

# WILL TRAVEL FOR BEER

Beer Tourism: The Next Big Thing for New Zealand and Brewers

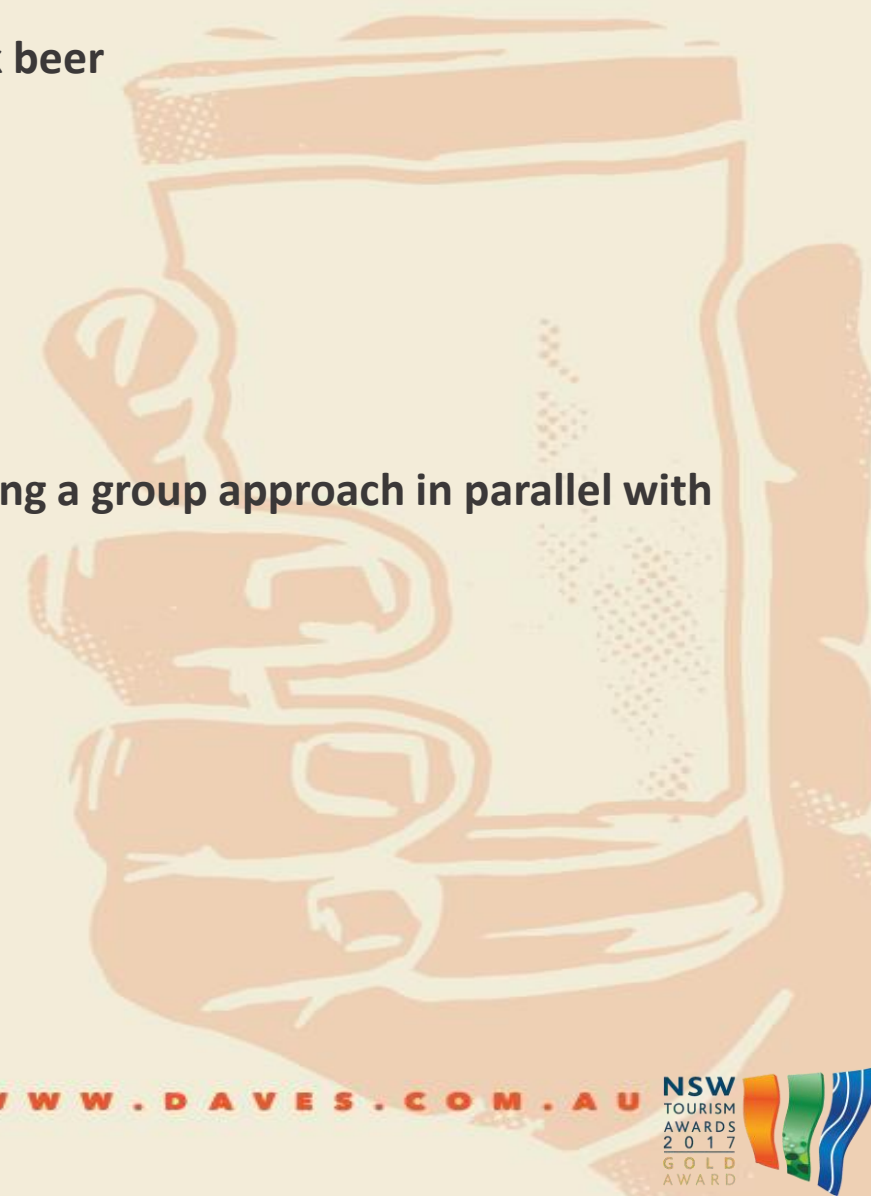
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# Beer Tourism – What we know

- Beer tourism has always existed – People have long travelled to drink beer
- It is evolving as Craft takes hold
- The beer tourist is changing
- Regenerating interest in Real Ale, Homebrewing and Beer Culture
- Tourism bodies and agencies are taking notice
- Opportunity for Brewers comes from understanding tourism and taking a group approach in parallel with own efforts
- People are travelling for beer experiences



# What are we talking about?

- What is tourism?
- What is beer travel?
- Who are beer tourists?
- Why is beer travel important?
- What does beer travel bring to the beer industry?
- Beer tourism barriers
- Ideas for beer in non-tourism regions
- Learnings from being in beer tourism
- Case studies



# The Take-Aways

- **TOP 5 HACKS** to tap into tourism markets and engage visitors
- **TOP 8 WAYS** to maximise the beer tourism potential of your business
- **PRO TIP** – How to **WIN** tourism **GOLD**



# So what do I know about Beer Travel?

- Established Dave's Brewery Tours in 2014 as a part time gig
- 2018 – Australia's leading specialist beer travel & events operator
- Tours in
  - Sydney
  - Newcastle
  - Canberra
  - Hunter Valley
- Taken over 20k PAX on tours locally
- Delivering events (Local Beer Activations) internationally
- Took over Sydney Beer Week in 2017
- Established Craft Beverage Tour Operators Association [www.cbtoa.org](http://www.cbtoa.org) in 2017
- Member - NSW 2023 Tourism Advisory Panel
- Won GOLD as BEST Tour Operator – 2017 NSW Tourism Awards





# What is a Tourist?

One that makes a tour for pleasure or culture

Purposeful travel to collect **EXPERIENCES** in locations and scenarios **AWAY** from **HOME**

## And tourism is...

1. The activity or practice of touring, especially for pleasure
2. The business or industry of providing information, accommodation, transportation & other services to tourists
3. The promotion of tourist travel for commercial purposes

Anything that facilitates the **EXPERIENCES** of a tourist

# Tourism in 2018

- Active holidays
- Getting back to Nature
- Pop culture
- Wellness travel
- Multigenerational travel
- Sustainable Travel (still very niche)
- Detourism (AirBnB live like a local, don't be a "tourist")

*\*various sources: AFTA, QANTAS, Tourism Australia, Tourism Victoria, Skift*



**Tourism trends change**

**Food & Drink is constant**

**Beer has a place within**

**Food & Drink Tourism**

# So what is Beer Travel?

The facilitation, promotion and support of tourist travel that will involve experiences related to beer

More than just drinking it!

- In developed regions it often centres around tradition and consumption (e.g. Oktoberfest)
- In New Zealand - and other new beer frontiers - it has a focus on beer education.

*Beer travel is either central to a person's travel plans,  
or a secondary experience to their main reason for  
travel*





# Who are Beer Tourists?

- Any person who visits a beer venue with the intent of doing more than drinking beer (i.e., it has some form of education involved in the visit)
- Any person who resides outside of a venue's immediate area
- Any person who makes a specific journey to visit a beer venue
- They are
  - Local, intra-state, inter-state & international visitors
  - Singles, couples and groups
  - Mixed races, genders and ages
  - From novice to nerd
  - Generally don't stay in a venue for pro-longed period

## What do Beer Tourists want:

- Taste new beer
- Increase beer knowledge
- Be with friends/family
- Buy beer
- Get away for the weekend/day
- Relieve stress
- Meet people with similar interest

Francioni, Jennifer and Byrd, Erick T., "Beer Tourists: Who Are They?" (2016). Tourism Travel and Research Association: Advancing Tourism Research Globally. 30.

# Why is Beer Travel important?

- **Market diversification:** It brings more people to your venue (there are only so many locals)
- **Positive association:** it links the enjoyment of good beer with holiday/leisure experiences
- **Education:** It helps enlighten and lift beer consumer awareness and interest
- **Jobs:** creates locally focused employment and enables associated industries to support brewers & venues
- **Regions:** can be a point of difference for a country, region, city, area or venue
- **It puts heads in beds – which is what Government Tourism Agencies are measured and funded on**

## What does it bring to the Beer Industry?

- Bums on seats and pints sold (tasting paddles & take-aways more likely)
- Tourism Marketing and word of mouth exposure
- Local economic value + positive flow-on to surrounding businesses
- Local community and cultural growth

# Beer Tourism barriers

- Distance and driving
- Attitudes & Culture: “the beer stigma”
  - “Wineries are a classy tourism experience... breweries are just a pub.”
- Seen one, seen it all: is every brewhouse the same?
- Beer novice vs enthusiast: can you handle both?
- Price: know your market!
- The return market: you must move with the **TOURISM TIMES** to entice travellers back



# So your not in a tourism region

- **Tourism is an experience – not a location**
- **Create a touring route or collection of experience with other local businesses and operators**
- **Find the unique, historic, cultural and photographic aspects of your location and use them to draw in visitors**



# Case study: Aussie Ale Trails

Highlighting Local Beer venues in the Inner West in an engaging map that people want to take home

## WHY:

- We recognised not everyone wants to go on a tour. DIY touring is our biggest competition
- Although assisting DIY touring, we wanted to enable these beer travellers with the information they needed, but point them to preferred venues

## HOW:

- Designed and distributed a fun Inner West map across major hotels, accommodation providers and tourism information centres
- Funded the map through a cost neutral (negative actually) advertising model

## RESULT:

- 3 Versions released to date
- Over 150,000 maps distributed across Sydney
- Visitation to breweries not measured, however strong anecdotal evidence of the map working to drive beer travel into venues





# Learnings from being in Beer Tourism

- **Beer travellers:**
  - Come in all shapes and sizes
  - Are keen to experiment and try new beers (or enter into beer for new consumers)
  - Want to feel like a local and meet local characters
- Pro Beer travellers know about your beer and venue before they arrive – *what do you have to offer them?*
- Good venue, good service, good beer = merch and take away sales - *tie these in with the tourism experience*
- A good beer travel experience will bring them back, generates word of mouth
- Review sites have sway
- Tourism experiences are being engaged with before, during and after online and via social
- Know the tourism seasons and tap into events/occasions that drive tourism (may not be beer related)
- Tour Operators worth their salt are an extension of your marketing efforts

# TOP 5 HACKS to tap into tourism markets

1. Work with credible **TOURISM OPERATORS** who understand the space
2. Be the official beer sponsor or supplier at **NON-BEER EVENTS** that are driving visitation to the area
3. Optimise **IN-DESTINATION MARKETING** for the tourism audience:
  - Tourism NZ
  - Google My Business
  - Facebook & Instagram
  - TripAdvisor
  - SEO tied to your location
  - Offline (brochures, maps, events)
4. Understand your region's **LOCAL AREA APPROACH** to tourism and contribute to it
5. Create or be part of experiences that **SHOWCASE YOUR AREA**
  - use history, culture, environment, food, activities
6. Have the **BEST ONLINE** presence you can afford, think like a tourist, be on all majors, minimise clicks

# TOP 8 WAYS to maximise your Beer Tourism potential

1. **UNDERSTAND TOURISM** – target markets, seasons, marketing, trends
2. Engage with **OTHER LOCAL BUSINESSES** and operators to create a tourism experience
3. Work with your fellow local breweries to create a common thread or **UNIQUE REGIONAL QUALITY**
4. Develop a **TOUR PROGRAM** and value add to the tours
5. **TRAIN** your team to deliver tourism activities
6. Treat your **TOURISM CONTACTS** like TV journalists (you'll do anything to get your business on TV for free!)
7. Enter **TOURISM AWARDS**
8. See your business as part of the **TOURISM ECO-SYSTEM**

# HOT TIPS on how to win Tourism GOLD

1. It's not just about doing brewery tours or how good your tasting paddles are
2. Your business must demonstrate:
  - Tourism Excellence
  - Business Planning
  - Marketing
  - Customer Service
  - Sustainability (Local Economy, Community and Environment)
3. Show how you positively impacted the local economy through tourism
4. Show how your business provides a unique visitor experience that adds to the wider tourism market
5. Support it with facts, figures (especially \$ value impact) and testimonies

It's all about thinking of your business as a tourism business as well as a beer business...





Beers?



I mean Questions...

