The preparation of a strategy to grow international wine tourism in Queensland is a vital step in mobilising our industry to deliver its significant untapped potential.

Our wine and tourism industries working together to promote our great wineries and cellar doors as part of Queensland’s overall appeal to Australian and international visitors is critical in building international and domestic awareness of Queensland wine.

Similarly, if we are to achieve our objectives, it is essential that we continue to create engaging visitor experiences, nurture our domestic presence and grow advocacy across Queensland.

Queensland’s wine industry is one of the State’s best keep secrets, and like all good wines it has developed with age. However it is now time to grow awareness of our uniquely Queensland approach to alternative varieties, regional hospitality and authentic market-leading visitor experiences.

Mike Hayes, President
Queensland Wine Industry Association

Wine Australia is delighted to support the Queensland Wine Industry Association’s International Wine Tourism Strategy through the Australian Government’s Export and Regional Wine Support Package.

This strategy is an exciting development for the Queensland wine sector that aims to capitalise on the state’s popularity as a tourism destination and cross-promote its fine wine, food and tourism experiences.

Wine is a key driver of international visitors to Australia but there’s a relatively untapped opportunity for the wine sector to maximise international wine tourism in a way that benefits producers and outpaces global competitors.

We look forward to seeing Queensland wine businesses implementing this strategy and building the state’s competitiveness as a premium wine tourism destination.

Andreas Clark, Chief Executive Officer
Wine Australia
# Contents

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Introduction
The Queensland Government and the Australian Government (through Wine Australia) has supported the Queensland Wine Industry Association (QWIA) to establish the new Queensland International Wine Tourism Strategy. QWIA has developed this Strategy to provide the industry with a strategic 5-year action plan which grows awareness of our wine tourism experiences in target domestic and international markets, embedding it within Queensland’s overall tourism positioning. We recognise that globally, successful tourism economies focus more on journeys and experiences than simply viewing or visiting destinations. As travellers visit more destinations than ever before, they are becoming increasingly focused on seeking experiences that are intrinsically connected to destinations.

While the focus of this strategy is on growing the international potential of the sector, it is recognised that as Queensland wine tourism is at a development stage, many of the priority actions identified in this strategy also relate equally, if not more so, to development of domestic tourism opportunities.

With continued consumer interest in authentic food and drink products, our fast growing wine industry offers great potential to attract more visitors who are keen to experience Queensland’s stand-out foods and beverages and great range of high quality visitor experiences.

Wine Tourism

Motivation to visit a wine region goes beyond just the wine. Natural beauty, recreational and retail choices, human interactions and cultural attractions play an integral role in destination attraction. The rise in interest from visitors seeking authentic “foodies” experiences is also a trend that cannot be ignored.

Wine Tourism has been defined by Australian Grape & Wine, Australia’s peak national grape and wine industry body, as...

“...visitation to wineries and wine regions to experience the unique qualities of contemporary Australian lifestyle associated with the enjoyment of wine at its source – including wine and food, landscape and cultural activities”

Queensland wine tourism in 2019
The Queensland Wine Industry

The Queensland wine landscape encompasses a wide range of microclimates, elevations, soil types and conditions which make each wine growing region unique.

QWIA defines the Queensland wine industry as encompassing two Geographically Indicated (GI) regions and several subregions.

**Geographical Indication (GI) Regions:**

**Granite Belt:** Stanthorpe and Wallangarra being the two main towns.

**South Burnett:** Encompassing Kingaroy, Murgon, Moffatdale and Nanango.

**Sub regions:**

**Greater Brisbane:** Mt. Cotton, Brisbane Valley, Mt Mee, Dayboro and Somerset Valley.

**Scenic Rim:** Inclusive of Harrisville, Ipswich and Marburg. This region also includes the Gold Coast and Hinterland (Canungra, & Mt. Tambourine).

**Sunshine Coast and Hinterland:** Maleny, Eumundi, Kenilworth and Landsborough.

**North Burnett:** Bundaberg, Mt. Perry, Monto, Childers.

**Western Queensland:** Roma, St. George and Surat.

**Other:** Far North Queensland.2

The Queensland wine industry consists of over 90 individual wineries and is predominantly made up of small scale producers (<1000 cases p.a.).

---

2 While not an official subregion, Far North Queensland should be noted and has been included on the map due to the region’s production of various fruit wines which are a popular domestic and international tourist attraction.
Wine Tourism Visitors

Wine tourists are defined as travellers who visited wineries during their stay.1 The developing status of Queensland’s wine tourism experiences is demonstrated by the sector accounting for a comparatively low share of visitor nights compared with other states and Australia as a whole.

Wine tourists as a share of general visitor nights (3-year average)

<table>
<thead>
<tr>
<th>State</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>9.4%</td>
</tr>
<tr>
<td>SA</td>
<td>18.0%</td>
</tr>
<tr>
<td>WA</td>
<td>17.1%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>13.6%</td>
</tr>
<tr>
<td>Victoria</td>
<td>11.5%</td>
</tr>
<tr>
<td>NSW</td>
<td>7.8%</td>
</tr>
<tr>
<td>ACT</td>
<td>6.7%</td>
</tr>
<tr>
<td>Queensland</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

Figure 2 — Wine tourists share of overall visitor nights (3-year average)

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1 Analysis has been undertaken utilising Tourism Research Australia’s (TRA) most recent visitation statistics (to year end March 2019) and the Tourism Forecasting Reference Panel’s (TFR) forecasted visitor expenditures for each market segment.
In the year ending March 2019, approximately 544,000 visitors participated in winery experiences in Queensland. Overall, visitation to Queensland wineries declined by 0.9% p.a. over the past 4 year period compared with a 7.6% p.a. increase for Victoria and 7.1% p.a. for NSW.

If visitation to wine experiences grows in line with overall tourism growth forecasts, Queensland wine tourism visitors would reach 751,200 (up 206,927) by 2023/24.

Growth in Wineries Visitation by State 2015 Q1 — 2019 Q1

<table>
<thead>
<tr>
<th>State</th>
<th>2015 Q1</th>
<th>2016 Q1</th>
<th>2017 Q1</th>
<th>2018 Q1</th>
<th>2019 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>2,500,000</td>
<td>2,700,000</td>
<td>2,900,000</td>
<td>3,100,000</td>
<td>3,300,000</td>
</tr>
<tr>
<td>ACT</td>
<td>750,000</td>
<td>720,000</td>
<td>690,000</td>
<td>660,000</td>
<td>630,000</td>
</tr>
<tr>
<td>Tasmania</td>
<td>1,200,000</td>
<td>1,250,000</td>
<td>1,300,000</td>
<td>1,350,000</td>
<td>1,400,000</td>
</tr>
<tr>
<td>WA</td>
<td>1,500,000</td>
<td>1,600,000</td>
<td>1,700,000</td>
<td>1,800,000</td>
<td>1,900,000</td>
</tr>
<tr>
<td>Victoria</td>
<td>1,800,000</td>
<td>1,900,000</td>
<td>2,000,000</td>
<td>2,100,000</td>
<td>2,200,000</td>
</tr>
<tr>
<td>Queensland</td>
<td>2,000,000</td>
<td>2,200,000</td>
<td>2,400,000</td>
<td>2,600,000</td>
<td>2,800,000</td>
</tr>
<tr>
<td>SA</td>
<td>300,000</td>
<td>350,000</td>
<td>400,000</td>
<td>450,000</td>
<td>500,000</td>
</tr>
</tbody>
</table>

Wine tourism visitors in Queensland spent a total of $806 million⁴ in 2019, accounting for 3% of total visitor expenditure in Queensland.

⁴ Based on a 3-year average
Visitation at present is driven mainly by domestic markets, accounting for \textbf{57\%} of overall visits.\footnote{Based on a 3-year average}

When looking at international visitors to Queensland...

International travellers who visited a cellar door during their Australian trip account for \textbf{43\%} of visitors. However, only around \textbf{3 out of 10} of these visitors undertook a cellar door experience in Queensland.\footnote{As of YE March 2019, sourced from additional wine tourism questions added to IVS 2018.}

The remainder chose to undertake a wine tourism activity elsewhere in Australia at another point in their holiday.
Challenges and Opportunities for Queensland Wine Tourism

A number of key issues will shape growth of domestic and international wine tourism in Queensland.

Creating a clear story and narrative for Queensland wine tourism experiences

The ability to tell the story of not just the winery, but also its connection to Queensland and the destination, can significantly improve the overall visitor experience. At present, consensus from stakeholder feedback suggests more work needs to be done to create a clear narrative or storyline that connects the sector.

Queensland wine should not seek to compete with other states. We need to find and communicate our story as being authentic, bespoke, personalised and intrinsically linked to our cultural heritage, nature and Queensland produce.

Similarly, catering to just the wine tourist visitor is not enough and the industry should instead focus on becoming more embedded in Queensland’s overall tourism narrative.

The industry needs to consider:

- Consistent messaging. The industry is stronger together under a consistent vision and message to the market, while also championing the Unique Selling Points (USPs) that make a local region special.
- Making our visitors feel special through personalised and warm customer service, listening to their needs and strengthening their connection with the Queensland wine regions and subregions.
- Increasing our touchpoints with visitors before, during and after their trip.
- Ensuring visitors know we exist and have the opportunity to experience our way of life through increased tourism offerings, access to information, education, ease of booking and itinerary development and consistent / aligned opening hours.
- Strengthening partnerships between produce, tourism, events and wine stakeholders in order to create a whole of destination experience for visitors, of which wine is only one important part.

Building advocacy for Queensland wine, starting at home

As a whole, the domestic and international profile of Queensland wine and wine tourism experiences is relatively low. The wine product itself has minimal profile outside cellar doors, with comparatively few hospitality businesses and retailers stocking it. This has a flow-on effect for awareness of tourism experiences. As a starting point for growing awareness and raising visibility, advocacy among businesses and key stakeholders needs to be developed. A focus on the best – Queensland’s 10 best wines, for example, can be used as a device to build visibility and create interest.

Capacity building and delivery of high quality experiences

Capacity building support is required to help businesses raise the quality of experiences offered to visitors. Building businesses’ international and trade readiness are key enablers for international tourism growth. Programs such as Tourism and Events Queensland (TEQ)’s Best of Queensland Experiences (BOQE) program can further support businesses to develop and deliver the world class experiences sought by visitors.

Growing international visitor awareness and visitation

Awareness of Queensland wine and wine tourism experiences is low in domestic and international markets. Building advocacy for Queensland wine should start by prioritising work with key domestic stakeholders.

Building awareness in international markets is particularly challenging when comparatively little produce is currently exported. Initial opportunities are available through:

- Targeting influencers (wine critics, bloggers, sector media) in target international markets.
- Leveraging existing travel and tourism investment and presence in international markets including current and new air routes.
- Raising awareness of wine experiences for international visitors arriving in Queensland.
- Targeting the visiting friends and relatives (VFR) sector.

The need for collaboration and partnership development

Stakeholder feedback revealed that wine businesses often have a strong affinity with local wine regions and that there is considerable variation in terms of business focus between grape/wine production and tourism experiences. Both of these issues need to be considered when building improved tourism partnerships.
Vision & objectives

Our Promise

“Queensland Wine will be recognised by visitors as an integral part of the local and regional Queensland food tourism experience, creating a unique sense of place while sharing our diverse culture and hospitality.”
Strategic roadmap to achieving the objectives

To deliver this promise, the Queensland wine industry needs to work together with tourism partners to create holistic, high quality visitor experiences that champion Queensland’s product and service strengths.

Central to this strategy is a renewed focus on creating and promoting the Queensland Wine Story. Stakeholders engaged during the development of the strategy see our wine story as being authentic, bespoke, personalised and intrinsically linked to our cultural heritage, nature and Queensland produce. Built around this positioning, the sector can come together to collectively grow the contribution of wine tourism to Queensland’s visitor economy.

Our Objectives

The link between the wine and tourism industries in Australia has been an integral driving force for the growth of both sectors since the first pioneers of Australian viniculture opened their cellar doors to visitors. The aim of this strategy is to strengthen this partnership in Queensland. The following objectives will drive implementation of the strategy:

Positioning

wine tourism as an integral part of authentic Queensland visitor experiences showcased to target international and domestic markets.

Developing partnerships

between the tourism and wine industries via programs and activities that maximise the tourism potential of Queensland wine and cellar door experiences.

Driving increased visitation

to Queensland wine tourism experiences.

Building the quality

of Queensland wine experiences.

Raising awareness

of Queensland wine tourism experiences in target international and domestic markets.
Strategic directions
roadmap
Objective 1: Positioning

The Objective
Positioning wine tourism as an integral part of authentic Queensland visitor experiences showcased to target international and domestic markets.

Performance Indicators
- Developing a Queensland-wide wine tourism narrative that is adopted and showcased by wine and tourism industry partners.
- Growing awareness of Queensland wine experiences in domestic and international markets, and among key stakeholders.

The Challenge:
The first step in delivering the long-term potential of Queensland’s wine tourism experiences is to establish a collective marketing message that all of Queensland can get behind. While regions and producers in Queensland use individual brands and storylines in the marketing of their tourism experiences and wines, consultation with industry during preparation of the strategy highlighted that a key area for development is establishing a Queensland-wide narrative. Similarly, surveying of international visitors conducted by Griffith University during the development of this Strategy highlighted low market perception and awareness of Queensland wines. This was in contrast to the high levels of satisfaction experienced by domestic visitors who had actually visited Queensland wine regions.

The challenge is particularly acute when it is recognised that the sector is in a development phase as far as its position as a set of tourism experiences is concerned. It is competing for visitors’ attention along with established tourism experiences throughout Queensland and world-renowned wine regions elsewhere in Australia.

The Solution: A Queensland Wide Narrative
Creating differentiation in a crowded Australian marketplace requires strategic development of a core wine tourism marketing message that incorporates the whole of the Queensland wine industry. This message should also play to our regions’ strengths such as authentic connection to regional towns and winegrowers/farmers, our exclusive small batch production, (often only available at cellar doors) and the intrinsic link of our alternative varieties which have been cultivated specifically to match our climate, terroir and renowned food bowl of local, award winning produce.

Opportunities to invest in our brand story include:
- Identification of core values and USPs, building on the research undertaken during this project, and
- Development of creative content and collateral, including video and digital footage designed to be easily shared and distributed by Queensland wine businesses and experiences.
How will we get there?

Development of an agreed Queensland Wine Story

• Development of a Queensland wine brand story that can be executed by all stakeholders, with a clear narrative that incorporates multiple elements (Queensland wine, food, nature & culture).

• Bring the newly established brand story to life through development of new collateral including new Queensland wine tourism digital video footage that can be utilised for a wide range of promotional purposes.

• Obtaining buy in from wine, food and beverage and tourism stakeholders to champion the Queensland wine story.

Leveraging social media

• Invest in a dedicated social media resource tasked with promoting the Queensland wine story, obtaining buy in from all stakeholders and creating and distributing content through all social media channels.

• Utilise annual content from Queensland’s “best of the best” wines to inform media stories and challenge lack of awareness and preconceptions about Queensland wine.

• QWIA will lead development of a tourism marketing and communications plan in partnership with tourism stakeholders.
Objective 2: Building high quality experiences

Performance Indicators

- Improved visitor satisfaction with Queensland wine tourism experiences.
- Improving ‘Best of Queensland Experiences Program’ rankings for Queensland wine experiences.

The Challenge:

Delivering authentic and differentiated experiences is key to providing visitors with a reason to visit a destination. Current tourism research indicates that visitors are increasingly discerning, better informed and seek local and regionally specific tourism experiences when travelling.

The challenge highlighted by both stakeholder engagement with industry and tourism stakeholders, and assessment of cellar door experiences is that the industry needs to lift the overall quality of wine tourism experiences on offer as well as create additional ways to connect with visitors during their stay.

This necessitates action which improves the customer experience as well as building industry capability and capacity.

The Solution:

By focusing on supporting the development and delivery of high quality packageable and commissionable tourism experiences, the reputation of Queensland wine will be lifted both domestically and internationally. There is a great opportunity to tell Queensland’s wine tourism story and link it to other visitor experiences (i.e. Queensland lifestyle, nature-based tourism, eco-tourism, agritourism etc.).

To combat the challenge of differentiation in a crowded and high quality marketplace, a focus on leveraging and improving existing events, wine trails, and cellar door experiences will assist in stimulating additional growth in the sector. Central to raising the quality and diversity of experiences is supporting and building the capacity of the wine tourism operators. Mentoring and capacity building programs tailored to the sector will help empower the industry to grow the depth and quality of the experiences made available to visitors.

Along with communicating the potential for inclusion in other Queensland Government business capacity building and mentoring programs, wine businesses will be encouraged to participate in TEQ’s Best of Queensland Experiences (BOQE) program. This innovative program supports Queensland tourism businesses to build high quality customer experiences, create positive word of mouth, help attract more visitors, grow expenditure and increase market share. The program identifies and recognises experiences that best bring the Queensland story to life and consistently deliver a high-quality visitor experience.

The concept of the “Queensland wine best of the best” marketed and promoted as an annual Top 10 list, can be used to drive perception change and create advocacy among tourism, government and industry partners.
How will we get there?

Capacity Building

- Building on the research carried out during preparation of this strategy, review the wine tourism experiences currently on offer to assess the degree that these meet the needs of our visitor markets. This research should inform the focus of industry capacity building programs.
- Assist operators to build experience development capacity, resulting in delivery of improved cellar door visitor experiences.
- Prioritise development and delivery of capacity building programs which support improved trade and international readiness.
- Increase the capacity and ability for industry to engage with international touring markets through the development of relationships with third party inbound tour operators (ITOs).
- Encourage regional partnerships which facilitate networking opportunities between the wine, tourism, and events sectors aimed at creating new package experiences.
- Promote the availability of performance and market information which supports new investment in Queensland wine experiences.

Leveraging the Best of Queensland Experiences (BOQE) program and other Queensland Government business capability programs

- Support the wine industry to get behind the BOQE program and include their wine tourism experiences on Australian Tourism Data Warehouse (ATDW) so they can be assessed against the BOQE criteria in November each year.
- Currently only around 10% of Queensland wineries are participants in the BOQE program (representing 9 businesses in total). Our aim is to double participation over the term of the strategy, equating to 18 BOQ winery experiences by 2025.
- Communicate the benefits of inclusion in the BOQE program to Queensland wine tourism experiences.

Championing the Best Queensland Wine Experiences

- As a means of challenging preconceptions about Queensland wine, develop and deliver an independently judged annual “Queensland wine best of the best” that showcases the top 1% of wine that Queensland has to offer including an ‘International Wine Challenge’ to compare and showcase the best of Queensland wines against international competitors.
Objective 3: Raising awareness

The Objective
Raising awareness of Queensland wine tourism experiences in target international and domestic markets.

Performance Indicators
- Improved Net Promoter Score for Queensland wine visitor experiences.
- Improved awareness of Queensland wine and Queensland wine tourism experiences among target visitor and stakeholder groups.

The Challenge:
Research and stakeholder engagement revealed that predominantly, the domestic market has an indifferent or negative perception of Queensland wine at present. Addressing this challenge is paramount as low domestic advocacy has the potential to affect international reputation and reduces the effectiveness of the industry’s ability to deliver its core message of an authentic, regional culinary experience surrounded by nature.

Beyond these domestic challenges, due to the relatively small size of the Queensland wine industry at present and limited international distribution there is very low awareness in target international markets.

Given the developmental stage which the industry is currently in terms of its tourism appeal, Queensland wine tourism experiences are not currently prioritised as a leading pillar of Queensland’s strategic tourism marketing. Inconsistent messaging and the mixed quality of experiences has also limited the promotion of wine tourism experiences to international and domestic audiences to date.

The Solution:
Initially, awareness needs to be built within the state to help drive consumer advocacy towards positioning Queensland as the hidden gem of the Australian wine industry. Opportunities are available to raise awareness of wine tourism experiences as part of Queensland’s overall lifestyle offering, as well as building profile with the niche ‘wine tourist’ visitor market who actively choose trips based on wine tourism or foodie experiences.

Queensland also needs to leverage its more established and higher quality wine tourism operators, a number of which are located within day trip proximity of Queensland’s major international visitor hubs. These businesses can play an important role in showcasing the Queensland wine story and raising awareness for the sector as a whole.

Due to the relatively small size of the industry, obtaining international visitor cut through is a key challenge when promoting Queensland wine tourism. Representation of Queensland wine experiences on key tourism marketing and distribution platforms such as the Australia Tourism Data Warehouse (ATDW) needs to be increased to improve visibility and awareness of the sector.

Awareness of Queensland wine and wine tourism experiences is low in domestic and international markets. Building advocacy for Queensland wine needs to be raised among key domestic stakeholders as a starting point for building awareness. Initial opportunities are available through:

- Targeting influencers in target international markets.
- Leveraging existing travel and tourism investment and presence in international markets including current and new air routes.
- Raising awareness of wine experiences for international visitors arriving in Queensland.
- Targeting the visiting friends and relatives (VFR) sector.
How will we get there?

Awareness via events
- Build an international wine week around the already established Queensland Wine Awards, as a means of raising awareness of Queensland wine and domestic and international markets among key stakeholders and influencers.

Awareness via tourism and Government partners
- Support Queensland wine tourism businesses to distribute their products to target visitor markets through increased presence on the Australian Tourism Data Warehouse (ATDW) platform.
- Ensure multiple touch points exist for connection and feedback from visitors undertaking wine tourism experiences. (TripAdvisor, Facebook, Google Reviews etc.)
- Invest in and promote digital marketing and social media capacity building through existing small business development programs.
- Facilitate and encourage wine businesses in partnering with other Queensland tourism businesses and encourage more wine tourism businesses to join Government procurement lists under the buy Queensland first policy.
- Leverage relationships with RTOs to expand the wine industry’s reach both domestically and internationally.

Awareness via wine industry partners
- Promote the “Queensland wine best of the best” wineries through social media and PR-led initiatives, and to leading Queensland restaurants, hotel chains and bottle shops, linking each wine with the Queensland wine story and highlighting the exclusivity of the selection.

- Targeted investment in marketing the core “Queensland wine tourism narrative” that builds awareness and drives visitation from target domestic and international markets, potentially including:
  - Targeting influencers (wine critics, bloggers, sector media) in key international markets.
  - Leveraging existing travel and tourism investment and presence in international markets including current and new air routes.
  - Raising awareness of wine experiences for international visitors arriving in Queensland.
  - Building awareness in the visiting friends and relatives (VFR) sector.
- Investigate the opportunity to establish a gateway wine tourism approach, utilising a small number of Queensland’s largest and best cellar doors as hubs to provide interpretative information on the overall Queensland wine tourism story.

Awareness via PR and Marketing
- Targeted investment and sponsorship in specialist wine media, blogs and social media to build awareness and profile in target niche markets.
- Focus on PR and social media based investment to grow awareness in target international and domestic markets, utilising RTOs and TEQ’s distribution channels.
Objective 4: Driving increased visitation

The Objective
Driving increased visitation to Queensland wine tourism experiences.

Performance Indicators
- Growing visitation to wine experiences in line with overall tourism growth forecasts, reaching 751,200 (up 206,927) by 2023/24.

The Challenge:
Raising international awareness and visitation is central to meeting the objectives of this strategy. It was identified during the research and consultation stage of this project that the challenge for Queensland and its wine industry is not only how best to capture the attention of these international markets, but also how to ensure that the industry had a compelling wine tourism experience prepared for them when they arrive.

The Solution:
It is proposed that the Queensland wine tourism industry, in addition to reaching out to the niche wine visitor market, should also focus on developing a collection of experiences that caters to a wide and diverse leisure audience, of which locally produced wine is an integral part.

This could include:
- Creating regional food and wine experiences and promoting these to target markets;
- Offering local food stall popups or the opportunity to purchase locally produced picnic hampers at Queensland cellar doors;
- Increasing and improving cellar door experiences offered in key regions;
- Working more closely to connect wine tourism operators with tourism services i.e. inbound tour operators, nature-based tourism operators, private bus tours and local agritourism experiences;
- Connecting wine tourism operators with tourism services, such as inbound tour operators, nature-based tourism operators, private bus tours and local agritourism experiences;
- Building the capacity of front-line staff at wineries and empowering them to tell the region’s unique stories and the story of Queensland wine tourism more broadly; and
- Partnering with the major international visitor hubs of Brisbane, Sunshine Coast and the Gold Coast in promoting Queensland wine/ wine tourism experiences through events, businesses, restaurants and the arts.

While the focus of the strategy is increasing international visitation, investing in increasing domestic tourism and awareness will act as a catalyst for strengthening all links in the Queensland wine tourism visitor lifecycle. With an overall visitation growth focus, businesses will be more inclined to stay open longer, develop iconic experiences and promote investment in wine growing and producing regions.
How will we get there?

Co-ordinated Wine Tourism Consumer Web Presence

• Investigate the opportunity to establish a central website or online portal for all Queensland wine tourism experiences— at present, information is spread across individual local governments, RTOs and wine businesses.
• Increase the quality and level of information available pre-trip through a refresh of online booking channels, multilingual information and a focus on visual marketing (video and images) of Queensland wine experiences.
• Strengthen wine tourism business partnerships with RTOs that have an online presence in key international markets.

Align the Queensland Wine Story with Iconic Queensland Events

• Seek to use Queensland’s main food and beverage events as a platform to sell the Queensland wine story and its attributes.
• Increase investment and support in regional events that have an international tourism reach.
• Identify a small number of high profile cultural and business events which can be used as a platform to showcase Queensland wines to international audiences.
• Focus on developing and promoting regional food and wine matching at Queensland cellar doors to help promote “what grows together goes together”.

Making it Easy for Visitors

• Develop a series of packaged itineraries in partnership with local governments and RTOs that include wine tourism experiences to encourage visitors to stay longer in wine regions (even if they are primarily visiting for other attractions/experiences).
• The wine industry to investigate if each wine region could establish a rota of cellar door opening across weekdays, weekends and public holidays and ensure that clear information is provided by tourism marketing channels.

Grass roots promotion

• Leverage and invest in existing destination campaigns in key international target markets via RTOs where opportunities are available.
• Utilise TEQ’s distribution channels that promote supporting experiences.
• Increase partnerships across the Queensland wine industry with ITOs aligned with key market visitors.
• Identify opportunities for niche wine media advertising which aligns with target markets and the attributes of Queensland’s wine tourism experiences.
• Utilise PR-based investment to grow awareness in target international and domestic markets, utilising the annual top 10 “Queensland wine best of the best” content and the recommendation collateral/new digital footage of the Queensland wine tourism story and encourage consumer led promotion/sharing.
Objective 5: Developing partnerships

The Objective
Developing partnerships between the tourism and wine industries via programs and activities that maximise the tourism potential of Queensland wine and cellar door experiences.

Performance Indicators
- Effective collaboration among partners which supports delivery of objectives.

The Challenge:
Delivery of this strategy’s objectives requires a renewed focus on effective partnerships between Queensland’s wine and tourism industries.

Partnership was identified as a key issue by the majority of those engaged in the development of this strategy. Common barriers to the development and nurturing of these relationships included:
- A feeling of disconnect between the various regions and subregions of the Queensland wine industry;
- A perceived lack of support from key industry bodies;
- Over-segmentation of wine and tourism interest groups leading to “association overload” where businesses have too many membership organisations to choose from (covering wine or tourism at a local, regional, and State level);
- A lack of knowledge or mistrust surrounding securing agreements with ITOs;
- The financial commitment required to invest in formal partnerships, collaborative marketing campaigns or association membership fees; and
- A lack of time and resources available to devote to partnership development.

The Solution:
Partnership development must take a multifaceted approach across stakeholders at all levels with an interest in growing the Queensland wine tourism industry. As such, the actions for partnership development are as follows:

Building Local Partnerships
Partners should focus on building grass roots involvement and community pride in the Queensland wine industry and embedding the industry securely within the greater regional story as a means of championing Queensland’s uniqueness, authenticity, heritage and regional charm.

Building Domestic Tourism Partnerships
Domestic partnerships encompass connecting and building relationships with the whole of Queensland and is of central importance in growing the industry. Connecting with our domestic visitors, urban centres, and hospitality industry and Queensland government partners is vital in gaining collective buy in to the broader Queensland wine story.

Building National Partnerships
Building effective national partnerships is especially important in supporting the Queensland wine industry to reach its target international visitor markets. By positioning Queensland wine as intrinsically linked to the greater Queensland tourism experience the industry can maximise their opportunity for international exposure.

Building International Partnerships
In order to become self-sustaining, Queensland Wine must also focus on owning their own international tourism partnerships. By creating business to business partnerships with international ITOs and leveraging the existing international relationships of Queensland’s leading wine experiences the industry can help strengthen their international presence.
How will we get there?

Generating awareness via events

- Build an international wine week around the already established Queensland Wine Awards, as a means of raising awareness of Queensland wine among key stakeholders and influencers.

Building Local Partnerships

- Increased collaboration between QWIA, RTOs and local governments to raise awareness of mutual opportunities between the tourism and wine sectors.
- Investigate opportunities to establish a QWIA tourism committee and/or nominating regional QWIA member ambassadors to take an active role in local community associations and communicate current trends and issues to the QWIA board and its members.
- Build the Queensland wine industry’s involvement in consumer tourism events where appropriate to strengthen community and consumer partnerships and awareness.

Building Domestic Partnerships

- Building effective networking between QWIA, GBWT, TEQ and the RTOs to ensure wine continues to act as a key contributor to tourism in Queensland.
- Continue to engage with Queensland Government to maximise wine tourism outcomes in government industry development activities and policies.
- Leverage the domestic and international visitor reach of leading Queensland cellar door experiences through using digital and other media to promoting wine tourism experiences throughout the State.
- Work with the Queensland Hotels Association to develop opportunities for showcasing and distributing Queensland wine among leading hospitality businesses.

Building National Partnerships

- Work closely with Wine Australia and Tourism Australia to ensure awareness of tourism and marketing opportunities.

Building International Partnerships

- Promote international tourism operator partnerships through a Queensland wine industry mentoring program for those businesses interested in growing this sector for their business.
- Create a Queensland wine mentoring program between international-ready Queensland wine experiences already in market and emerging businesses looking to grow their international presence.
Disclaimer: The International Wine Tourism Strategy for Queensland program has been developed by the Queensland Wine Industry Association (QWIA) with funding support from the State of Queensland acting through the Department of Innovation, Tourism Industry Development and the Commonwealth Games and by Wine Australia. The content presented in this document is made on the basis of information available at the time of preparation of the document and is not reflective of QWIA or the funders contributing to the program. QWIA accepts no liability for decisions made on the basis of the material contained in the document or the information provided. Images used throughout the document are courtesy of Tourism and Events Queensland, unless otherwise stated.