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Issues and Opportunities of Niche Tourism Markets- Understanding South India Wine Tourism

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Abstract
Wine tourism is one of the best ways to take the tourist for an offbeat experience and it also helps in understanding the local culture and cuisine. Wine tourism is now recognized as an important aspect of destination promotion all across the globe. It is a niche type of tourism, whose principal feature is given by the wine and the wine-production places and wine consumers. Wine tourism can be defined as "visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors (Hall and Macionis)". This definition is apt because it encompasses the various destinations most frequently sought by wine tourists and reinforces the fact that there are different reasons tourists go to a particular destination. Today, wine tourism is acknowledged as a growing area of special-interest tourism throughout the world and it is an increasingly important tourism component of for many wine producing states. With its wide range of advantages, including foreign-exchange earnings, the creation of both full- and part-time jobs, and the generation of secondary economic activity, wine tourism is emerging as a lucrative industry sector.The ability to generate substantial long-term wealth and sustain steady tourism growth for these regions also helps in understanding the changing consumer dynamics. In the last 10 years the growth of wine Industry, particularly in India has led to a spurt in wineries and improved extended tourist stay and spending power. In the last five years wine tourism has become a key market driver for South Indian cities like Bangalore, Chennai and Hyderabad resulting in mushrooming new wine industries, wine festivals, wine lounges and other wine related activities. With Government aim at increasing grape cultivation, and encouraging more wineries, and wine-production units declared as food processing industry one can expect concessions to boost the sector. Furthermore relaxing the license-issuing procedure, there has been a substantial increase in winery owners in these cities.This sudden gain of optimism among the industry, government and consumers in these cities has resulted in critical developmental issues of sustainability and long term profitability.The study undertakes a review of existing activities, deals with issues related to wine tourism. The aim is to analyze whether government promoted wine festivals have had an impact on the tourism sector. In addition the research will also detail if wine dinners and wine activations carried by the companies have resulted in heightened tourist inflow and improved destination awareness. The study identifies challenges and makes prospective suggestions with respect to an action plan that will develop urban wine tourism in metro cities of south India.
Keywords: Urban Wine tourism, South India, metro cities, challenges, prospects

1. Introduction

India is not traditionally a wine drinking nation. Due to religious sentiments and consumer's averseness, spirits like whisky and brandy are more preferred and manufactured in the country when compared to wines. Writings from the Vedic period (esp. Rig Veda) refer various sources, noting that alcoholic drinks were part of religious festivals as well as being widely used among the nobility, Kshatriya warriors, and some other sectors of society. (H. K. Sharma, B. M. Tripathi, Pertti J. Pelto). As alcohol was perceived to be indulgent for men in the Indian culture, high percentage alcohol spirits were always the consumer's choice. The popularity of wines emerged with the setting up of Champagne Indage's plant in 1984 in the state of Maharashtra marked the manufacture of wine on an organized scale in India. Commercial wine grape production in India has only been in existence since the 1980s. The Indian wine industry has been steadily growing over the last ten years. Industry guide to the top 5 emerging wine markets as forecasts predict a value of $17.7 billion by 2013, comparing data from Brazil, China, India Mexico and south-Africa which includes a five-year forecast of the industry wine highlights(marketing weekly magazine). The top 5 emerging countries contributed $25,948.8 million to the global wine industry in 2011, with a compound annual growth rate (CAGR) of 16.8% between 2007 and 2011.

Wine is gradually becoming a part of urban Indian life style. The wine market in the country is gradually opening up as quantitative restrictions are being lifted; lowered import duties and domestic regulations are being

simplified. India’s emergence in the wine world is driven by four key developments: good quality wines, as the country's young vineyards mature and winemaking skills develop, enhanced technological wine making skills, promotion of tourist destination as wine havens and favorable consumer perception especially in South India.
This shift "certainly is helping" the countries fledgling wine export business, said Kapil Grover, who runs Grover Vineyards. Wine production in southern part of India in Bangalore was initiated by Grover Vineyards in the year 1988, and by 2012 the number of vineyards has steadily risen to 35 combining the cities of Bangalore, Chennai and Hyderabad.

The popularity of wine tourism in the South Indian Cities are mainly attributed to Changing demography; rising disposable incomes of Indian population ,high influx of foreigners in the Information Technology Sector, exposure to new culture mainly to do with new cuisine, moderate relaxation of State Government rules and policies.

Production of Wine in India with emphasis on South-Indian market
India has 123, 000 acres of vineyards, of which only 1% are used for wine production. From few wine companies like Chateau Indage Limited, Pune, Grover Vineyards Limited, Bangalore, Sula Vineyards in Nasik, there has been a spurt of close to 80 wineries in states of Maharashtra, Karnataka and Tamil Nadu in the last decade.

In, Karnataka, Andhra and Tamil Nadu in addition to importing about 20,000 cases of wines in bulk and bottle them in their plants. The small local winemakers produce about 100,000 cases of inferior quality wine.

In 2012, the Bangalore Wine festival in South India featured 50 wineries, 10 international and 40 Indian wineries (15 from south) that showcased and promoted South India as a wine tourism destination. The highlights were to increase wine grape growth to 5000 acres by 2015 and simultaneously double the wine production from the existing 2.5 million liters across the Southern states, 2013 end. The Indian wine market currently stands at 4.6 million liters in volume terms and Rs 450 crore in value terms. The wine market is expected to grow to 8.3 million liters by 2015.

2. Literature Review
It is important to highlight that the wine tourist profile cannot be extrapolated directly from one winery to another, or from one region to another within the same country (Are there different profiles of wine tourists? An initial approach(Marzo-Navarro, Mercedes; Pedraja-Iglesias, Marta) wherefore the profile also cannot be extrapolated to other countries, given that the differences would be greater still. The main differences that exist between regions and/or countries centre on the structure of the wine industry, on the resources existing in each area, on the socio-cultural characteristics and on the level of development of wine tourism (Díaz, 2008).

Wine tourism experiences are much more than merely drinking wine or enjoying the experience of wine (Dodd, 1995; Charters and Ali-Knight, 2000; Hall *et al.*, 2000; Charters and Ali-Knight, 2002; Mitchell and Hall, 2004). It is often part of an overall 'bundle of benefits' that includes not only visiting wineries and/or tasting wine but also visiting the area, enjoying scenery and visiting other local attractions.

The effective communicating of wine information, through back labels, tasting notes, web sites, promotional material, point- of- sale, winemakers dinners, cellar door tastings, staff training, wine shows and wine festivals, just to name a few, are channels that can be utilized to re-enforce the message of regionality as well as providing the networks to increase consumer wine involvement which will aid in a consumers' desire to seek further wine knowledge.(Famularo, Biagio; Bruwer, Johan; Li, Elton)

If visitors were unhappy about the range of the wine on offer they might also be concerned about the quality of this wine. This is an ever-pressing problem for the wineries that is not easy to resolve. In short, visitors arrive expecting to taste the premium wines for which the various wineries have become recognized only to be told that these wines are out of stock or require a high tasting fee.(O'Neill, Martin A, Palmer, Adrian)

Winery managers can learn a lot about their wines and how consumers react to them when people visit the tasting room. The types of consumers who like particular products can be identified and more effectively targeted in other situations outside the tasting room. New products can also be provided to visitors in order to gauge their reactions towards those products, whether production should be increased for those products, and how they could be promoted (Dodd, Tim H)

The difficulty for small producers acting without a generic voice is that they are reliant on members of the distribution chain passing on relevant information. However, in this situation there is very little control over the communication process and information may not filter through to consumers (Chaney, Isabella M).

Research in relation to wine tourists is well developed, despite the fact that studies on wine tourism policy and economics are in early stage (Goldberg & Merdy, 2006). However, only after 1995, academics began to focus on the wine tourist, while it is important to stress that in many cases information has been gathered from the wineries' perspective (supply – side research) rather than from the wine tourism consumers themselves (Mitchell et al., 2000; Tassiopoulos et al., 2004). Moreover, a substantial amount of research deals with winery visitors and their relationship with special issues concerning specific tourism products or services and does not investigate wine tourists in general (Williams & Kelly, 2001).

Descriptions that refer to wine tourists before 1995 vary and in some cases are not flattering. Spawton (1986:57 in Macionis & Cambourne, 1998:42) describes them as "mobile drunks", McKinna (1987:85 in Macionis & Cambourne, 1998:42) refers to wine tourist as "the passing tourist trade who thinks a 'winery crawl' is just a good holiday", while, a milder description that has been given is "wine connoisseur" (Edwards, 1989 in Macionis & Cambourne, 1998:42). Folwell & Grassel (1995:14, in Mitchell et al., 2000) give some more information about the wine tourist's profile, arguing that the visitor of wineries in Washington State during the late of 1980's is "middle-aged with an above average income".

Dodd (1995) asserts that a winery visitor is generally of higher educational level and income comparing to an average traveller. According to the South Australian Tourism Commission (1997, in Charters & Ali-Knight, 2002), wine tourism appeals to "couples with no children and those with higher education and incomes in professional occupations". Mitchell et al. (2000), after a preview of the existing literature mainly basing on studies in Australia, New Zealand and the U.S.A., arrive at the following description: "(the wine tourist) is usually 30-50 years of age, in the moderate to high income bracket and comes from within or in close proximity to the wine region itself". More recently, Treloar et al. (2004), pinpoint several similarities in previous studies regarding the winery visitor, which they describe as "predominantly female, generally university or higher educated and with a slightly higher than average income...usually domestic or intrastate traveller who has some experience with wine or wine education".

In Australia, as Charters & Ali-Knight (2000) state, the winery visitor in Margaret River and Swan Valley is mainly female (53,7%), young (under 47 years old) and comes from the metropolitan area of Perth. Likewise, O'Neill & Palmer (2004) suggest that the winery visitor in Western Australia is female, young (under 44 years of age), with a managerial or professional occupation, well-educated and comes from Australia. More recently, O' Neill & Charters (2006) also come to the same conclusion, describing winery visitors in Margaret River as "mainly young females, who are highly educated".

According to the New Zealand Ministry of Tourism (2007, cited in McDonnell & Hall, 2008), wine tourists in New Zealand are international and domestic visitors, aged 15 years old and over, who visit a winery at least once when travelling in New Zealand. Moreover, between 2001 and 2006, international visitors increased in an annual average growth rate of 16%. During the same period, the number of domestic visitors has been almost cut in half. Similarly, while in 1999 there was a low percentage of international tourists who lived overseas (16%) (Mitchell, 1999, cited in Alonso et al., 2007b), a recent research (Alonso et al., 2007b), indicates almost 20% growth in international tourist numbers. The above considerations emphasise the enormous potential of wine tourism development in New Zealand and other emerging markets.

Research carried out in Texas (Kolyesnikova et al., 2007) suggests that wine tourists are young females (less than 51 years old), in high levels of education and occupation that usually belongs to the following categories: professional/technical (engineers, architects, lawyers, doctors etc) and executive/managerial (accountants, managers, administrators etc). Carmichael (2005), while investigating the winery visitors' characteristics in Niagara region, Ontario-Canada, states that the Canadian winery visitor's profile is quite similar compared to the general winery visitor's profile, as described in the New World countries. In particular, visitors in Canadian wineries are mainly couples, middle –aged, highly educated, high income and professional workers. The majority of visitors are domestic travelers coming from regions in close proximity to the wine area.

Brown & Getz (2005) explored wine consumers' attitudes concerning wine tourism in Calgary of Canada. Specifically, the links between wine preferences and propensity to travel to specific wine regions were investigated. The above research is consistent to Carmichael's (2005) findings in the same country. In fact, winery visitors in Canada were found to be mainly females, middle-aged (average age: 49 years), married, highly educated and with higher incomes. A third study in British Columbia, conducted by Williams & Kelly (2001), describes wine tourists as: "of a middle income, moderately well educated and females, empty nester, baby boomers".

In South Africa, results of a research carried out by Tassiopoulos et al. (2004) suggest that wine tourists are mostly females, young (less than 35 years), single, without children and with a professional occupation. Also, they are usually day-trip tourists and travel in a party of 2.1 persons. Only 9.1% of them are international, while they mainly come from Cape Town metropolitan area. More recently, Tassiopoulos & Haydam (2006) argued that wine tourism in South Africa includes day trips and wine tourists use their own mode of transport.

3. Consumption of Wine in South India and means to promote it among Wine tourists

India ranks 77 in terms of wine consumption in the world. The country accounts for 0.8 per cent of the total wine consumed in Asia. India's wine market is currently equivalent to around 150 people sharing a bottle but it is likely to grow at projected 20-22% in couple of years due to the rise in domestic consumption. The current consumption is 5m bottles a year. Most wines consumed in the country are locally produced, accounting for 75 per cent of the total volume. Out of which the southern states of Bangalore, Chennai and Hyderabad wine market is 20 percent. In 2007, the wine sales were 7, 20,000 cases. The wine industry has witnessed a CAGR of over 25% over the last 3 years in the premium wine segment mainly fuelled by the strong growth in the domestic wine consumption.

Reputed foreign companies as Moet & Chandon, Robert Mondavi of California and Miguel Torres of Spain have evinced enough confidence in wine market of India as a key wine -importing nation. This is also a good indicator for the South Indian Market which has grown at a compounded rate of 20-25% as per the statistics available from the Karnataka Wine board and from the respective states agricultural cooperatives as shown in the data Table 1.

Given this phenomenal growth, many smaller and lesser known wineries in South India are now become serious to promote their wines. South Indian Wine tourism, is trying to cash in this trend. Companies like Grover Vineyards, Alpine Wines and Heritage Wineries have a day tour arranged which entitles visitors to a visit to their Vineyards, winery, tasting and appreciation and followed by a 3-4 course native food and wine pairing. Most of the tourists who visit these wineries are business population who look at innovative getaways in an urban environment.

4. Prospects of Growth of Wine tourism in South India

Wine is mainly enjoyed by a small and niche population of travelled Indian businessmen, their foreign guests, tourists, and sometimes up-market women and cosmopolitan affluent youths," the research organization says in its report. "Despite the difficulties of matching wine with Indian food, a new found love and enthusiasm is developing for consumption in the age group between 25-35 years. This has become a more regular ritual at launch parties, business receptions and sometimes even in traditional Indian weddings."

The following factors are critical to the growth of wine tourism in South India:

Rise of disposable incomes of Indian population in the middle age group - These are the domestic tourists, who do not mind spending a little extra on a wine dinner, or purchasing a gift related to wines in form of Wine bottles, memorabilia, and other accessories. This also acts as indicator of the quality of domestic wines in comparison to imported wines if the consumption pattern can be tracked. On an average 40% of all tourists consume 65% of domestic wines.

Altering demography- The demographical changes in the South Indian metro cities in terms of heterogeneity of people, has tremendously helped boost the growth of wines. A number of tourists both domestic and foreigners have to some extent influenced the native population of wine as an accepted form of socializing and in turn making them imbibe it as a social lubricant of meeting. This has increased a good amount of imported wines and domestic wines from different states being racked across popular retail chains and super market stores.

Exposure to new culture- The last decade in south Indian metros has seen an huge influx of various forms of tourists in form of medicinal tourism, spiritual tourism etc, of which wine tourism has formed an integral aspect to improve the state economy. As more tourists have started to appreciate the concept of wine as a healthy alcoholic alternative to other spirits, and also as a more viable pairing with food, the culture of wine pairing sessions, appreciation evenings has slowly evolved as an engaging form of cultural tourism. This is also encouraging as youth in the age group of 21-30 have also embraced the concept of food and wine meals which leads to paradigm shift in perception of wine popularity for young consumers, unlike popular sentiments attached to the country as a spirit loving population.

Growth in the foreign tourists- The growth in foreign tourists (both short and long term) has resulted in a lot of wines being imported to match diverse food habits. Though this influx does not necessarily mean that these tourists are wine consumers, but it has led to the increase in myriad brands in the market, giving more choices to the domestic wine tourists. Currently 80-90 imported registered brands of wines are available in the Southern metros.

Emergence of Wine Clubs- The last decade has also seen a mushrooming of Wine Clubs in metro cities, which forms a common meeting point for wine connoisseurs, enthusiasts, novices and thereby creates the much needed impetus and bridges the gap between connoisseurs and beginners. These clubs hold special dinners and charity sessions to create awareness in the potential wine tourist's psyche. In some cases experienced tutored classes on the health benefits of wines have greatly influenced

Relaxation of Government regulations and policies - The Central Government has prescribed a maximum state excise of 25% for wine in various states. In Karnataka, the rate of Import fee for imported wine is Rs. 2 per bulk litre. Tamil Nadu has reduced the excise duty for wine to Rs.20.50 per proof litre from Rs.32.25 per proof litre. In addition it has reduced the export duty to 50% for the domestic industry. This has increased the buying patterns for wines by 22-25% since last two years.

*Foreign Direct Investment Policy***-** The announcement of Government policy for distillation of alcohol according to which FDI up to 100% is permitted on the automatic route for distillation & brewing of alcohol subject to licensing by the appropriate authority has led to more ready availability of good wines at a competitive rate as shown Table 2.

5. Data from Indian Fiscal year (April/March 2011)
Data reflect official country import statistics as reported by the Ministry of Commerce and Industries India.

Government Initiatives
Setting up of a Karnataka Wine Board at Bangalore by the Government in 2007 in response to the requirements of international wine exporters, initiated the will to promote co-operative efforts among growers of grapes, apples, plums, apricots, manufacturers of raisins, juice and wine and encourage contract farming and promote grape, apple, plum, apricot processing and wine industry in general. An extended capital subsidy to setting up of wine taverns in cities, in addition to simplification of issuing licenses has improved accessibility of wine to consumers. As the table shows Table 3.

This has increased wine sales from 32.20 crores in 2006-07 to 76.60 crores in 2011-12
From the tourist's perspective, permit to sell wines in the winery premises ranks as key parameter to undergo the experience. The establishment of Wine parks where tourists can have a wholesome experience of the region, culture, folklore along with wines is a great boost for luring young wine travelers

Challenges of Urban Wine Tourism
A consumer's willingness to interact with wine -related motivations through wine tourism visitation has a profound effect on the importance of a wine region of origin, therefore attributing to greater recall of wine region in the wine buying decision-making process. Wine education and access to wine information have a strong relationship with increasing a tourist awareness, and offer scope to further investigate the importance of in-store assistance and cellar door staff interaction with consumers.(Famularo, Biagio; Bruwer, Johan, Li, Elton).In fact, the bulk of contemporary wine tourism research focuses on winery visitors when these are on-site visiting wineries. However, little is reported on tourist traveling, and their intentions to participate, or to not participate, in winery visitation or purchasing during their travel (Alonso, Abel d).

Challenges to wine tourism, not to gain enough momentum in South India is mainly attributed to accessibility of good wines:
Though significant inroads have been made in wine tourism, it is noted that 63 per cent of the volume sales of wine are through off-trade channel in five -star hotels, pubs and bar-restaurants, which leads to good and moderate wines not accessible to domestic tourists.

6. Supply Chain
Another important challenge is to provide logistical support as can be related to poor storage, poor transport facilities, which many hotels restaurants and retail stores lack. Most of the Government operated Liquor depots do not ample and proper conditioned facilities to store wines. Of the 52 depots that Government of Karnataka operates, only 4 depots have temperature controlled storage for wines. This results in most wines losing many subtle characters when imported.

Training of Personnel: Wine companies tend to spend a lot of money as capital investment in setting up state of the art wineries and sales and marketing of their product. Though this is a significant step in increasing awareness, unfortunately the personnel employed to market these wines have no formal wine education to explain the labels, the profile or the nuances of the wine being offered. The same is also seen at retail outlets where wines are sold. Beverage supervisors have not been able to up sell or push wine to prospective consumers due to lack of wine knowledge, no proper training, leading to good brands not picked up.

7. Understanding Urban wine tourist Perceptions
Despite optimistic growth forecasts and expectations, wine tourism in is still a relatively infant tourism activity. As such this activity is confronted by a range of critical developmental issues that have the potential to cripple its sustainability and long-term profitability. One such issue is that of tourists ' perceptions of the service quality experienced at the wineries and the effect of that service on consumer satisfaction, future purchase intentions, and brand loyalty.

A genuine requirement for a competitive edge for survival and growth for South Indian urban market is must. This necessitates a need to understand the attributes influencing wine tourists', selection of which wineries to visit and wine to purchase, as well as whether customers will repeat their retail and cellar-door purchasing. The reason for gaining such understanding begins with the idea that has long concerned many local wine producers that the economic benefits of wine tourism have often been captured by tourist's operators and other businesses, while wineries themselves have been left to bear the costs of providing the experience. Many native wine producers do not perceive themselves as offering a tourism product and are unaware of how to best attract visitors to their vineyards. In many cases, production-focused wineries (particularly small wineries) have seen tourism negatively because tourists taste wines and demand vineyard tours but are not interested in buying their wines. When this attitude underlies a winery operator's thinking, improving the quality of tourism experience at the vineyards and winery will be a challenge.

8. Service quality
In wine tourism, as with all aspect of tourism activity, the consumer's perception of service quality is critical, with many researchers now suggesting clear and direct links with customer satisfaction, future behavioral intention, and long-term brand loyalty. It is on this benefit that many vineyard operators should focus and use standard service procedures to introduce and promoting their products. Tourists to wineries are mainly vacationers or weekend visitors, with little likelihood of repeat visits in the near future. However, if the wineries ensure a good experience, the visits may benefit the winery in terms of buying their wines at a later stage, and also encourage word of mouth referrals. High levels service encourage the growth of relationship-marketing strategies (e.g., through the use of Social media and targeted incentives), as well as a relationship to the brand in a more traditional sense.

9. Domestic brand loyalty impetus
Through loyalty programmes, the winery owner can attract customers' visits to the wineries, which provides the tourists of buying wines at a lower price than prevalent in the market create an effective brand recall and also add value to the domestic market in terms of product sales. Though this is a critical aspect of the trade, many small and upcoming wineries neglect this crucial 'moment of Truth' tourist experience. Many young tourists do not have the patience to undergo an entire wine tour experience unless there is more activities related to wines.

10. Government Monitoring
Presently the states have around 40 wineries which produce around 80 different varietals wines in addition to 100 wine labels from neighboring states excluding around 250-300 different labels which are imported every year. With Wine companies flooding the market, some of them ordinary, it has created a problem of plenty for the wine drinking consumers. Though the government has made it easier for the companies to do business, consumers are not able to reap the benefits. Taxation issues between different governments have lead to customers paying more money for the same style of wine if it comes from outside state. For example a Shiraz from a winery from Andhra costs one and half time more for the same varietal from Karnataka. As such, good

wines remain unsold.

11. Suggestions/Recommendations

The surprising state of wine in South India today reflects this condition. On one hand, wine (especially imported wine) is highly taxed and the national market fragmented by archaic state policy regimes. At the same time, pro-development government policies in certain states seem to have led to an excess of supply by new emerging modern companies. Wine consumption is growing rapidly as India's expanding middle class embraces the fruit of the vine, but for the moment at least there's a fear among wine companies who find themselves way ahead of demand.

The ability to generate substantial long-term wealth and sustain steady wine and wine tourism growth also helps in understanding the changing consumer dynamics. Otherwise it will lead to a situation of excess and undue strain on the wine market players leading to deterioration in quality and the erosion of the already limited customer base.

A nodal committee comprising of govt officials, wine experts and wine educators to be formed to create a roadmap for the next decade. Domestic wines need to be classified and graded, as is the norm in established countries, to regulate and attract new travelers and tourists, and to retain existing consumers.

Attracting tourists in form of wine dinners, appreciation sessions, has always remained an elitist feature leaving the common man uninformed. This has resulted in wines not being understood and not being sold. An ideal scenario is to set up wine kiosks (e.g. at airports, govt conventions) to spread proper information and also to subsidize wine pricing to improve sales. Cross marketing of native cuisine with wines can also be a great help.

Emerging markets has its own pitfalls. In South India, getting farmers and industry professionals at one arena, to discuss will ease the urban rural disconnect as far as streamlining production goes. If wine is made available in local provision stores, with proper licensing other than taverns and super markets it will help is more uniform purchase trends. In addition a uniform wine tax policy across the country will ease the burden on wine consumer's pocket and make it more affordable to wean wine tourists.

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Notes

Table 1.

India -- Domestic Availability of Wine (1,000 liters)								
	2003	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010***
Production	3,600	4,725	5,850	8,550	11,250	11,700	12,600	13,500
Imports	446	874	1,421	1,836	3,067	3,307	1,795	1,013
Annual Supply	4,046	5,599	7,271	10,386	14,317	15,007	14,395	NA
Less:								
Exports	423	280	483	752	1,048	1,636	2,078	411
Equals:								
Domestic Availability	3,623	5,319	6,788	9,634	13,269	13,371	12,317	NA
Availability (1,000 cases)	403	591	754	1,070	1,474	1,486	1,369	
Import and export data are through June 2010.								
Trade data are official Indian Statistics; remaining are of Agricultural Affairs estimates.								

Table 2.

Sl No.	Country	Values in US$ Million							
		2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11 (Apr-June)
1	FRANCE	0.73	2.3	4.41	3.94	8.48	5.22	2.96	0.5
2	ITALY	0.06	0.76	1.15	1.45	1.95	1.65	1.2	0.29
3	AUSTRALIA	0.19	0.59	1.38	1.2	2.68	2.07	1.01	0.44
4	SINGAPORE	0.04	0.05	0.03	0.03	0.19	0.28	0.96	0.03
5	U S A	0.14	0.34	0.51	0.79	0.8	0.91	0.85	0.1
6	U K	0.11	0.14	0.28	0.73	0.74	0.69	0.55	0.22
7	CHILE	0.08	0.23	0.26	0.28	0.44	0.5	0.27	0.01
9	NEW ZEALAND	0.02	0.04	0.14	0.04	0.33	0.19	0.26	0.04
10	SOUTH AFRICA	0.06	0.05	0.19	0.07	0.64	0.66	0.21	0.06
11	ARGENTINA	0	0.05	0.11	0.29	0.25	0.17	0.04	0.03
12	Others	0.44	0.68	1	1.78	1.08	1.08	1.07	0.69
	Total	1.87	5.23	9.46	10.6	17.58	13.42	9.38	2.4

Table 3.

Sl.No	Particulars	Before Est. of Wine Board	After Est. of Wine Board	Growth of Wine tourists
1.	Wineries	02	14	Less than 5,000 in 2007
2.	Wine Taverns	00	180	
3.	Wine Boutiques	00	14	
4.	Area Expansion	500	2000	
5.	Wine sales(litres/lakhs)	13	19	
6.	Wine Mela(fairs)	Nil	15	
7.	Technical Literature	Nil	06	
8.	International Wine Festival	Nil	02	2.5 lac in 2012

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