



2004 WINERY VISITOR SURVEY

RESULTS HIGHLIGHTS

FOR FURTHER INFORMATION CONTACT

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THE SURVEY

Early in 2004 the Department of Tourism (in conjunction with Latrobe University, Melbourne) undertook a study of visitors to nine wineries throughout New Zealand. An identical survey is also taking place in Australia and the results will be combined to form one of the first international comparisons of winery visitors. The survey netted 367 responses and it is hoped that a second round of surveying in October this year will result in a similar number of responses. All participating wineries received a report on the findings of the study as a whole and those specific to their own respondents.

Participating wineries receive a report of the findings specific to their respondents.

The questionnaire explores a range of behaviours of winery visitors and uses personality tests to explore whether or not personality is a predictor of behaviour. The analysis is in its infancy and this report provides just a few of the highlights of the findings. There will be further reports relating to the level of involvement of visitor (i.e. their attachment to wine) and several aspects of their personality.

DEMOGRAPHICS

GENDER AND AGE:

- 59% female
- Females are largely under 45 years old
- Almost 1/2 are Gen X
- > 1/3 Baby Boomers
- 3/4 married or de facto

ORIGIN OF VISITOR:

- 1 in 5 are from overseas
- Almost 1/3 from Auckland
- 1 in 10 from Wellington and Christchurch

INCOME:

Income (\$,000)	Personal (%)	Household (%)
<50	48	20
50-100	37	39
>100	15	41

WINE HABITS

WINE PURCHASES:

- \$100 median wine spend/month
- Median purchase is 6 bottles/month
- 40% consume > 6 bottles/month
- 1/3 prefer white wine

WINE CONSUMPTION:

- >75% drink wine a few times a week or more
- >95% prefer bottle over cask wine
- 1/3 prefer white wine
- 43% prefer both red and white wine
- 40% consume 6 bottles/month

WINE TOURISM BEHAVIOUR

WINERY VISITATION:

- Less than 6% were first time winery visitors
- Around 40% were repeat visitors to the winery they were surveyed at.

VISITING THE REGION:

- >70% were on an overnight trip
- Median stay in the region is 3 nights
- > 1/2 were travelling with family
- 37% were travelling with friends

TOP 10 INFLUENCES ON A VISIT TO A WINE REGION

Feature	Somewhat important or important (%)
Visitor-friendly wineries	98
Wine-knowledgeable winery staff	96
Opportunity to relax	93
Expand your knowledge about wine	90
Reputation of region	88
Reputation of wineries	87
Novel/new experiences	83
Availability of good facilities	83
The region is safe to visit	81
Information about the region is available in advance	80

Note: Percentage is the percentage of respondents rating the feature as important or somewhat important.

TOP 10 ACTIVITIES UNDERTAKEN WHILE IN THE REGION

Activity	Undertaking activity (%)
Wine tasting	95
Sightseeing	77
Dined at restaurants/cafés	72
Dined at winery restaurant/café	66
Discussed wine-interest with like-minded people	61
Viewed local art/crafts on display at winery	54
Sought out a wine bargain	45
Visited local food market, farm-gate etc	45
Outdoor recreation	43
Dined at fine dining restaurant	43

Note: Percentage is the percentage of respondents rating who had undertaken a particular activity.

IMPORTANCE OF INFORMATION SOURCES IN PLANNING A VISIT

Information source	Wineries	Wine regions
	Somewhat important or important (%)	Somewhat important or important (%)
Recommendations from others	90	89
Wine region guides	87	87
Quality signage in the area visited	87	85
Brochures/pamphlets	80	86
Previous visit/s	73	68
Road maps	72	72
Visitor information centres	70	69
Internet	48	52
Mass media (radio, television, etc)	23	31

Note: Percentage is the percentage of respondents rating an information source as important or somewhat important.