

Wine Tourism: Built It, Now Will They Come?















Wine Tourism Dt(

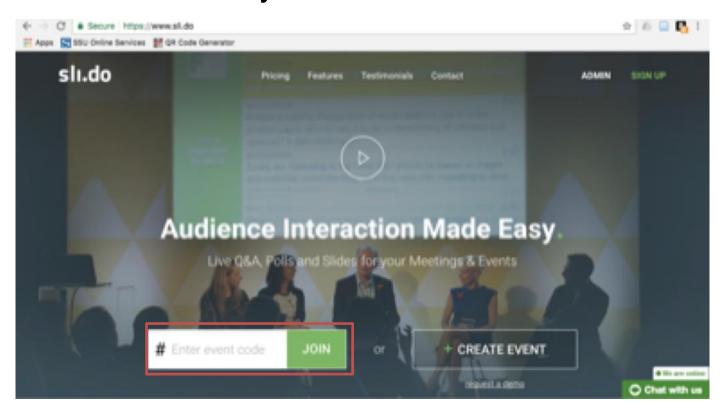


This Photo by Unknown author is licensed under <u>CC BY-SA-NC</u>.

- You're mostly small and mighty
- 2. Interested in learning and responding than presenting your cases at a roundtable
- 3. Your chance to focus on what you're looking for in this session
- 4. Get out your smart devices, and prepare to have your questions answered....

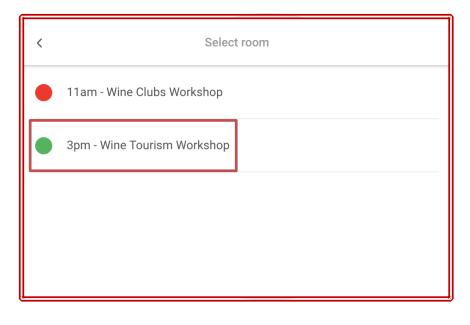


Let's hear from you at Sli.do event #DtCWS





Here's what you do in Sli.do event #DtCWS



- Search for sli.do in your smart device browser
- Click on the event field, and type in #DtCWS (Caps sensitive)
- 3. Click join
- 4. Select the time and topic on which this workshop is taking place
- Feel free to include your name if you wish the question to be acknowledged from you
- 5. Submit your questions as they come to mind, and I'll find a time in which to present them





Damien Wilson
Hamel Family Chair of the Wine
Business Institute
Sonoma State University
Session Moderator







Discover Your Wine Country

Adrian Tamblin
CEO & Co-Founder
Wine Routes
www.wineroutes.com
adrian.tamblin@wineroutes.com





TAL/CS

John Trant
Vice President of Sales
Italics Winegrowers, Napa Valley
www.ItalicsWinegrowers.com
John@ItalicsWinegrowers.com



SNAPSHOT OF THE INDUSTRY

How do you measure success?

Visitation numbers, KPIs and metrics [silicon valley bank report]

Benchmarks and Averages





SNAPSHOT OF THE INDUSTRY

Average

61% Total Sales from DTC

14% Wine Club Conversion

Range

2.2-5.2 Wine Club Shipments per year

18.4-35.5 Average Club Membership length

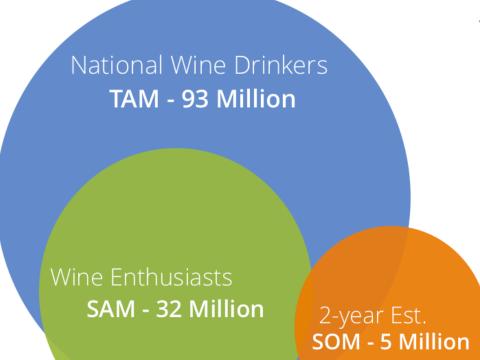
\$12-63 Reserve Tasting Fee

\$6-44 Average Standard Tasting fee



Market Size





TAM – Total Available Market

SAM – Service Available Market

SOM – Service Obtainable Market















The Search





NO INTEGRATED SOLUTION DEEPER DIVE

Search, find, plan trips to wineries, save and share

Consumers are thirsty for more information

Brands want to build relationships and engage

DISCONNECT

Causes confusion and frustration for both consumers and brands

BUILD COMMUNITY

Connect consumers and brands using technology - Create curated experiences



Most Useful Mobile Features



Table 1. Features¹ that participants who own a smartphone and/or tablet feel would be the most useful for a winery tasting room mobile app

Features Most Location service, directions, and/or map to the winery tasting room selected Detailed listing of events held at the winery tasting room (e.g., date/time, performer, entrance fee, etc.) Tasting room sales announcement/digital coupons for tasting and/or purchases List of wines available to taste and/or purchase (e.g., varietals, price, notes) Customer reviews of the wine, tasting room, and similar Description of winery tasting room fees About section (e.g., hours of operation, history, directory of owners and staff) Images and videos of the vineyard, winery, and/or tasting room Link to the winery tasting room's social media accounts Link to the winery tasting rooms' mobile website Online form to sign up for the winery tasting room's newsletter and/or wine Least club selected

¹Participants were allowed to select up to five features. Features presented based on the number of participants who selected the option





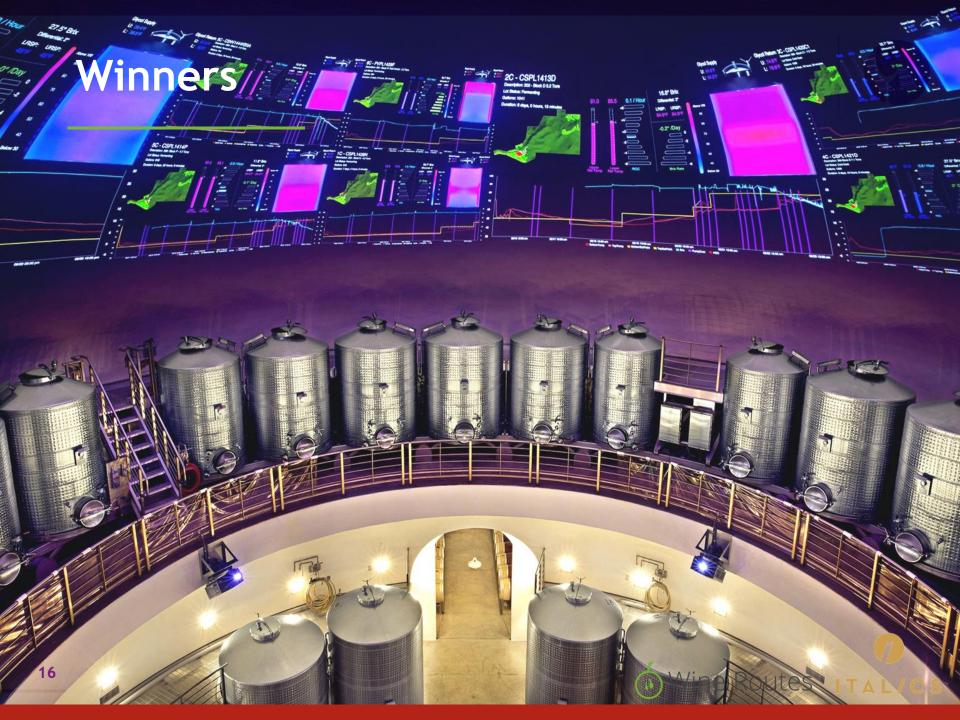
Traditional methods of discovery

How do your customers find you?

Where are your customers staying?

How long are your customers staying?







Embrace Innovation – Be one of the first to try something new

Position your brand as cutting edge in a wine centric community

Take advantage all sales channels - E-commerce solutions

Attract more customers via new mediums

Give customers a new way to interact with your product.

Start conversations, build relationships and stay engaged with consumers in a new way

Track consumer behavior and make informed business decisions





Not going to innovate

Not going to embrace the use of digital technologies

Not going to differentiate from other brands

Wait for consumers to come to them

Not going to use data to make business decisions

Use traditional methods for collecting consumer information

Miss sales opportunities due to walkouts –





7 key points to improving your strategy

- 1. Price shop your competition for Tasting Fees
- Identify a product mix that achieves budget and attracts consumers
- 3. Create a consistent and strategic Social Media calendar
- Develop tiered programs and experiences for each type of consumer
- 5. Install Reservation Software that integrates with mobile
- 6. Launch In-Market visits to go to club members
- 7. Continue investing in your staff

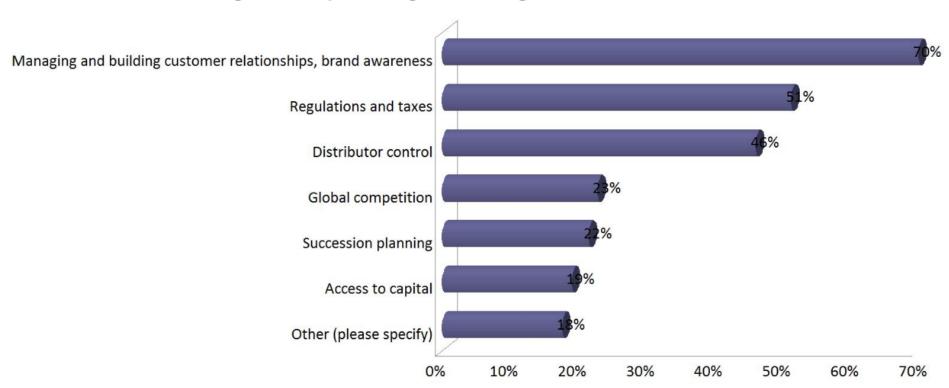




Brand Challenges



Figure 1: Top Strategic Challenges for U.S. Wineries





The Digital Savvy Consumer



57% of consumers believe they are more digitally innovative and more digitally forward-thinking than the brands they shop with

educated

impatient

opinionated

provide their data
try new things
improved experience







The Shift

Millennial have entered into the wine category – Grown up in wine drinking households, have also grown up using technology to get what they want.

Brands are looking for innovative tools to engage with their consumers and leave a lasting impression

Advancements in technology and consumer behavior have changed how people plan travel, experience the places they visit, and stay connected once they return home.











Beer



UNTAPPD DRINK SOCIALLY

Manage menus, promote events, and reach new customers.





Explore Nearby Popular Bars & Beers

Not sure where to grab a pint? Untappd shows you popular bars nearby and what's on tap.

Discover What Your Friends Are Drinking

The best recommendations come from your friends, so find out where & what they drink.

Share What & Where You're Drinking

Share reviews, ratings and photos of the beers you drink with your friends around the world.

Drink New Beers, Unlock Badges

Expand your palate by trying new & different beer styles and unlock achievements along the way.



Canna



weedmaps

2 million monthly visitors

Pick up and delivery service

Nearby Doctors

Nearby deals



15 million monthly visitors

Rate/Review at strain level

Find the nearest dispensary

Strain education

Cannabis news and culture



How can Brands Engage

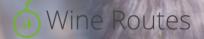


It all starts with overcoming the fear to try new things!

Engage with passion and transparency and stay focused on our general objective to establish wine as the beverage of choice.

Look for fun way to engage, from tractor rides, to petting areas, family activities, to meeting the winemaker, or having a hand at blending varietals on your own.

Work together, learn from each other and be open to new ways to bring consumers into the category.





Engagement.

How does the experience vary and what about that tasting makes it unique beyond the varietal?





Key Take-A-Ways

Technology is moving fast One size doesn't fit all Engagement is Key





Thank You



John Trant
Vice President of Sales
707-258-0106
www.ltalicsWinegrowers.com
john@italicswinegrowers.com



Discover Your Wine Country

Adrian Tamblin
CEO & Co-Founder
707-322-2233
www.wineroutes.com
adrian.tamblin@wineroutes.com





Wine Routes







Wine Country Companion create custom wine country experiences

Help your consumers find you by building out your profile. Our unique winery trip planner allows users to find wineries, build custom routes, and publish those routes to the community. #wineroutes





Digital Tasting

enhance your tasting room

Create a unique and memorable experience to engage consumers and keep them coming back. With Digital Tastings, your visitors will be able to learn about your wines, add their very own tasting notes, and record their experiences.



a community for wine lovers worldwide

Wine Routes is a comprehensive, easy to use platform built to explore and experience the world of wine. We help consumers...

> discover wineries and experiences from regions all over the world

build custom wine routes and plan trips to wine country

> connect with their favorite brands to stay up to date

> > share their experiences and reviews with the community

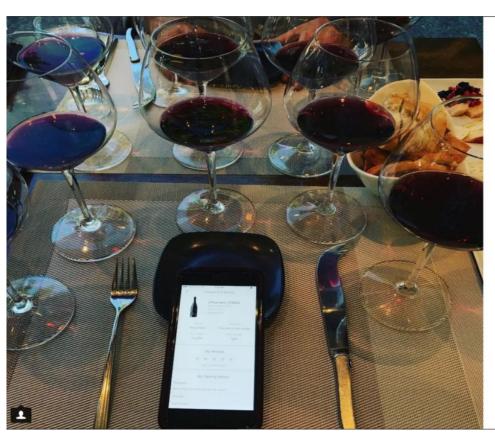
track personal tasting notes for every wine they drink to build unique taste profiles

> Learn more about how we are changing the world of wine at wineroutes.com





DIRECT TO CONSUMER WINE SYMPOSIUM





atamblin Healdsburg, Calif...

Following

atamblin This is a picture of the first official digital wine tasting via @wineroutes mobile app. It took place yesterday 08-03-17 at @jwinery in Healdsburg, Ca. @scalesi88 and I each tasted 5 Russian River Valley #pinotnoirs and had information about each wine at our fingertips. Each wine we tasted was automatically saved to our personal profiles so that we could remember what we drank and how we like it post visit. It was fun, interactive, and useful. Alpha testing complete, beta coming soon. If you're interested in trying for yourself look up #wineroutes - Connecting Wine Lovers Worldwide. 📍 🛚 💻 🥥



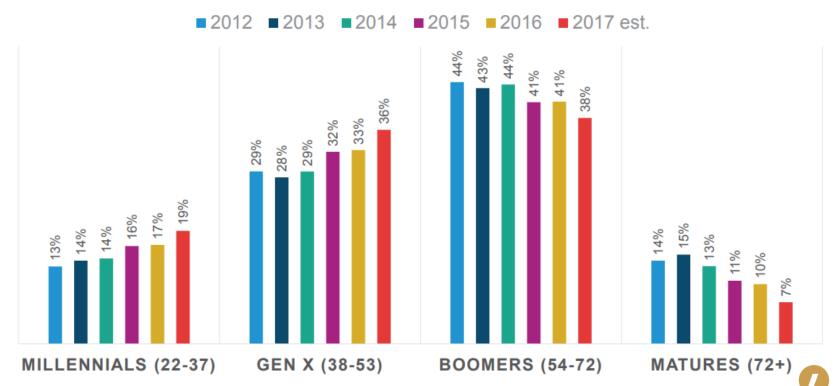






Cohorts Share of Winery Sales

Gen X Will Take over from Boomers by 2021

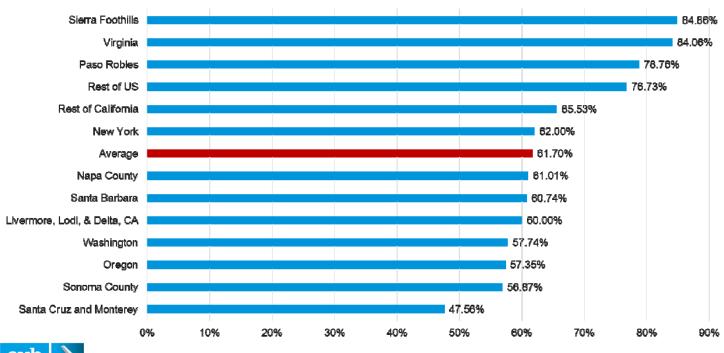








Total Sales from DTC Channel by Region



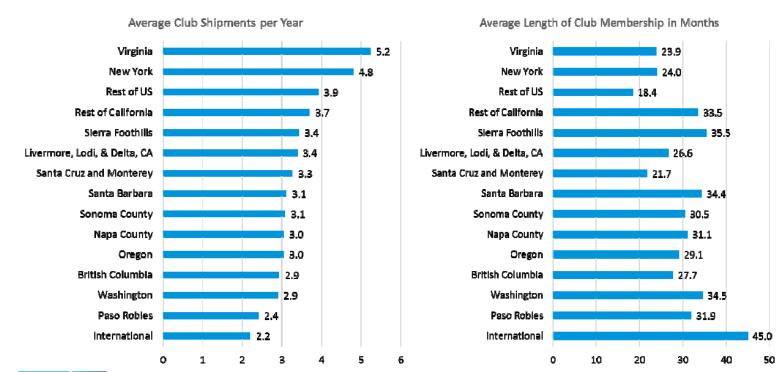


Silicon Valley Bank and 2018 Tasting Room Survey





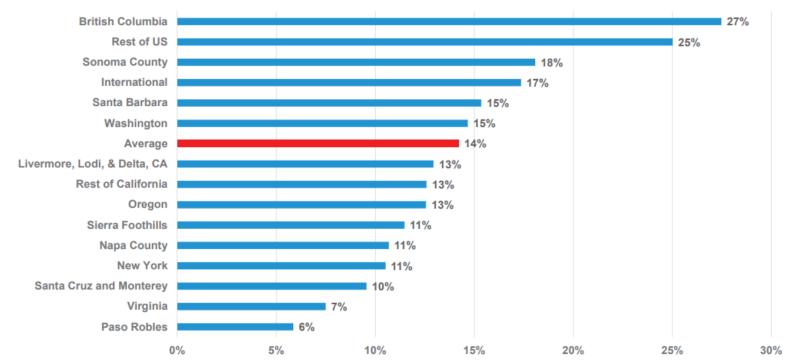
Average Club Shipments per Year vs. Average Length of Club Membership by Region





Net Wine Club Member Growth Rate

(People added vs people lost)





WINE BUSINESS MONTHLY



Compare Two Wineries:

Napa/Sonoma County

Outside of Napa/Sonoma County



DROP



ald way

new way

