

**Tourism & Travel Market Insight No. 5**  
**March 08, 2002****WINE & TOURISM****Introduction**

This month's market insight explores travellers who visited a winery on their last trip. To highlight the benefits and opportunities provided by Roy Morgan Single Source, this insight also explores the travel behaviour of Wine Drinkers and includes the analysis of data from New Zealand and the United States.

**Key Findings**

- Wine tourism has experienced good growth over recent years. Approximately 438,000 travellers visited a winery on their last short trip and 709,000 visited a winery on their last long trip.
- Compared to all travellers, those who visited a winery on their last trip were *more likely* to live in Western Australia, have a diploma or degree, agree with the statement "I drink more wine than I used to", experience restaurants, international food and wine and be heavy readers of newspapers and magazines.
- Over 6.5 million people (41.8% of the population) drank wine in the last 4 weeks. Compared to the total population, wine drinkers were more likely to travel both on short and long trips.
- Compared to travellers, people who have drunk wine in the last four weeks and travelled were *more likely* to source and book their trips via the Internet, stay at bed and breakfast accommodation, use a hire car or 4WD and visit wineries and gardens and parks.
- American and New Zealand winery visitors and wine drinkers, in general, were *more likely* to have a preference and intention to travel to Australia than the total population in each market.

## Winery Visitors

### Short Trip

Fifty three percent of the Australian population took a short trip in the 12 months ending September 2001. Approximately 5.3% of short trip traveller (438.000) visited a winery on their last short trip, up from 2.5% in the corresponding period last year.

Compared to all short trip travellers, those travellers who visited a winery on their last short trip were *more likely* to:

#### Demographic, Attitudes and Purchasing –

- Live in Western Australia (15.4% cf 8.4%);
- Earn \$70,000 or more per annum (16.3% cf 11.8%);
- Have a Diploma or Degree education (40.7% cf 30.7%);
- Be semi-professionally employed (12.3% cf 8.2%);
- Belong to the Young Couples household life-cycle (10.9% cf 8.4%);
- Agree with the statement “I drink more wine than I used to” (58.3% cf 38.2%); and
- Have drunk wine in the last 4 weeks (84.4% cf 51.6%).

#### Other Activities on last trip –

- Visit historical places (27.7% cf 6.9%);
- Experience restaurants, international food and wine (50.0% cf 16.0%);
- Meet and mix with other people (29.2% cf 16.7%);
- Have rest and relaxation (69.6% cf 41.4%); and
- Visit art galleries (15.6% cf 4.4%).

#### Media –

- Be heavy Internet users (22.0% cf 17.4%);
- Be heavy newspaper readers (41.5% cf 33.6%); and
- Be heavy magazine readers (31.1% cf 26.3%).

### Long Trip Profile

Fifty five percent of the Australian population took a long trip in the 12 months ending September 2001. Approximately 8.1% of long trip traveller (709.000) visited a winery on their last long trip, up from 4.0% in the corresponding period last year.

Compared to all long trip travellers, those travellers who visited a winery on their last long trip were *more likely* to:

#### Demographic, Attitudes and Purchasing

- Live in Western Australia (13.5% cf 9.3%);
- Be aged 50+ (44.6% cf 35.0%);
- Belong to the Young Couples household life-cycle (10.9% cf 7.7%);
- Have a diploma or degree (36.9% cf 30.5%);
- Be employed as a manager (12.8% cf 10.9%);
- Agree with the statement “I drink more wine than I used to” (54.0% cf 37.7%); and
- Have drunk wine in the last 4 weeks (77.4% cf 51.4%).

#### Other Activities on last trip –

- Experience country, wildlife and scenery sightseeing (11.5% cf 7.0%);
- Experience restaurants, international food and wine (17.8% cf 11.1%);
- Visit gardens and parks (5.7% cf 4.1%);
- Bushwalk (8.2% cf 6.2%); and
- Visit national parks and forests (8.3% cf 6.5%).

#### Media –

- Be heavy newspaper readers (38.8% cf 33.8%); and
- Be heavy magazine readers (45.1% cf 38.7%).

## **Wine Drinkers**

Over 6.5 million people (41.8% of the population) drank wine in the last four weeks. Of these, over two-thirds travelled on either on a short or long trip in the last 12 months (65.4% and 68.8% respectively). Approximately 5.7% (370,000) of them visited a winery on their last short trip, while 8.4% (548,000) visited a winery on their last long trip.

Compared to the total population, wine drinkers were *more likely* to travel and to visit a winery (both short and long trips).

#### Short Trip Behaviour

Wine drinkers, who took a short trip in the last 12 months, tend to stay for two nights, travel once or twice a year and spend \$121.00 per person per trip.

Compared to all short trip travellers, wine drinkers who travelled on a short trip were *more likely* to:

- Source information via the Internet (4.3 cf 3.1%);
- Book their trip via the Internet (3.3% cf 1.8%);
- Stay at bed and breakfast accommodation (3.4% cf 2.6%);
- Use a hire car or 4WD (5.0% cf 3.4%); and
- Experience restaurants, international food and wine (21.9% cf 16.0%) and visit gardens or parks (19.4% cf 13.7%);

#### Long Trip Behaviour

Wine drinkers, who took a long trip in the last 12 months, tend to stay fourteen nights on their trip and spend \$876.00 per person per trip.

Compared to all long trip travellers, wine drinkers who travelled on a long trip in the last 12 months were *more likely* to:

- Source information via the Internet (9.7% cf 7.1%);
- Book their trip via the Internet (7.3% cf 4.1%);
- Stay at a bed and breakfast accommodation (5.2% cf 3.4%);
- Use a hire car or 4WD (13.3% cf 10.7%); and
- Visit gardens or parks (19.4% cf 13.7%) and experience country, wildlife and scenery sightseeing (27.7% cf 21.9%).

## **Global winery visitors and wine drinkers**

American travellers who visited a winery on their last trip were *more likely* to have a preference to visit Australia than American travellers who travelled abroad in the last 12 months (18.6% cf 16.2%). They were also *more likely* to have an intention to visit Australia (2.7% cf 1.7%).

American wine drinkers were *more likely* to have a preference to visit Australia on a long trip than the total American population (12.8% cf 10.1%).

New Zealanders who visited a winery on their last trip were *more likely* than the total New Zealand population to have a preference to visit Australia (53.8% cf 41.3%) and were also *more likely* to have an intention to travel to Australia (28.6% cf 18.1%).

New Zealand wine drinkers who were *more likely* to have a preference than the total New Zealand population to visit Australia on a long trip (45.3% cf 41.3%) and were also *more likely* to have an intention to travel to Australia (20.5% cf 18.1%)