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# HOW TO INFLUENCE VISITORS & WIN CUSTOMERS FOR LIFE

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# AUSTRALIA'S DEFINITION OF WINE & FOOD TOURISM

*"Wine and food tourism encompasses travel primarily motivated by, or characterised by, wine and food leisure experiences that derive from the specific production, social or cultural dimensions of the destination."*



**‘To attract more people,**
**who consume more of your wine,**
**more often.’**

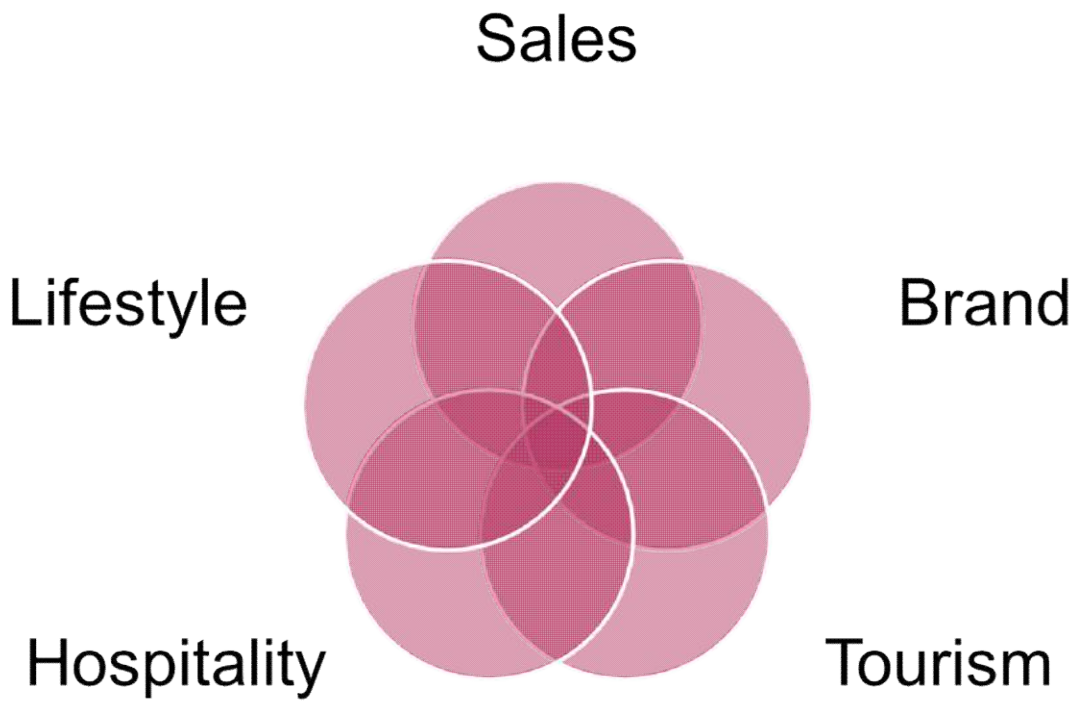
**A successful wine tourism enterprise can positively influence three key factors:**

- Brand Awareness
- Direct Sales
- Future Sales



## 2. LET'S TAKE A LOOK THROUGH ROSÉ COLOURED GLASSES

Most winery owners take a selective view of their cellar door/ tasting room



## 3. WHAT THE STATS TELL US:

- 5 OUT OF 7 MOTIVATING FACTORS DON’T INVOLVE WINE
- UP TO ONE THIRD OF VISITORS DON’T BUY WINE
- ONLY HALF OF YOUR VISITORS WILL EVER RETURN

## I only want people who buy wine!!

Tasting and purchasing wine is less than half the story..

1. Taste and buy wine
2. Relax and be entertained
3. Spend time with partner, friends, family
4. Learn more about wine
5. Dine out for lunch and/or dinner
6. Experience a wine region / sightseeing
7. Discover and purchase local produce / merchandise



## Brand Awareness

- Majority are first-time visitors (up to 60%) and highly influenced by their visit
- Wine tourists are usually  the household's main purchasers / consumers
- Most visitors know about your brand BEFORE they visit



## Decision Making

- Decisions to visit the region may occur weeks or months prior but the decision to visit YOU may only occur days before or even driving past
- Previous visits are a primary driver for re-visiting
- Most visitors are day-trippers



## Will they come back?

- Genuine brand ambassadors have the capacity to visit regularly, however in reality you only have a 50:50 chance of seeing the same visitor again

# 5. PEOPLE ARE TALKING ABOUT YOU: do you know what they're saying?

**A positive cellar door visit can influence consumption behaviour and change a visitor's attitude.**

- **WOM still rules!**

  - 83% of visitors recommend wine from a cellar door they've visited
  - They spread the word at least 3 times post-visit, mainly to friends, family and work colleagues
  - They actually talk to people, face to face, or on the phone
  - Social media is… somewhat important and led by Facebook

- **Referrals and recommendations work too**

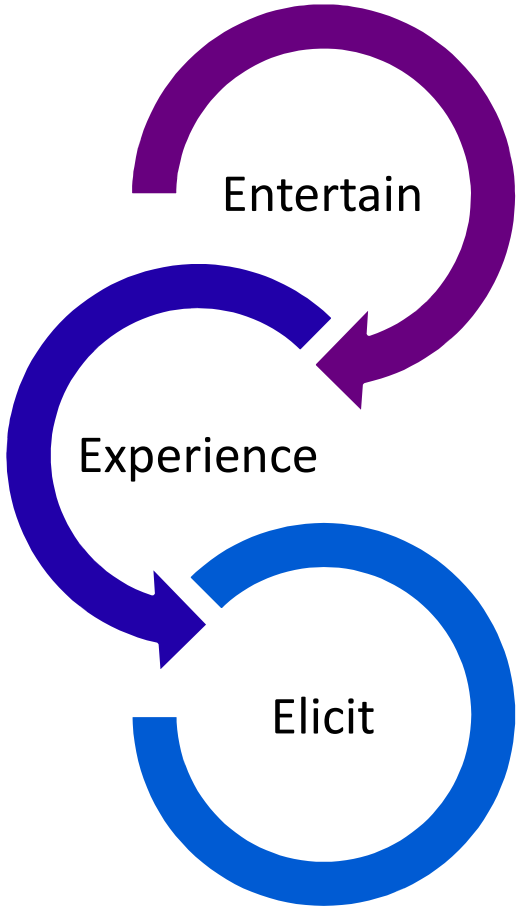
  - In-region referrals from other wineries, local accommodation, etc.
  - Retailers recommendations

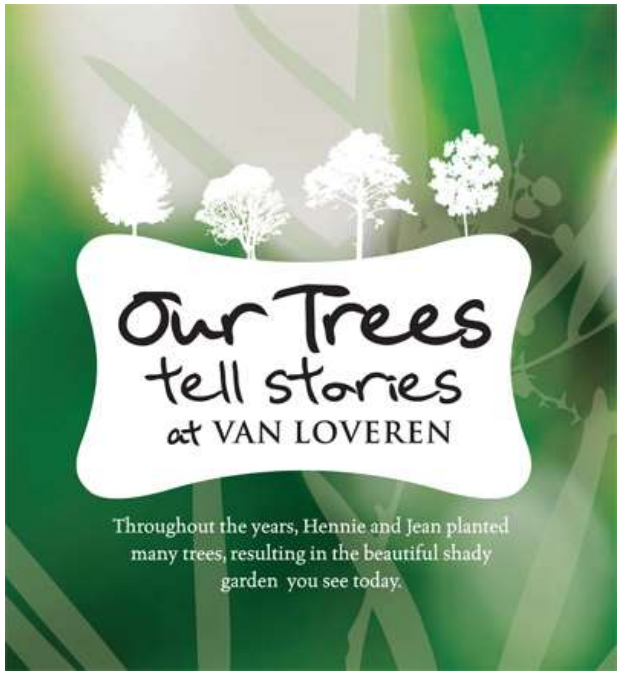
- **And printed material**

  - Wine guides and maps are useful references

**<u>Here's a thought – treat all visitors like they're from the MEDIA!</u>**

# 6. THE THREE ESSENTIAL ‘E’S



# 7. CONVERT NOW!

**People who buy wine at the winery are MORE LIKELY to purchase it again in the future.**

- **Sales on the day are critical**
- **Sales are the outcome of the experience**
- **So focus on creating a memorable experience**

# 8. BY ALL MEANS, TASTE SOME WINE



**Let's face it, most wine tastings are rather boring…**

Why?

- The spiel is usually repetitive
- It's a case of 'tell' (which involves talking at people) not 'sell' (which involves genuine interaction)
- The range offered can be overwhelming
- It's no different to the experience before, and after…



# 9. PULL UP A SEAT FOR YOUR GUESTS

**Seated tastings generate at least 21.8% greater average purchase per visitor**.

Why?

- Spending expectations
- Focus
- Comfort
- Conversion rates increase

**Worth noting**: In the US, wine club conversion rates nearly doubled when customers were seated.

CHART 5

**Average tasting room purchase per service style**

*Q: What is your style of service in the Tasting Room?*




SOURCE: Silicon Valley Bank, 2014

# 9. CASE STUDY: CRITTENDEN ESTATE MORNINGTON PENINSULA





# 10. NOW ADD A LITTLE FOOD

**Satisfaction levels increase dramatically when food (and produce) is offered.**



Why?

- Food and wine are natural partners
- Extension of experience
- Sociability
- Additional revenue source
- Good corporate social responsibility

# 11. CASE STUDY: CHOCO VINO BY HAHNDORF HILL WINERY – AN EVOLUTION

## THE MOST COMPREHENSIVE CHOCOLATE AND WINE PAIRING EXPERIENCE IN THE WORLD!










The ChocoVino philosophy holds that chocolate is a metaphor for terroir and the entire story emanates from this premise.

# 12. PROGRAMMED TO PURCHASE: BUT WHAT? AND WHEN?

**We know that:**

- Up to 75% of visitors will spend an average of $90 on wine and non-wine purchases when they visit you and take away 4 bottles.
- Food and dining are the most popular non-wine purchases
- People who purchase at cellar door are more likely to re-purchase in the future, and are bigger purchasers of wine overall
- Over half of cellar door visitors purchased an average of 5 bottles each in the 6 months post-visit
- Around 40% of visitors do not know where wines they've tasted can be purchased at retail
- 60% of cellar door visitors make future purchases through retail chains



# 13. LOYAL… BUT POSSIBLY NOT FOR LONG

**Wine Club Members** who visit are your genuine VIP's – whether they belong to you or someone else. Here's why we like them:

- Pre-disposed to purchasing and know what they like
- Higher spenders when they visit

**General characteristics include:**

- Average length of membership is 26 months (almost exactly the same as US figures)
- Attrition rates are high (except in 'exclusive' clubs)
- Preference is for quarterly or bi-annual offers




**It's worth remembering** that most cellar door wine purchases will be consumed within 3-9 months, so initial and subsequent timing of contact post-visit is critical.

# 14. “THINK DIFFERENT”

***“The focus of our efforts must be to offer compelling, high-quality wine and food tourism experiences that reflect the distinctive attributes of Australian wine and food regions, exceed visitor expectations, and demand attention.” (NWFTS, 2012)***

# CONTACT INFORMATION

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**Wine Tourism Australia Services**

- Global wine tourism consultancy
- Wine Tourism Study Tours (South Africa / Australia)
- Cellar Door Training & Evaluation (Customer Service & Sales)
- Strategic Planning / Experience Development

**Information sources for this presentation:**


- Australian Wine Industry Cellar Door Research Study Part 1 & 2 , UniSA, J. Bruwer (2013 & 2014)
- 2014 WBM/SVB Tasting Room Survey Report (USA) | Harnessing the tourism potential of wine and food in Australia, WFA (NWFTS 2012)
- QLD Tourism Cellar Door Benchmarking Program (2010) | La Trobe University Cellar Door Survey (2006), G. Galloway
- SATC & Tourism NSW Cellar Door Research (2003)