



Victoria Management School – Tourism Management Group

# TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2011 series:

Victoria Liu

## *Distribution Channels for Wine Tourism in New Zealand*

Thursday, 19 May 2011, 12:15 - 13:15, followed by coffee

Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Wine tourism, which refers to tourists visiting a winery at least once during their trips, has become more popular around the world. The most popular wine tourism destinations include not only Old World wineries, such as those in France and Italy, but also New World wineries, such as those in Australia and New Zealand. Effective distribution channels have been recognised to play an important role in tourism marketing and development. This study examines the structure of distribution channels and the underlying factors influencing channel choice behaviour in wine tourism in Marlborough and Auckland. The research is based on in-depth interviews with the owners or the managers of the wineries and local tour operators in these two regions.

Victoria Liu is a Master of Tourism Management student at Victoria University of Wellington. She is writing her thesis on distribution channels for wine tourism in New Zealand.