

WFA Wine Industry Tourism Toolkit

Competitor Analysis

There will always be competition and the more you know about your competitors the better your chance of success. The best thing to do is take a tour of your immediate area- or even another region- check out the competition. Take a friend or partner, take notes and compare afterward. It's very tempting to focus on what the competition is doing wrong out of insecurity. Don't. Go with an open mind. What you will learn will help you establish your point of difference, generate ideas and remind you what it's like to be in the customer's shoes.

Details	Competitor 01	Competitor 02	Competitor 03	Competitor 04
Business Name				
Distance from my business				
Products offered				
Pricing policy				
Target markets				
Strengths				
Weaknesses				
Marketing strategies				

Partnerships

Tourism is built on partnerships- and they often come from the least expected places. The domestic tourism section lists ideas for partnerships. Use this worksheet to brainstorm all the potential partners in your area. A good place to start is to think about the people that you know and get along with. Again it's a good idea to approach your area as if you were a tourist, listing all the people, businesses and services that could compliment your wine tourism plans. The best advice is to think laterally and creatively when brainstorming potential partnerships- you can always throw out the idea if it isn't viable.

Business Name	Potential complimentary products	Ideas for strategic partnerships

Existing Market

We often think we know about the existing market, relying on our impressions or instinct. Do not make this mistake- get empirical evidence for your decision. The Australian Bureau of Statistics holds some data relevant to wine tourism. Your State's Tourism Organisation will also be a valuable source of data.

How many visitors come to your region? %

Elsewhere in State	
Interstate	
Overseas	

How many visitors come to your region (name top 3) %

When do visitors come to your region?

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Many												
Few												

In what social groupings do they come?

Enter the approximate percentage of total visitors for each category. (There will most likely be a mixture of different types of visitors: try to identify approximate proportions in the different groups, e.g. 50% independent senior travellers in mobile homes or with caravans, 25% families in cars, 25% ski enthusiasts going to local mountain)

How many visitors come to your region?

%	Adult Couple	Families/ Groups with Children	Families/ Groups without children	Business groups	Special interest groups	Other

Existing Market

What main activities or attractions bring visitors to your region?

What type of accommodation do tourists use?

How long (nights) is the duration of the average visit? _____

How much (average) do visitors pay per night for accommodation?

\$ _____

How much (average) do visitors spend on non -accommodation goods and services per day?

\$ _____

Apart from accommodation, what main goods and services do visitors purchase while in the area?

What is your estimate of the annual dollar value of the market for tourism product in your services area? (Average daily spend x average number of days stayed x number of tourists in the area)

\$ _____

What share of the existing market do you require to achieve you're aims?

\$ _____

Is there an unmet demand for tourism related products?

If so describe:

Do you plan to provide a type of product that already exists in the region, or is it new to the region?

Existing/New