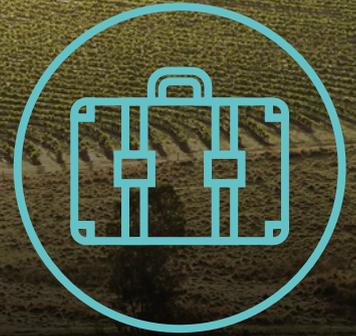


Wine  
Australia



# Growing Wine Tourism program

At a glance



**Wine Australia's 'Growing Wine Tourism' program is for wine businesses looking to develop their wine tourism experiences for the inbound tourism market.**

The program is a key component of the Australian Government's \$50 million Export and Regional Wine Support Package (the \$50m Package), comprising:

- Module 1: Understanding the visitor economy
- Module 2: Stepping into wine tourism experiences, and
- Module 3: Getting inbound ready.

Please note: attendance at Module 1 is a prerequisite to attending Modules 2 and 3.



## About the program

- A practical, wine-specific skills development training program
- Designed for new and experienced wine businesses looking to enhance their wine tourism offering, or give their strategy a 'health-check'
- Workshops delivered in region from early 2019
- Delivered by experts who have experience in wine and tourism
- Bookings are essential.

[www.wineaustralia.com/au/growing-wine-tourism](http://www.wineaustralia.com/au/growing-wine-tourism)



## What will I get?

### Module 1: Understanding the visitor economy will offer:

- tourism and market insights
- inbound visitor profiles, and
- expert advice on developing or refining your unique value proposition to capture the inbound tourism market.

### Module 2: Stepping into tourism experiences will offer:

- insights into visitor behaviour and perceptions
- analysis of China- and USA- visitation to Australia
- practical advice on developing exciting wine tourism experiences, and
- tips for establishing strategic partnerships.

### Module 3: Getting inbound ready will offer:

- practical advice for navigating wine and travel distribution systems
- pricing strategies for market penetration, and
- the ins and outs of pitching your wine tourism products and services to inbound tourists.

## Who should attend?

People with an interest in enhancing their wine tourism products and services, including:

- winery owners and managers
- winery sales and marketing representatives, and
- new employees who would benefit from tourism insights and case studies.

## How and when can I get involved?

Workshops commence early 2019.

More information – including workshop dates – will be published at [www.wineaustralia.com/au/growing-wine-tourism](http://www.wineaustralia.com/au/growing-wine-tourism) as it becomes available.

## Find out more

[www.wineaustralia.com/au/growing-wine-tourism](http://www.wineaustralia.com/au/growing-wine-tourism)

Wine Australia

(08) 8228 2000

[growingwine@wineaustralia.com](mailto:growingwine@wineaustralia.com)

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