

## VISION

The fine wine regions of WA will grow wine sales and exports from increasing international tourist visits by collaborating to cross promote WA fine wine, food and tourism destinations and experiences.

## OBJECTIVES

1. **Grow the number of visitors to WA wine regions** by targeting international tourists with a coordinated and innovative promotion program. (# visits/winery/region)
2. **Grow the spend of visitors to WA wine regions** by resolving wine tourism and wine sales supply chain limitations. (sales/ logistics, training, visitor education, tour packaging)
3. **Support WA wine regions to manage and enhance their ability to attract international wine tourists.** (access/digital visibility, consistent messaging, planning, coordination)
4. **Align tourism and wine industry investment and effort** (public/private) to capture and manage the synergies between the tourism, food and wine sectors.
5. **Improve the quality and consistency** of the WA wine tourism offering. (build value for visitors, cellar door experience, cross promote food/accommodation/tourism sector/events)

## STRATEGIES

Collaboration	Product development	Integrated promotion	Regional support
Collaborate to better align regional wine tourism investment / programs.	Support continuous improvement of the WA wine tourism experience.	Grow visitor numbers and spend using integrated communication strategies.	Develop data and tools to support wine tourism investment.

## TACTICS

<ol style="list-style-type: none"> <li>1. <b>WoWA will support wine regions to grow international wine tourism and collaborate with state/national agencies and wine, food and tourism sectors to foster alignment.</b></li> <li>2. Establish a <b>legacy for collaboration</b>; this may include a WA wine/food/tourism alliance.</li> <li>3. Develop an over-arching collaboration map <b>identifying gaps, linkages and areas to align.</b></li> <li>4. Build greater collaboration across the regional wine tourism sector through alliances, partnerships and initiatives to <b>deliver better experiences for wine tourists.</b></li> <li>5. Foster inter-regional collaboration and develop in-region alliances to <b>cross promote and extend wine tourism opportunities.</b></li> <li>6. <b>Optimise regional wine tourism plans</b> by aligning priorities across regions and supporting regional outcomes.</li> <li>7. Identify <b>international in-market and domestic in-region</b> (Ni Hao WA) promotional events/trade platforms and partner with agencies to gain WA wine region exposure.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct an <b>audit and gap analysis</b> of WA's wine tourism regions to identify the capacity, investment priorities for international wine tourism readiness/commissionable product.</li> <li>2. Provide wine tourism experiences, sales skills and QA <b>training and tools</b> at cellar doors.</li> <li>3. Build a business case for innovative linked <b>winery experience loyalty programs</b> at cellar door, regional and state levels to drive visits.</li> <li>4. Events: target <b>in-region food festivals</b> to better promote local regional wines, link events with wine media famils opportunities.</li> <li>5. <b>Support tourism operators</b> with current wine industry information, consistent key messages, regional narratives, translations.</li> <li>6. Work with iconic WA foods and high profile chefs for <b>endorsement of wine and food pairings</b> to promote regional culinary tourism experiences and media coverage.</li> <li>7. Create an annual <b>international wine tourism event</b>, alongside a wine technical symposium or international wine show event.</li> </ol>	<ol style="list-style-type: none"> <li>1. Build and implement an integrated <b>communication strategy</b> to drive growth of regional wine and culinary tourism in WA.</li> <li>2. <b>Develop/support consistent messaging</b> to promote WA wine regions to target markets, using Wine Australia geographical indicators.</li> <li>3. Partner with a provider to develop a comprehensive suite of fully integrated <b>digital marketing tools</b> using the latest technologies to promote/support regional WA wine tourism across multiple platforms.</li> <li>4. Identify gaps then partner to develop a <b>digital portfolio</b> of images, video, fact sheets to support media, regional promotion, events, publications, web content.</li> <li>5. Identify key points of influence for international visitors and implement <b>attraction strategies</b> (airports, in-market media coverage etc.).</li> <li>6. Explore <b>in-market retail opportunities</b> for promotion/product delivery: visit WA collect wine on return.</li> </ol>	<ol style="list-style-type: none"> <li>1. Invest in accessing existing and new <b>research and share information to inform</b> regional wine tourism investment decision making.</li> <li>2. Conduct a <b>supply chain feasibility program</b> for innovative/economical wine delivery options for visitors.</li> <li>3. <b>Enhance the consumer value</b> of wine tourism using digital/social media metrics to identify popular attributes of wine tourism and create actual and perceived value for international wine tourists using digital tools.</li> <li>4. Identify/<b>negotiate air travel partners</b> for in-market promotion and packaging of wine and culinary tourism options.</li> <li>5. Identify and <b>build a cohort of regional wine tourism champions/leaders</b> to advocate for continuous improvement. Create a virtual creative cluster to support regular contact.</li> <li>6. <b>Manage ongoing monitoring and evaluation</b> of international wine tourism initiatives across regions to inform future investment.</li> </ol>
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