Key Messages from the Wine Tourism Conference

Napa  November 2011
Featured Speakers

- Caroline Beteta, President and CEO, Visit California
- Barbara Insel, President and CEO, Stonebridge Research Group
- Dr. Steven Cuellar, Dept. of Economics, Sonoma State University
- Ray Isle, Executive Wine Editor, Food & Wine magazine
- Leslie Sbrocco, author, “Wine for Women”
- Sara Schneider, Wine Editor, Sunset Magazine
- Dr. Liz Thach, Wine Business Institute
- Marcy Gordon, author, “Come for the Wine”
- Joe Rosenberg, Google
- Paul Wagner, Balzac Communications and Marketing
- Vicky Hastings, Maxwell PR
- Elizabeth Martin-Calder, MartinCalder Productions
- Todd Skelton, TripAdvisor
- Michael Mondavi, Michael Mondavi Family Wines
- Allen Shoup, Long Shadows Vintners
- Clay Gregory, Legendary Napa Valley
- Kathleen Fitzgerald, Legendary Napa Valley
- Dixie Huey, Trellis Wine Consulting
- Lynn Bruni, San Francisco Travel
OVERVIEW OF WINE TOURISM

Caroline Beteta, Visit California
Overview of wine tourism

- Passenger car rental = 79% of Visit California budget, $240 million thru 2013
- California is not just a place; it’s an experience – meet vintners, experience the lifestyle
- Touch the consumer in a different way that’s engaging and inspiring
  - Video is key
  - Add to conventional commercial channels (don’t replace them) – hit consumers from different directions
- Planning continues while you’re on vacation – mobile compatibility is critical
Barbara Insel, Steven Cuellar

ECONOMICS OF WINE TOURISM
Economics of Wine Tourism

• Wine tourist is generally high quality visitor – among the most attractive consumer segments

• Wine Demographic*
  • Household income > $75,000/year, more likely > $100,000
  • Winery visitors: > $100,000, significant share > $160,000
  • Well educated – at least college degree
  • Managerial, professional, entrepreneurial occupations
  • Children < 18 years not in home
  • Reside in wealthy suburban or exurban communities, retirement resorts, some college towns

*2011 - Stonebridge Research Group
Economics of Wine Tourism

- People go to tasting room to get experience, but they buy because of personal connection.
- Winery visitors become “brand ambassadors”.
- Wineries with a more relaxed atmosphere had higher sales than wineries with highest traffic – under $10 and over $40 especially.
- Visitors try signature wines at tasting room, but when they get home, purchase lower priced wines to fit budget (< $10) or holiday/special purpose wines (> $40).

Download Stonebridge presentation:
IMPROVING THE SELLING PROCESS

Kathleen Fitzgerald, Lynn Bruni
Improving the Selling Process

- **Key benchmarks**
  - tell the story
  - ask for the order
  - sell wine club effectively
  - capture contact data
WHAT MAKES A GREAT WINE REGION?

Ray Isle, Leslie Sbrocco, Sara Schneider
It’s Not Just Scenery
What makes a great wine region?

- Media looks for unique experience – don’t want to tell the same story; locavore, artisan, handcrafted, passion are all overused – find a new way to say it

- Need places to stay and eat; doesn’t have to be 4-star – wine tends toward luxury travel, but not exclusively (camping); young travelers want different experience

- Tasting room staff should be engaging – invested in the winery and the experience – inviting and excited
USING SOCIAL MEDIA TO INCREASE WINE TOURISM

Liz Thach, Marcy Gordon, Joe Rosenberg
Some Relevant Numbers

- 65% of adults use Social Media
- 71% use video (YouTube)
- 35% have smartphone, and 87% of those with smartphones access the web this way
- 40% of travel researchers use tourism blogs/forums
- 86% visit trip review sites

Sources: Wine Business Institute, TripAdvisor
Developing Social Media Strategy

- Strategy/objective – pick a few things and do them well
- Budget staff time
- Teamwork – engage everyone – fans love to hear cellar and vineyard reports
- Web integration – Social Media links on home page and in e-newsletter
- Track results (McDonald’s “#mcstories”)
- *If you choose not to use Facebook, Twitter, etc., at least check what others are saying about you.*
Social Media Best Practices

- **1/3 rule:**
  - 1/3 about brand
  - 1/3 about other topics
  - 1/3 respond to comments

- **Post 1-2 times/day**
  - use different outlets (Facebook + Twitter + blog = strength, but have a plan and have meaning)
  - re-tweeting and sharing others’ posts is an easy way to show support for tourism partners

- **Analyze results**
Google Wisdom

- Increase of 33% in wine-related searches since 2006; 137 million in last 12 months
- More people will access web via mobile than desktop by 2013
  - “How to Win the Zero Moment of Truth” – free e-book about marketing to mobile at zeromomentoftruth.com
- Hire someone young to run social media and listen to what they have to say
- Authenticity is most important – be true to your image
Todd Skelton, Trip Advisor

RATINGS DRIVE TRAFFIC
Ratings Drive Traffic

- 86% of travelers visit trip review sites
- 81% choose hotels this way; 49% won’t book without reviews
- “Reputation Management”
  - Management Center (free tool)
    - tripadvisor.com/Owners
Make TripAdvisor work for you

More than 50 million travelers visit TripAdvisor each month, making us the world’s largest travel website.

TripAdvisor offers a wide range of marketing opportunities, advertising and content solutions to meet your business needs.

Start here if you own or manage:
- Hotel/Accommodation
- Vacation Rental
- Restaurant
- Attraction

Find out about:
- Advertising
- Partnerships
- Tourism Organizations

“Within two weeks of signing up for Business Listings we had made bookings that well exceeded the money we put into it. I don’t understand why some people are hesitating.”

Chris and Kim Allen
Owners, A Butler’s Manor
Southampton, NY

About TripAdvisor

TripAdvisor is the world’s largest travel community:
- More than 50 million monthly visitors
- 20 million members
- Over 60 million reviews and opinions
- 30 sites in 21 languages

What can TripAdvisor do for you?

Watch this video to find out more about free tools and services.

Want more direct bookings?

Accommodation owners who subscribe to Business Listings are just one click away from 1,000s of potential guests.

www.tripadvisor.com/Owners
Chateau Chantal Winery and Inn Management Center

Are you affiliated with Chateau Chantal Winery and Inn?
Register now to unlock free marketing tools, respond to reviews, track performance and more.

Manage your TripAdvisor page
Enhance your listing, upload photos and videos; update business details, rates and booking info; track performance, and more.

Manage your reviews
Know what your customers are saying about you and post your reply.

What TripAdvisor can do for you
We want to help you grow your business through TripAdvisor’s 50 million unique monthly visitors. Learn how with our collection of videos, guides, webinars, and master classes, and follow our blog for the latest updates!

Upgrade your TripAdvisor page
Add contact details, upload Special Offers, save on OTA costs and expand your database with a Business Listing.

Online marketing tools
Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.

Get help with your questions
Can’t solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

Quick Links
- Write a management response
- Update business details
- Add photos
- Encourage customer reviews

Your property overview
Chateau Chantal Winery and Inn on TripAdvisor
Total Reviews: 82
Ranking: 4/21
Rating: ★★★★★

Contact TripAdvisor
Email us ☛
Ratings Drive Traffic

- Create (or claim) your listing
- Photos and video – the more the better; 150% more engaged with listings with photos – all seasons
- Get notified of new reviews
  - Manage email notification
  - Post Thank You for good review
  - Negative Reviews: 71% say it’s important to see manager respond to negative review – thousands of travelers could potentially see your response, so remain professional and curb the desire to lash back
Ratings Drive Traffic

• Encourage reviews
  ◦ print cards to give visitors in tasting room (available in Management Center)
  ◦ post flyer
  ◦ email after visit, asking them to review on TripAdvisor

• Badges and Widgets to add to your website
  ◦ Badge is a graphic link to your TripAdvisor page that you can place on your website
  ◦ Widget allows you to actually include your TripAdvisor reviews on your site
Ratings Drive Traffic

- New – Interface with Facebook – wisdom of friends

- 50 million monthly TripAdvisor users – largest travel review site
- TripAdvisor app – most downloaded travel app

- TripAdvisor trying to dispel rumors that it’s “pay to play”
  - all tools are free
  - content is not edited or monitored
  - TripAdvisor awards are based entirely on reviews (Certificate of Excellence, Travelers’ Choice Hotels)
A RISING TIDE RAISES ALL BOATS

Michael Mondavi, Allen Shoup, Clay Gregory
A Rising Tide Raises All boats

- Robert Mondavi wasn’t always “Robert Mondavi”
  - When he first started out, they were getting no tourists. His son would go out to the main road and drive 20mph then slowly turn into drive – at least 1 or 2 of 20 would follow.

- How can outliers get the message out?
  - Signage
  - Promote region first, then individual wineries
  - Collaboration is critical – foster community, hospitality partnerships – wine tourism makes people happy and generates dollars

- You have to do it better – there are enough wineries in the world to meet all current demand.
  - “The world doesn’t need another winery. Give yourself a reason to be.” – Michael Mondavi