



WINE TOURISM IN THE SUNSHINE COAST 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.

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Region Description

The Sunshine Coast region encompasses the towns of Tewantin, Maryborough, Delaney's Creek, Gympie, Eumundi, Kenilworth, Bald Knob, Forest Glen, Montville, Woodford, Flaxton and Yandina.

Regional Overview¹

An on-site product audit was completed on three randomly selected wineries in the Sunshine Coast region. The results suggest that as a major tourist destination in Queensland, the Sunshine Coast has a great deal to offer the visitor and the option of visiting wineries is a relatively new concept which complements many of the more established products.

The wineries visited encapsulate a mix of the 'old' and 'new' Sunshine Coast. They combine the traditional regional quality of the destination with the new sophistication of the area. Each winery that was visited operated as an individual business with little promotion of the wine trail itself or personal recommendation to other wineries. The Sunshine Coast has a lot to offer in terms of regional produce, however, there was little overt promotion of this aspect and there was very little integration of the wineries with the rest of the region.

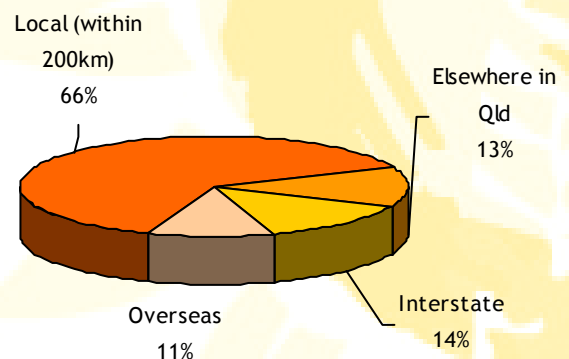
There is a sense that each winery is linked to its own micro-area. While the visitor does not experience a tremendous sense of connection between the wine production and the region, one winery that was visited was adept at relating the tasting experiences to Queensland's climate and lifestyle which worked well. The Sunshine Coast has a lot to offer visitors and the wine trail offered a different type of experience which takes the tourist to a range of places with lots of interest in between. The overall experience is a sophisticated addition to the Sunshine Coast's product range.

Visitor Numbers & Origin²

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

On average, wineries in the Sunshine Coast region receive 1,137 visitors per month. Sixty-six percent (66%) of visitors to wineries in the Sunshine Coast region are classified as local (i.e. their place of residence is within 200km of the winery). A further 13% are from elsewhere in Queensland, 14% are from interstate and 11% are overseas visitors.

Origin of Visitors to Sunshine Coast Wineries



Base: All Wineries (n=10)

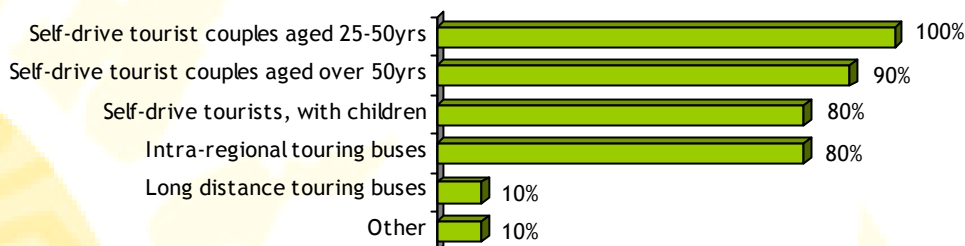
Wine Tourism



Visitor Types¹

Almost all of the wineries surveyed in the Sunshine Coast region attract self-drive tourist couples aged 25-50 years and over 50 years. Other common visitor types include self-drive tourists with children and tourists travelling via intra-regional touring buses.

% of Sunshine Coast Wineries that Attract the Following Types of Visitors:

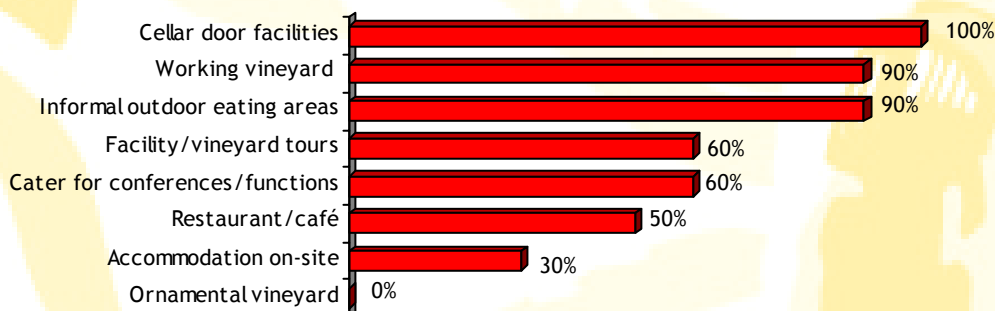


Base: All Wineries (n=10)

Facilities¹

All of the wineries in the Sunshine Coast region have cellar door facilities, and the majority have a working vineyard and an informal outdoor eating area. Six Sunshine Coast wineries offer tours of their facility/vineyard and cater for conferences/functions. Five Sunshine Coast wineries have a restaurant/café. The average capacity for on-site restaurants and cafés in Sunshine Coast wineries is 72 patrons.

% of Sunshine Coast Wineries with the Following Facilities:



Base: All Wineries (n=10)

In addition to the three Sunshine Coast wineries who have accommodation on-site a further three Sunshine Coast wineries are located less than 1km from accommodation.

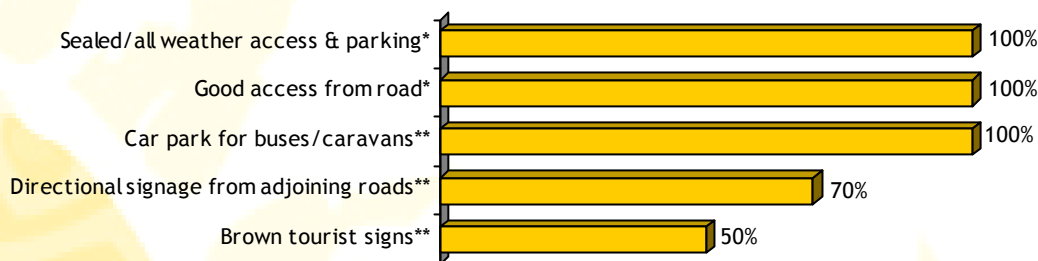
Nine of the ten wineries in the Sunshine Coast region are open seven days a week. One winery is open on the weekend only.

Six wineries in the Sunshine Coast region cater for functions or conferences. The average capacity for functions is 72 guests and the average capacity for conferences is 50 delegates.

Access and Parking¹

Winery access and parking facilities are good at all Sunshine Coast wineries. All of Sunshine Coast 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 caravan to turn in.

% of Sunshine Coast Wineries with the Following:



Base: All Wineries (n=10)

Future Developments¹

Seven of the Sunshine Coast wineries plan to extend their tourist experience in the next 12-18 months, with a smaller proportion (4) 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 areas for development include accommodation, conference/meeting facilities and upgrading on site interpretative signage.

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

Number of Sunshine Coast 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	3 (10)	3 (10)
Add or upgrade accommodation	2 (10)	0 (10)
Add or upgrade conference/meeting facilities	1 (10)	0 (10)
Upgrade car parking facilities	0 (10)	0 (10)
Upgrade on site interpretative signage	1 (10)	0 (10)
Offer tours of your site and/or facilities	0 (10)	0 (10)
Extend opening hours/days	0 (10)	0 (10)
Other	3 (10)	1 (10)

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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