

# MAKING A GREAT CELLAR DOOR

Five tips for success



## GET YOUR HEAD INTO TOURISM

### OFFER AN EXPERIENCE

Most visitors are not wine connoisseurs. They want something memorable... not just another tasting like they can get at every cellar door. They want a unique and fun experience that connects them with the product, the process and the people who made it. Try thinking about it from their point of view.

## MAKE IT ABOUT MORE THAN JUST WINE

### YOU ARE ONE OF MANY

In a region with lots of cellar doors, why should somebody visit yours? Wine, tasting notes and friendliness are staples of a cellar door experience. What else can you offer? Maybe you do tours, classes or tastings to pair your wines with local produce. Offer up something unique to draw your visitors in.

## CREATE NEW REVENUE STREAMS

### MORE THAN JUST BOTTLES

Creating an experience for your cellar door does more than just attract visitors. It opens up new revenue streams. A cheese and wine tasting for \$25 brings in more money than a free tasting that doesn't lead to a purchase. Plus, a better experience for the consumer is likely to increase sales of your wine!

## PUSH IT TO THE LIMITS

### LUXURY IS THE NEW BLACK

If your new experiences are successful, then keep going. A paired cheese-wine tasting for \$25 is nothing compared to a private gourmet picnic in the vines for \$250. You might not sell many but that doesn't matter. Even visitors who can't afford it will be impressed. Just remember to make it bookable online - then the customers are yours before they even arrive!

## DON'T BE AFRAID TO EXPERIMENT

### WHAT DO MY VISITORS WANT?

Give it a go and experiment. Ask your visitors what they think, what they would like to do, how much they would pay to do this or that. You might not hit the mark on your first time out and that is OK. Try offering different experiences and look at the feedback, see what works and what people will pay for. Tourism is not an exact science.

