

Success Strategies for Increasing Wine Tourism

Topics

1) Best Practices in Global Wine Tourism

Dr Liz Thach, MW, Distinguished Professor of Wine, Sonoma State University

2) Wine Tourism Funding in Oregon

Michelle Woodard – Grants Manager, Travel Oregon

3) Wine Tourism Lessons from McMinnville

Jeff Knapp - Executive Director, Visit McMinnville

4) Lessons from the Finger Lakes & AVA Collaboration in the Willamette

Morgen McLaughlin - Executive Director, Willamette Valley Wineries Association

5) Wine Tourism Product Development in Oregon

Scott Bricker - Director, Product Development



Best Practices in Global Wine Tourism

Dr. Liz Thach, MW
Distinguished Professor of Wine
Sonoma State University
Liz@lizthach.com, +1.707.792.2002

Global Tourism Statistics from UNWTO, 2017

1.3 Trillion Tourists

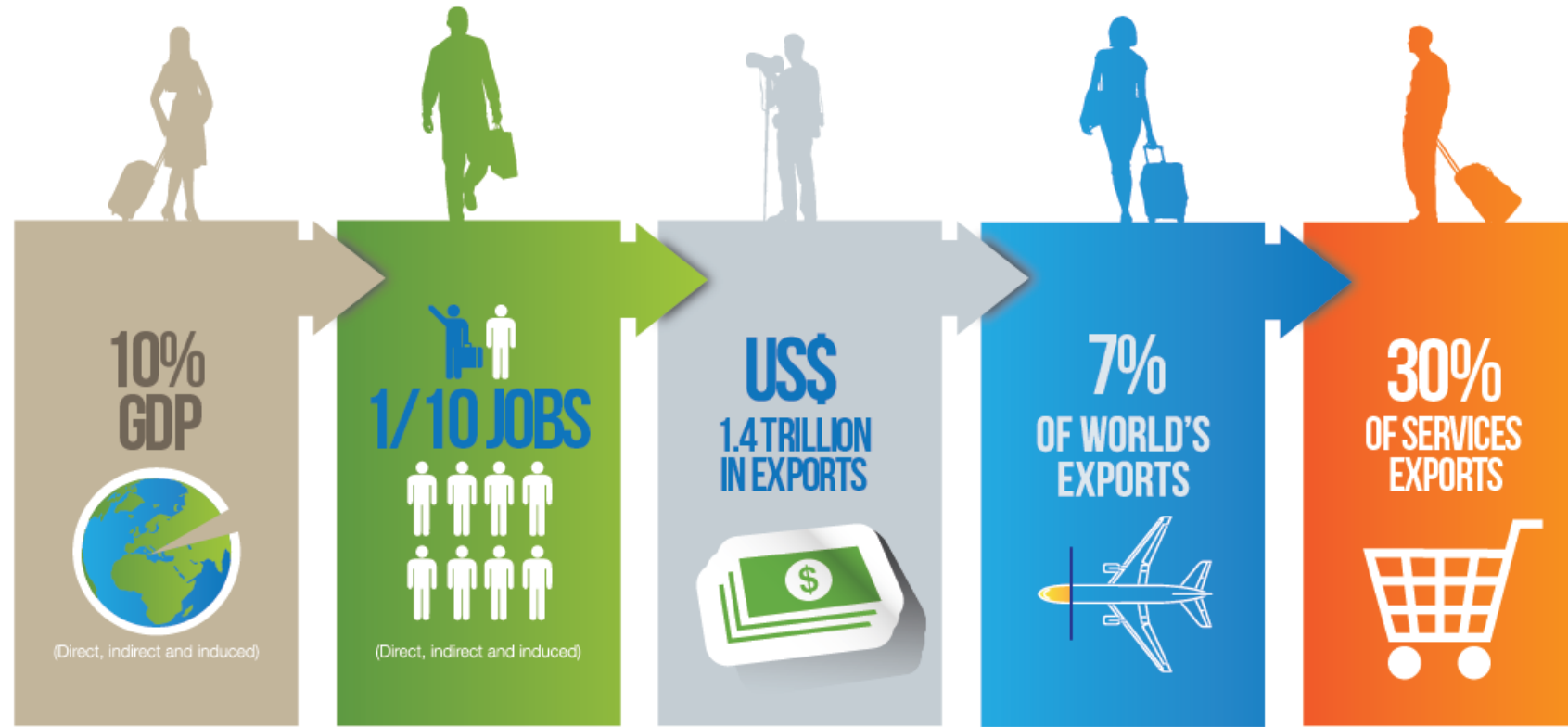
\$1.2 Trillion Dollars



Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

<http://media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years>

Global Tourism Statistics from UNWTO, 2017

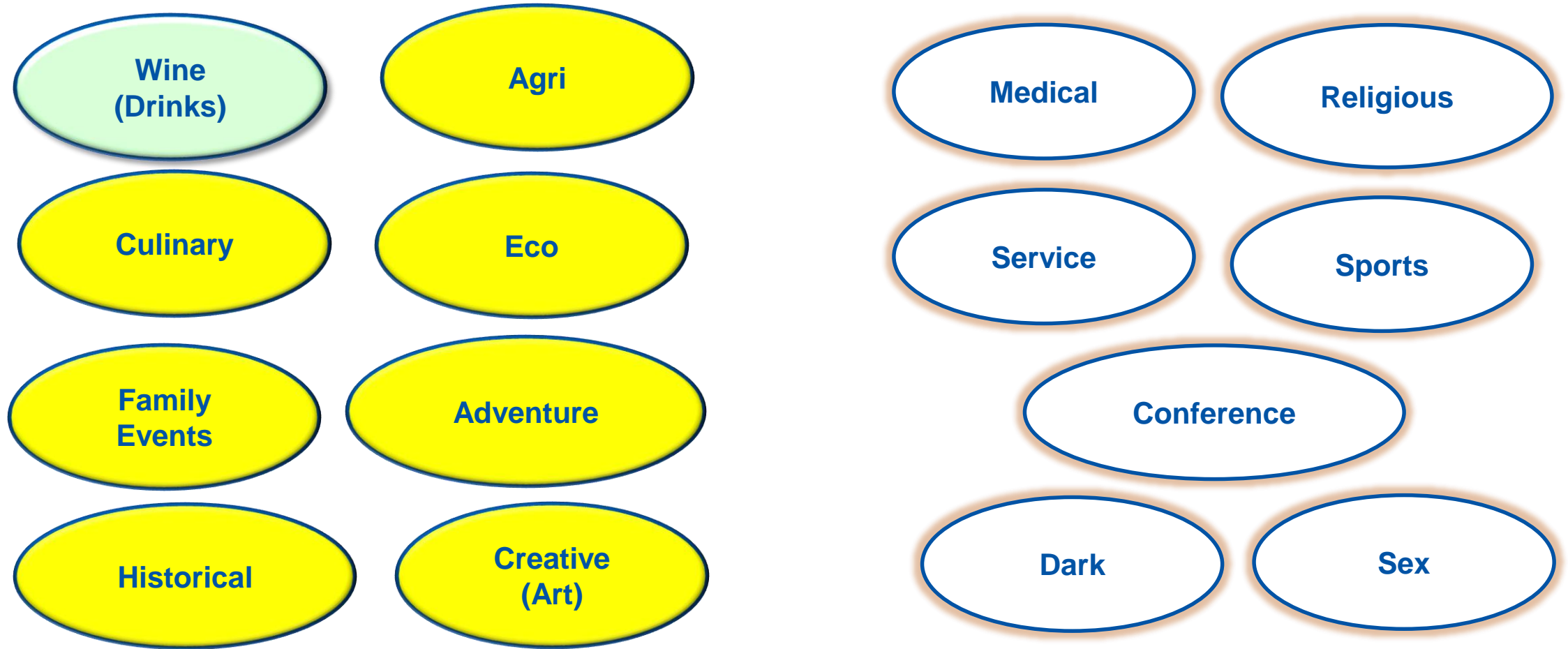


WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) July, 2017

<http://media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years>

Wine Tourism Just One of Many Types of Tourism



Economic Impact of Wine Tourism in USA- 2017

**43 million wine
tourists**

**\$17.6 billion in
wine-related
tourism**



The screenshot shows the 'ADVISOR' page of the 'WINE INDUSTRY NETWORK'. The navigation bar includes links for Home, Articles, Spotlights, News Releases, Videos, and a partially visible 'A' link. A featured article banner for 'INSIGHT RISES IN THE WEST' by MOSSADAMS is displayed. Below the banner, the breadcrumb trail reads 'Home » WineAmerica Study Shows \$219.9 Billion Economic Impact of U.S. Wine Industry in 2017'. The article is dated September 27, 2017, and has 0 comments. The main headline of the article is 'WineAmerica Study Shows \$219.9 Billion Economic Impact of U.S. Wine Industry in 2017'.

ADVISOR
WINE INDUSTRY NETWORK

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**INSIGHT RISES
IN THE WEST**

Start preparing now for April 17 with our annual year-end tax guide for wine businesses.

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MOSSADAMS

Home » WineAmerica Study Shows \$219.9 Billion Economic Impact of U.S. Wine Industry in 2017

By Press Release September 27, 2017 0 Comments

**WineAmerica Study Shows \$219.9 Billion
Economic Impact of U.S. Wine Industry in 2017**

<https://www.wineindustryadvisor.com/2017/09/27/219-billion-economic-impact-us-wine-industry>

Economic Impact of Wine Tourism in Oregon - 2016

**\$786.8 million in
wine-related tourism**

**2016 Study by
Full Glass Research**



<http://willamettewines.com/wp-content/uploads/2016/11/Willamette-Valley-Economic-Impact-of-Wine-Industry.pdf>

Research Shows that Wine Tourists are Special



6 Major Motivations of Wine Tourists

TASTE

#1

Taste
different
wines

Pair wine
and food

Culinary
connection

KNOWLEDGE

#2

Learn about
wine varieties

Learn about
winemaking

Learn about
viticulture

SOCIAL

#3

To have fun
with friends

For romance
with partner

To meet new
people

ADVENTURE

#4

For new
experiences, e.g.
blending seminar

Outdoor activities
with wine

Unique settings
with wine, e.g.
golfing

CULTURE

#5

To enjoy
beauty of
landscape

To enjoy
architecture &
art

To experience
cultural
aspects

HEALTH

#6

For health
aspects

To relax with
wine

For wine
experiences
with spa/yoga

The Basics of Wine Tourism

- ✓ Wine Trails
- ✓ Regional Website & Brochures
- ✓ Regional Visitor's Center
- ✓ Wine App for Smart Phone
- ✓ Wine Tour Operators
- ✓ Supportive Partnerships*



Between Wineries, Hotels, Restaurant, Retailers, Chamber of Commerce, Police, send Neighbors

10 Best Practices in Global Wine Tourism

1) Special Events & Festivals Year Round



Wine & Crane Festival, Lodi, CA



Stuttgarter Wine Festival, Germany



Cabaret Show at Melton Wine Estate, NZ



Grape Festival, Xinjiang China

2) Unique Experiential Programs



Wine Blending Seminar



**Dog Walks in Vineyard
Martha Clare Winery, NY**

3) Exceptional Tours

Jeep Ride in Vineyard
Steinbeck Vineyard, Paso Robles, CA



Kayak & Wine
Chatham Winery, Virginia, USA

Airplanes & Boats
Saturna Island Winery, Canada



German Wine Cruise

4) Links to Regional Tourism



5) Exclusive Partnerships



**Wine & Spas,
Sante Resort
Paarl,
South Africa**



**Wine & Business
Conventions,
Château D'Agassac
Bordeaux, France**



Wine & Golf, Okanagan Valley Wineries, Canada

6) Art & Architecture Focus



**Bodegas O Fournier Winery
Mendoza, Argentina
Art Collection**



**Vina Mar Winery
Casablanca Valley, Chile
Architecture**

7) Food & Wine Focus



Wine & Paella Event, Mexico



Tuscany Food & Wine Tour



Wine & Food Showcase, Sonoma, CA

8) “Green” or EcoTourism Focus



Banfi, Montalcino, Italy
1st Winery in World
Environmental
ISO 14001 and SA8000



Parducci
Mendocino County, VA
1st Carbon Neutral
Winery in the USA



9) Interactive Websites & Social Media Enhancements



**AI/ Augmented &
Virtual Reality Websites**



**(SEO) Search Engine Optimization
Website for Mobile Phones
GPS to Find Wineries**



**Facebook Fan Page
TripAdvisor & Yelp**

10) Wine Centers/Villages



Bordeaux City of Wine Visitor Center



Montalcino, Italy



National Wine Centre in Adelaide, Australia

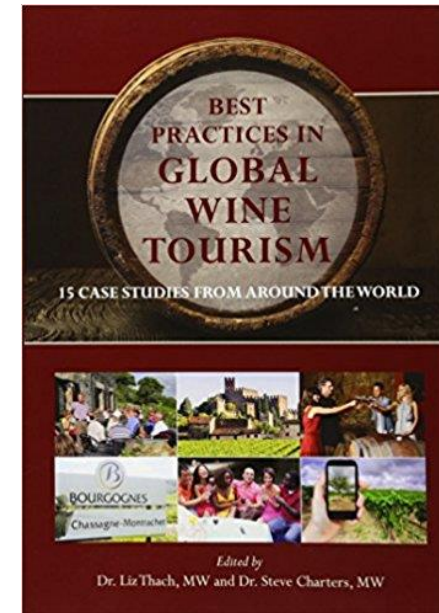


Grapevine, Texas

Wine Association Best Practices

from **Best Practices in Global Wine Tourism**
NY: Miranda Press, 2016.
Edited by Dr. Liz Thach, MW & Dr. Steve Charters, MW.

**2017 Winner of Best Wine Tourism Book in World
from International Gourmand World Book Awards**



Provence France

Problem: (2007) No collaboration between
tourism organizations or wineries.
No clear regional branding.





SOLUTIONS:

Stakeholder Group & Funding

Developed Regional Brand around "Rose"

Implementation: Signage, Website, Brochures

Hospitality Training & \$200 dues

Annual wine events

Trade/consumer tastings

Results by 2013

430 of 600 wineries joined

Now 2nd most visited wine region in France

31 million visitors and €14 billion in revenues in 2013

Rose sales up 40% since 2007



Ningxia China Wine Region

Problem: (2000) Only 10 wineries and no tourists

Xixia King Winery

Ningxia China Wine Region





Mr. Kailong Cao



Zhang Jing



Decanter Award for #1 International Red Bordeaux Varietal in 2011
2009 Jiabeilan



SOLUTION:

Develop a Vision & Strategy

Obtain Financial Backing

Invite Global Wine Experts
(Winemakers Challenge)

Train Locals

Establish Quality Metrics &
Winery Classification System

Design a Wine Tourism
Infrastructure

Attract Chinese Tourists First





Results in 2014

From 10 wineries in 2000 to over 100 today
1.65 million Chinese tourists in 2014
Spent 14 billion yuan (\$2.2 billion US dollars)
Many positive news stories
ROI in 7 to 11 years

Wine Region of Niagara, Canada

Problem: No tourists in the dead of winter



SOLUTION:

Ice Wine Festival – started at Hillebrand Estates

Visitors picked frozen grapes

More wineries and retailers joined

Increased funding and promotion

Games & competitions added
(glass made of ice)

Food preparation – soups!

Icewine cocktails

January Festival increased to 3 weeks





Results in 2015

**From zero to 15,000 tourists attending festival
Contributes to Niagara region 1.9 million tourists
and \$3.3 billion revenues**

**Wineries stay open and employees benefit
Received award from National Geographic Traveler**

Next Steps

**What ideas can you adopt
to enhance your wine tourism
marketing, promotion & events?**

Thank You!

Questions or Comments?

