

Victorian Wineries Cellar Door Survey

Analysis of Survey Results 2005



Research Objectives

- To obtain a profile of winery visitors
- To determine the level of planning and types of information sources used by Victorian winery visitors
- To identify the role of food related experiences
- To determine the main reasons for visiting the region and identify other locations or activities
- To obtain feedback specifically relating to the experience at the winery
- To identify wine drinking and purchasing behaviours



Survey methodology

- 61 interested wineries selected - recruited by telephone
- 37 wineries distributed questionnaires (n=36 in 2003)
- 408 responses
- Only one person per visitor party
- 10 weeks in field (6 June – 12 August)
- Self-completion survey completed during the visit at the winery



Summary of Key Findings

- 82% planned to visit wineries before trip
- Family and friends main source of information
- 59% of visitors indicated that visiting wineries was the main reason for visiting the region (compared with 53% in 2003)
- 50% on a daytrip, 40% on a short break, 10% of visitors on a longer trip
- 57% of visitors reported that they visited wineries more often than three years previously



Summary - Profile of Visitors

- Visitors evenly distributed between 24 to 64 years
- Young/midlife couples (26%), Mature couples (22%)
- 68% from Melbourne, 12% Regional Vic, 17% interstate, 3% from Overseas
- 27% from Melbourne's eastern suburbs followed by Southern suburbs (20%)
- Higher incomes (34% annual income over \$60,000)
- 61% intermediate-advanced wine knowledge
- 21% have a wineclub/society membership
- Magazines read regularly include – The Age on weekend (74%), The Herald Sun on weekend (49%), Vogue (28%), Royal Auto (23%) and Gourmet Traveller (17%)



Summary - Profile of Visitors

- 39% last visited a winery less than 3 months ago
- 13% first time visitors to Victorian wineries
- On average make 3.4 trips a year to a Victorian winery (compared to 3.5 in 2003)
- 69% of respondents indicated that the experience of visiting wineries was either extremely or very important when choosing which region to visit
- 70% of respondents indicated that a food related experience was either extremely or very important when choosing which region to visit



Summary - Profile of Wine Consumption/ Purchase Behaviour

- 74% consume wine at least a few times a week
- Cellar door (23%), Supermarket liquor outlet (22%), Bottleshop/pub (20%) and Discount/bulk liquor outlet (18%) were the most popular channels for purchasing wine
- Wine tastings (78%) remains the most significant influence in consumers purchasing wine at cellar door for respondents

