



Wine Tourism

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What I do

- Combination of business and leisure
- Study of factors that lead to the successful development and operation of tourism related businesses
- Organizations that have a connection to natural resources and agriculture (wineries, skiing, boating, fishing, golf)
- Focus on customer experience

Unique challenges to tourism businesses

- Seasonality/cyclical demands
- Weather dependency
- Reliance on discretionary spending
- Zero sum markets

Business Functions

- Marketing
- Human resources
- Collaborative partnerships
- Use of social networks for marketing purposes
- Green practices

Specialty Crop Research Initiative (SCRI)

- Overall focus is on *cold-hardy grapes*
- Marketing/econ portion is relevant to all regional wineries
- Goals
 - Better understand regional tasting room visitors and potential visitors
 - Understand how to better integrate wine into the tourism experience
 - Understand the best practices for wine tourism partnerships
 - Increase tasting room sales
 - Rural economic development
 - Agritourism
 - Sustainable tourism
 - Local foods
 - Provide an additional leisure/tourism opportunity for visitors
 - Develop wine interest

Tasting Room Visitor Profiles

- 3 surveys
 - Survey of tasting room visitors in MI
 - Survey of tasting room visitors in other states
 - Survey of general population in participating states

Wine Tourism Partnerships

- Identification of collaboration best practices
 - Winery – winery partnerships
 - Wine industry – non-wine tourism partnerships

Benefits of Collaboration

- Destination development
- Strengthen industry
- Promotional efforts
- Access to capital
- Grants
- Research
- Policy influence
- Education
- Collective industry-related knowledge
- Collaboration with crossover activities

Best Practices in Wine Tourism Partnerships

- The identification of potential partners
- Essential elements of partnership success
- Description of types of relationships
- The roles played by the partners
- Benefits sought by the different partners
- Potential barriers to partnership
- Processes for partnership development maintenance
- Common problems/challenges, governance models (if appropriate)
- Role of government in promoting/hindering partnerships

How can you help?

- SCRI
 - Input into the surveys
 - Recruitment of potential visitor participants
- What are the “business” research needs in the wine industry?