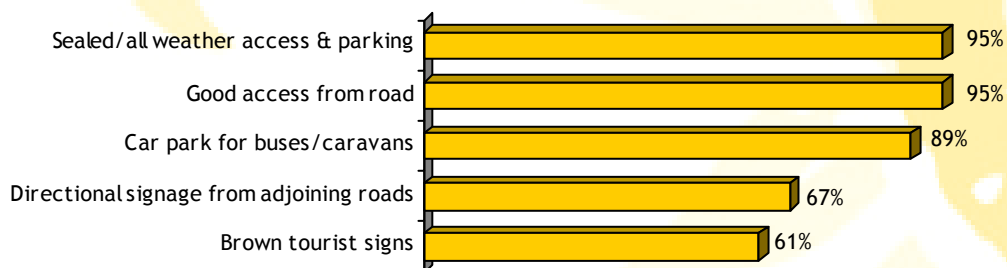
Eleven wineries in the South Burnett/North of Gympie region cater for functions or conferences. The average capacity for functions is 79 guests and the average capacity for conferences is 94 delegates.

Nine South Burnett/North of Gympie wineries have on-site restaurants or cafés. The average capacity for on-site restaurants and cafés in South Burnett/North of Gympie wineries is 70 patrons.

Access and Parking¹

Winery access and parking facilities are good at most South Burnett/North of Gympie wineries. The majority of South Burnett/North of Gympie 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 South Burnett/North of Gympie Wineries with the Following:



Base: All Wineries (n=19)

Future Development¹

Eleven of the nineteen South Burnett/North of Gympie wineries plan to extend their tourist experience in the next 12-18 months, with equal numbers intending 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 restaurant facilities. Other significant areas for development include accommodation and conference/meeting facilities.

The most significant areas for development in the next 3-5 years include the addition or upgrade of restaurant facilities, additions or upgrades to accommodation, upgrades of car parking facilities and upgrades to site interpretative signage.

Number of South Burnett/North of Gympie 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	7 (19)	5 (19)
Add or upgrade accommodation	4 (19)	4 (19)
Add or upgrade conference/meeting facilities	3 (19)	2 (19)
Upgrade car parking facilities	2 (19)	3 (19)
Upgrade on site interpretative signage	2 (19)	3 (19)
Offer tours of your site and/or facilities	1 (19)	1 (19)
Extend opening hours/days	0 (19)	1 (19)
Other	7 (19)	4 (19)

Data Sources

2003 Queensland Wine Grape Crush and Price Report

This survey is part of a national study to accurately assess the tonnes, prices, levels of grapes purchased and grown by wineries throughout Australia. The survey also provides information on the estimated tonnes to be purchased and grown over each of the subsequent five years, together with an assessment of the tonnes that wine makers would prefer to receive.

The survey is separately carried out by each state. Each state collects the same data using identical survey forms thus making national aggregation possible. This is the third year Queensland has been involved in the survey.

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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