



TOURISM  
EXCELLENCE

## De Bortoli Winery

Kara Hood  
Cellar Door Supervisor  
58 Pinnacle Lane, Dixons Creek

(03) 5965 2271  
sales1@debortoli.com.au

It is easy to tell why De Bortoli's Yarra Valley Winery and Restaurant won the National Award for Best Tourism Winery in 2008-09 (Qantas Australian Tourism Award) and was inducted into the Victorian Tourism Awards Hall of Fame in 2009.

This family-inherited business displays many of the core values necessary for any business operator. From the quality of the products to the impeccable service to their environmental and sustainability efforts, this company surpasses all expectations.

Immigrating to Australia from Northern Italy, Vittorio and Giuseppina De Bortoli established a small wine manufacturing business - De Bortoli Wines. After 60 years of success, the family decided to expand the company and purchase a property in the Yarra Valley to consolidate De Bortoli's venture into premium wine.

The family felt that the location was a key contributor for the growth of the business. Only a one hour drive from Melbourne's CBD and International Airport, it seemed only logical to open a Restaurant and Cellar Door in 1990 to enhance the visitor experience.

Renamed the De Bortoli Yarra Valley Winery and Restaurant, the company is currently the sixth largest wine exporter in Australia - exporting to more than 70 countries internationally.

This tourism accredited business, consists of a 4500 tonne working winery, Cellar Door, Cheese Shop and an à la carte Restaurant, which caters over 80,000 visitors annually, including 23% from overseas.

Throughout the 80 years of production and three generations on, the family's philosophy remains unchanged: "Sharing good wine, good food and good times with family and friends.



It is these values that make the De Bortoli experience - unique. Reputable for their friendly, informal manner, the team offers a service that is second to none. Majority of feedback stated by visitors affirmed that the service was 'excellent'. In turn, increasing return visitations by 5%.

Many of the hospitality services, cater to both local and international visitors, these include, wine tastings, Gourmet tastings, the Wine Adventure (wine classes), Cheese Shop and Maturing room and Locale Restaurant that accommodates up to 100 guests.

De Bortoli primarily uses The Visitor Centre as a marketing activity, although it runs as a separate body within the family portfolio. The centre helps to build and establish brand awareness and good will by enhancing the winery as a 'quality' tourist attraction.

Using marketing strategies such as print media, point of sale, external/internal advertising and hosted visits from local, state and international wine writers, helped to increased visitations by 1%, contributing to 90% of full bookings in the Cellar Door and Restaurant on weekends. Group Tasting income also increased by 2% with 10,000 visitors on group tours in 2009.

As signature to Australia's Greenhouse Challenge Plus (a government initiative to reduce carbon emissions), De Bortoli is the only large commercial winery that is currently leading the way as a sustainable and environmentally conscious business.

This is one of the single most important legacies for the De Bortoli family who preserve the longevity of the vineyard through 'biological farming'.



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By fostering environmental sustainability, the family can then pass on the business for the next and future generations.

“We are proud of our heritage and determined to leave a legacy for future generations.”  
Currently 75% of De Bortoli’s vineyard is managed using organic practices

“We are gradually converting the entire vineyard with the goal to begin certification within 5 years”

De Bortoli remains as a leader in the tourism industry, not only for their individual services, but in conjunction with many other regional tourism businesses.

Fostering strategic partnerships with local tourism business for joint promotion of the region include Healesville Sanctuary (Wine and Wildlife packages), Global Ballooning, Chateau Yering and Puffin Billy.

Eight decades on, De Bortoli wines, have remarkably established a world renowned company. By assessing all areas of concern and implementing new strategies and tactics to target grey areas, the family is committed to developing new initiatives to further improve the reputation of De Bortoli Wines ensuring they continue to excel in Victoria’s tourism industry.

“Having participated in the Victoria tourism awards for the past 4 years, we have found the experience to be of great benefit to our business as a tool to analyse and evaluate our performance, identify new opportunities and building strategy. Ultimately increasing our market profile as a direct result of Victorian tourism awards success”.

[www.debortoliyarra.com.au](http://www.debortoliyarra.com.au)



### ***Key Lessons***

- *Continually assess customer service experience, ensuring that the business is constantly meeting the needs of the customers*
- *Objectively assess the experience, skills and ability of staff working in the business – including family members. Continue to update and train staff of new procedures or policies.*
- *Encourage a better understanding of environmental issues amongst staff and consumers, in recognition of the importance of environmental sustainability.*
- *With only a low number of lost visitors, need to ensure that road signage is cleared and assure that there is always brochure distribution to regional hotels and visitor information centres – Federation Square.*