



WINE TOURISM IN THE WESTERN DOWNS 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 Western Downs region encompasses the towns of St George, Roma and Surat.

Regional Overview¹

An on-site product audit was completed on three randomly selected wineries in the Western Downs region. The results suggest that the overall feel of the wineries in the Western Downs is of an interesting aberration to the very large scale grazing properties which predominate. Specialisation in particular wine styles gives them added credibility and regional authenticity.

The Western Downs did not have the feel of a unified wine region. There are extensive distances between the wineries in this region, and a very different rural perspective from each of the centres visited. There appeared to be little sense of unity as a wine-growing district, with each winery having it's own individual feel. The wineries offer an interesting departure from the predominantly grazing-based landscape and businesses.

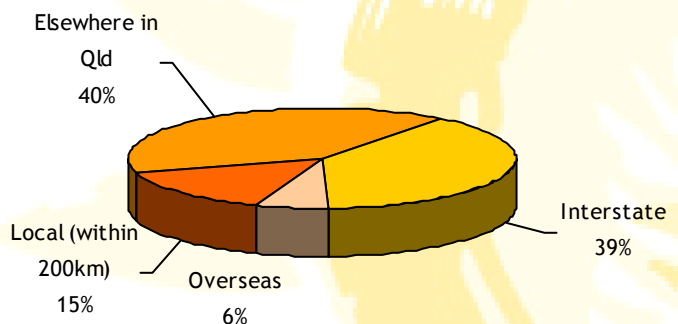
Visitor Numbers & Origin²

A wine tourism infrastructure audit was conducted over the phone with the owners or general managers of three wineries in the Western Downs region.

On average, wineries in the Western Downs region receive 375 visitors per month.

Forty percent (40%) of visitors to wineries in the Western Downs region originate from Queensland, but are more than 200kms from home. Thirty-nine percent (39%) of visitors are from interstate, with a further 15% classified as local (i.e. their place of residence is within 200km of the winery).

Origin of Visitors to Western Downs Wineries



Base: All Wineries (n=3)

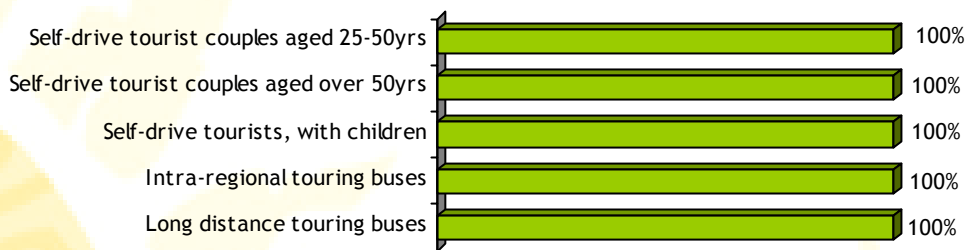
1. Queensland Wineries Research On-Site Product Audits, June 2004.

2. Wine Tourism Infrastructure Audit Report, July 2003.

Visitor Types¹

All of the wineries surveyed in the Western Downs region attract self-drive tourist couples aged 25-50 years and over 50 years, self-drive tourists with children, tourists travelling via intra-regional touring buses and tourists travelling via long distance touring buses

% of Western Downs Wineries that Attract the Following Types of Visitors:

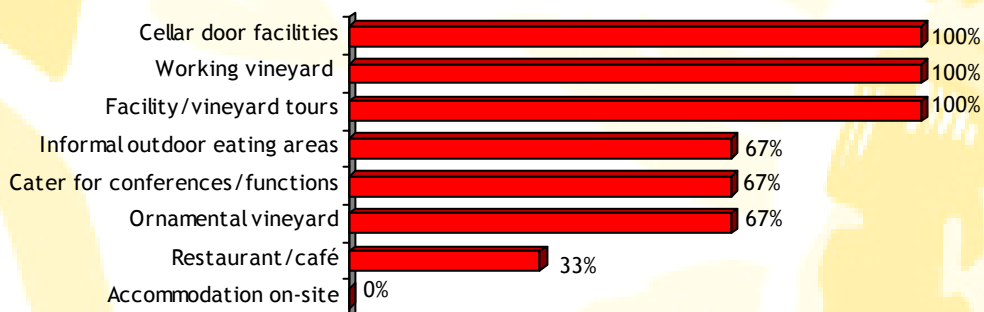


Base: All Wineries (n=3)

Facilities¹

All three wineries in the Western Downs region have cellar door facilities, a working vineyard and tours of their facility/vineyard. Two wineries cater for conferences/functions and have an informal outdoor eating area. Only one Western Downs winery has a restaurant/café with a capacity of 30 patrons.

% of Western Downs Wineries with the Following Facilities:



Base: All Wineries (n=3)

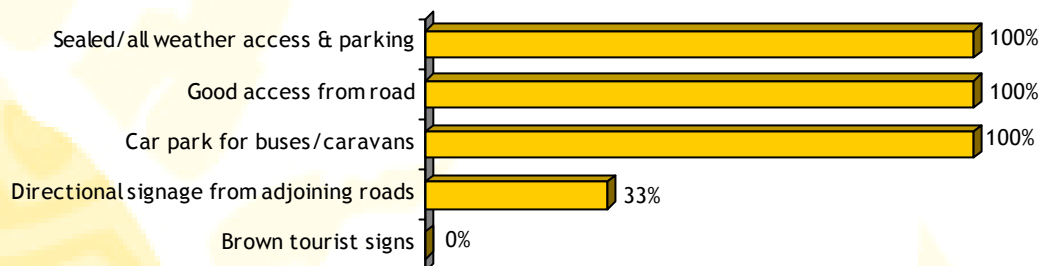
Two wineries in the Western Downs region are open seven days a week. One winery is open Monday to Saturday only.

Two wineries in the Western Downs region cater for functions and conferences. The average capacity for functions is 45 guests and the average capacity for conferences is 45 delegates.

Access and Parking¹

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

% of Western Downs Wineries with the Following:



Base: All Wineries (n=3)

Future Developments¹

Two of the Western Downs wineries plan to extend their tourist experience in the next 12-18 months. None of the Western Downs wineries intend to add to the tourist experience in the next 3-5 years.

One area for development in the short term (i.e. next 12-18 months) is the addition or upgrade of restaurant facilities.

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

1. Wine Tourism Infrastructure Audit Report, July 2003.

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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