

# Tourism Champions Case Study

# SEPPELTSFIELD, BAROSSA



## ABOUT SEPPELTSFIELD

First established in 1851, Seppeltsfield is a wine, food and art paradise situated on an estate with more than 10 heritage listed buildings.

Seppeltsfield offers a range of experiences for visitors including a cellar door, a range of wine tastings and tours, heritage tours of the Estate, a range of dining options including destination restaurant FINO at Seppeltsfield, and JamFactory at Seppeltsfield.

## BUSINESS GROWTH

In 2012 Seppeltsfield created a tourism master plan that guided the business' growth and has allowed for the business to expand to its current offerings.

Visitation to Seppeltsfield has grown by over 60 per cent in the last three years - up from 90,000 to 150,000 visitors per year.

Employment has also grown. In 2009 Seppeltsfield employed less than 20 staff, currently the business employs 56 staff.

Seppeltsfield has won a variety of tourism accolades including national and state wins in the tourism wineries, distilleries or breweries category at the 2016 Australian and South Australian Tourism Awards and Great Wine Capitals Best of Wine Tourism award for international excellence in wine tourism services.

## CHALLENGES

The biggest challenge for Seppeltsfield is the continual development of its offerings to ensure visitation numbers continue to grow.

## THE FUTURE

Seppeltsfield strives to continually refresh and invest in development and will soon welcome Vasse Virgin, an organic skin care business, to the Seppeltsfield offering.

Seppeltsfield's five-year goal is to increase visitation to 200,000 visitors per year.

## COMMUNITY IMPACT

Seppeltsfield aims to engage with the local community as much as possible.

The business hosts a variety of events regularly which not only bring the local community together but also significantly impact the local economy.

Seppeltsfield runs a community membership program that in the past year has seen local Barossa members almost double in numbers from 450 to 890.

*"The first port of call whenever starting anything in the tourism industry is the South Australian Tourism Commission. It's where everything begins."*

*Seppeltsfield's vision is to become a must-see destination, making it something that people want to come back to time and time again."*

*Nicole Hodgson, Tourism and Events Manager, Seppeltsfield.*

## SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

Seppeltsfield has attended the Australian Tourism Exchange as well as a number of trade missions to China with the help of the SATC.

The SATC featured Seppeltsfield in their latest global television campaign.

In 2017, Seppeltsfield hosted the Rural Runway event as part of SATC's Adelaide Fashion Festival.

