Region: Hobart, Tasmania

Name of winery: Hazy Moon

Country

According to Australian Wine Sector 2017 at a glance (2017) "total vineyard area in Australia are: total area 135,133 ha, of which Shiraz accounted for 39,893 ha (30%). Chardonnay was the largest white variety with 21,442 ha (16%)". This shows that the Australian wine industry is a very large-scale business activity. “2468 wineries and 6251 grape growers employing 172,736 full and part-time employees across 65 winegrowing regions in Australia, contributing over $40 billion annually to the Australian economy” （Australian Wine Sector 2017 at a glance， 2017). This shows that the Australian wine industry has played an economic role for Australia, which has led to one of Australia's rapid economic development activities.

**Region**

* **Regional Visitation**

|  |  |
| --- | --- |
|  | |
| Total visitors to Tasmania | 1,236,400 |
| Number of visitors to Hobart | 894,277 |
| Average stay in Hobart | 4.3 nights |
| Average spend per person | $1,734 |
| Cruise ship passengers and crew to Hobart (in addition to visitor numbers above) | 143,989 |
| Origin of Visitors | 65% are Australians |
| Purpose of Visit | Mostly for holiday and recreational reasons |

* **Regional Attractions**

-the second-oldest Botanic Gardens in Australia and holds extensive significant plant collections

-Hadley's Orient Hotel, on Hobart's Murray Street, the oldest continuously operating hotel in Australia

-The [Tasman Bridge](https://en.wikipedia.org/wiki/Tasman_Bridge), a uniquely important feature of the city, connecting the two shores of Hobart and visible from many locations

-The [Hobart Synagogue](https://en.wikipedia.org/wiki/Hobart_Synagogue), the [oldest synagogue in Australia](https://en.wikipedia.org/wiki/Oldest_synagogues_in_the_world) and a rare surviving example of an [Egyptian Revival](https://en.wikipedia.org/wiki/Egyptian_Revival)synagogue

-Known for its well-preserved historic architecture, much of it dating back to the [Georgian](https://en.wikipedia.org/wiki/Georgian_architecture) and [Victorian](https://en.wikipedia.org/wiki/Victorian_architecture) eras, giving the city a distinctly "[Old World](https://en.wikipedia.org/wiki/Old_World)" feel

-Significant restaurants: Templo, Franklin Bar & Restaurant, Dier Make

-Golf Courses: Royal Hobart Golf Club, Rosny Park Golf-YMCA

* **Cellar Doors**

-Frogmore Creek

-Pooley Wines

-Moorilla (PRIVATE VINEYARD AND WINERY TOUR, MONA)

-Home Hill Winery

* **Festivals and Events**

-Tasmanian Red Wine Weekend

-The Taste of Tasmania

-Effervescence Tasmania

Competitors

|  |  |  |  |
| --- | --- | --- | --- |
| Details | Moorilla Estate Winery | Glaetzer Dixon Family Winemakers | Bruny Island Premium Wines |
| Location and proximity | 655 Main Rd, Berriedale TAS 7011 | 93 Brooker Avenue, Hobart, Tasmania | 4391 Bruny Island Main Rd, Lunawanna TAS |
| Key products and services | Wines, beer, meals, visit | Wines, meals | Vineyard, wines, meals, accommodation |
| Key features and benefits | Can purchased beer directly from the website. | Good location. | Located on picturesque South Bruny Island, and their wines are proudly grown, made and bottled by hand on Wayaree Estate. |
| Pricing policy | Bottle: 29.99-59 | Bottle: 29-220 | Glass: 10-12  Bottle: 35 - 60 |
| Target market/s | Family, young people | High-end customers | Family |
| Marketing initiatives | Private MONA Winery Tour with Premium Wine Tasting | Tasting room, a large traditional osteria, an Italian-style farmhouse restaurant, plus an extensive kitchen garden | Wine Bar and Grill which offers all day Lunches, tastings and sales in a relaxed alfresco dining area amongst the vines, featuring an extensive Bruny Island produce menu |
| Website effectiveness | Provide many detail, can buy beer online and can book the tour online | Just display the open time and contact detail. | Display all of products |
| Weaknesses | Cannot buy the wine on the website. And the website does not display the price of wine. | Too little information. Do not display the price. | Difficult to access, cannot purchase product and booking directly through the website. |
| Key point of difference | Provide beer | Kitchen garden | Provide accommodation |

Environment

The area of Hobart can be analyzed based on four environmental factors which are political, economic, social and technical. The first factor is about policy which means the owner should obey the law. According to the City of Hobart, the occupational license should be applied before the people begin the wine business. In the other way, the relative department will inspect before the business start (2017). In addition to this, the City of Hobart also indicated that the annual fee should be charged in May 31st. In addition, the Environmental Management and Pollution Control (Noise) Regulations showed the use of motor vehicles should be controlled and prohibited noise to interfere with the residents (2016).

The second point is economic in Hobart. Hobart is the commercial and commercial center of Tasmania, and also the seat of the state government. Hobart's economic diversification is clearly aimed at supporting the public administration and health service industry. According to ABC, Hobart's economy is in good condition, such as increasing employment and real estate support (2018). According to Hobart's Economic Profile, the total number of tourists in Tasmania was 1234600, of which there were 894277 visitors in Hobart, with an average of 4.3 people per night, with a per capita consumption of 1734 Australian dollars. The weekly income of middle-aged people was 718 Australian dollars. Hobart is also a business district, accounting for 5980 (2016).

However, the population of Hobart is also increasing. "In Hobart, net domestic migration contributed 36% of the population growth (880), net migration 35% (840) and natural growth 29% (700)” (regional population growth, Australia, 2018). Hobart's 2006 new census increased by five percent (Hobart revealed as 2011 Census data is released, 2012). There was also a lot of foreign population. For example, the number of students in Hobart was 33266 in 2006 and there were 5202 international students in 2017 (Hobart's economic profile).

Australia's broadband network was launched in Tasmania in 2009, and its fiber technology has brought convenience to many families and businesses and connected to 120000 public places. Tasmania's network technology is continuing to develop, for example, the ICT business has won the state's permission. In 2016, Hobart received $500000 in financial support. In order to develop new ICT business, it also helped economic growth and increased employment opportunities (Information and Communications Technology).

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