



BAROSSA GOURMET WEEKEND

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ABOUT BAROSSA GOURMET WEEKEND

- Began in 1985 as a way for local wineries to showcase their wares.
- During its 31 year history the event offering has evolved into a range of winery parties, premium ticketed events and free events.
- Tourism Barossa has managed the Barossa Gourmet Weekend since 2013.
- Andrew Dundon, Business Development Manager – Festivals & Events, Tourism Barossa manages the Barossa Gourmet Weekend.

BUSINESS GROWTH

- More than 15,000 people were expected to attend the 2016 event.

2016 EVENT STATISTICS:

- Visitation: 87% from South Australia, 12% interstate and 1% international,
- Ticket sales alone exceeded \$140,000,
- Accommodation bookings in the Barossa over the event were at 80% capacity.
- The 2016 event comprised 46 events overall including 14 winery day events - the most diverse event offering to date.
- The event is currently going through an evolutionary phase, this has included:
 - Redeveloping the event website to improve its online presence,
 - A renewed focus on marketing which saw 40,000 copies of the event brochure distributed across the state.

CHALLENGES

- Redefining the event so that premium quality food and wine is

front and centre such as offering exclusive ticketed events to meet winemakers and food producers.

- Converting the large number of day trips for the Barossa Gourmet Weekend from Adelaide and surrounding suburbs into overnight stays.

THE FUTURE

- Continually lifting the quality of the event with a greater emphasis on premium, local food.
- Increasing the number of overnight stays during Barossa Gourmet Weekend to further boost bed night numbers.
- Become a self-sustainable event.

COMMUNITY IMPACT

- Has been attracting thousands of people to the region for over 30 years providing a boost to local businesses including restaurants, pubs, cafés and taxis.
- Many of the wineries and other local businesses take on extra staff to meet demand during Barossa Gourmet Weekend.
- Provides a fantastic opportunity for the region's 80 cellar doors and 150 wineries to showcase their premium wine.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Received sponsorship through the SATC's Regional Events and Festivals Program (REFFP) for each event between 2009 and 2013.
- More recently the event secured funding through the 2015-16 round of the REFFP for marketing and promotion to intrastate and interstate audiences.

WWW.BAROSSAGOURMET.COM

"I absolutely love the South Australian Tourism Commission. Not only are they a funding partner of Barossa Gourmet Weekend but they've been great for me to bounce around ideas, get greater knowledge from and share marketing tips with." **Andrew.**

"The community involvement is fantastic. It's great to see everyone working together to make Barossa Gourmet Weekend happen, it really is a community festival." **Andrew.**

WWW.TOURISM.SA.GOV.AU

