

THE
VINTAGE



COMPLETING THE VISION

An aerial photograph of a lush green landscape, likely a golf course or resort area. In the foreground, there are several small buildings with red roofs and a parking lot. A winding path or road cuts through the greenery. In the middle ground, a large body of water, possibly a lake or a large pond, is visible, surrounded by trees and more buildings. The background shows rolling hills and a distant town or village. The overall scene is peaceful and scenic.

COMPLETING THE VISION

*.....to create the Hunter Valley's
premier golfing, tourism + residential lifestyle
destination.....*

*by providing an exciting new range of
recreational, tourism and lifestyle opportunities.....*

An aerial photograph of a lush, green landscape featuring a golf course, several small lakes, and a cluster of buildings with red-tiled roofs. A hot air balloon with yellow and red stripes is visible in the lower right. The text "COMPLETING THE VISION" is centered at the top, flanked by two horizontal lines.

COMPLETING THE VISION

the only place to visit.....

.....the only place to live.

COMPLETING THE VISION

*...taking the Vintage from
being the region's premier
golfing destination...*

*to being its premier
overall tourism + lifestyle
destination....*

Close to 20 years on and the focus has now turned from bringing the vision to life....to completing the vision....

to take the Vintage from being the region's premier golfing destination to being its premier overall tourism + lifestyle destination....

to help continue the success of both The Vintage and the Hunter Valley into the future.

completing the vision



a new range of experiences



premier lifestyle + tourism destination



COMPLETING THE VISION

THE VINTAGE | HUNTER VALLEY



CREATING THE PERFECT BALANCE

balance in a wine is achieved when all of the major components exist in proper ratio to each other.....

too much of one part and the wine will suffer....

not enough of a specific component and the wine will be lacking...

CREATING THE PERFECT BALANCE

the only place to visit.....

...the only place to live

The challenge now is to create a vision for the future that complements the existing golfing and resort facilities but that reflects and responds to changing tourism, recreational and lifestyle trends...

...focused on adding a range of new tourism, recreational and lifestyle experiences that will continue to broaden and strengthen the tourism and lifestyle offer for the Vintage.....

complement the golf facilities



new + unique experiences



broaden and strengthen the tourism + lifestyle offer



COMPLETING THE VISION

THE VINTAGE | HUNTER VALLEY

creating the Hunter Valley's premier tourism + lifestyle destination.....
providing a new range of recreational, tourism and lifestyle opportunities




Emerging Trends, Data + Ideas
Inspiration



Government + Tourism Strategies
+ Funding



Leading Places + Project
Examples from within Australia +
Around the World



“what is resonating with travellers about regional travel is the true diversity of experiences on offer...travellers are drawn to experiences, which means destinations cannot be a one-trick pony.”

Domesticate 2018 – the 12th annual syndicated study into the travel attitudes of Australians

“the key to unlocking a destination’s potential is emphasising the right combination of experiences that are unique to a place and its surroundings”

Travel Weekly

“wellness food experiences are also trending with guests wanting holidays where they can get the balance between great food and some exercise.”

Lisa Ronson - Tourism Australia's Chief Marketing Officer

COMPLETING THE VISION
THE VINTAGE | HUNTER VALLEY



DESTINATIONS NSW - HUNTER VALLEY COOPERATIVE MARKETING PROGRAM

Tourism NSW and Hunter Valley Tourism working together to reignite appeal of Hunter Valley
as a tourism destination...

Vision for The Vintage to be a catalyst and leader in this process into the future...

KEY THEMES

remind people we're here and offer a compelling reason to visit.....

tell the Hunter Valley story in a real and interesting way.....

offer diversified products and showcasing choice to the discerning traveller.....

EMERGING TRENDS, IDEAS + INSPIRATION



walking, cycling and food trails
(high country rail trail, VIC)



social media experiences
(farm + co, NSW)



great food + exercise
(Tour De Vines, NZ)



workshops + immersion
experiences
(agrarian kitchen, TAS)



nature + unique experiences



food foraging and nature walks
(daylesford, VIC)



health + wellbeing
(yoga in the vines,
Southern Highlands NSW)



paddock to plate
(farm at byron, NSW)

An aerial photograph of a rural landscape. A winding road cuts through the scene, surrounded by fields and clusters of houses. The terrain is a mix of green grass and brownish soil.

the only place to visit.....

.....the only place to live.



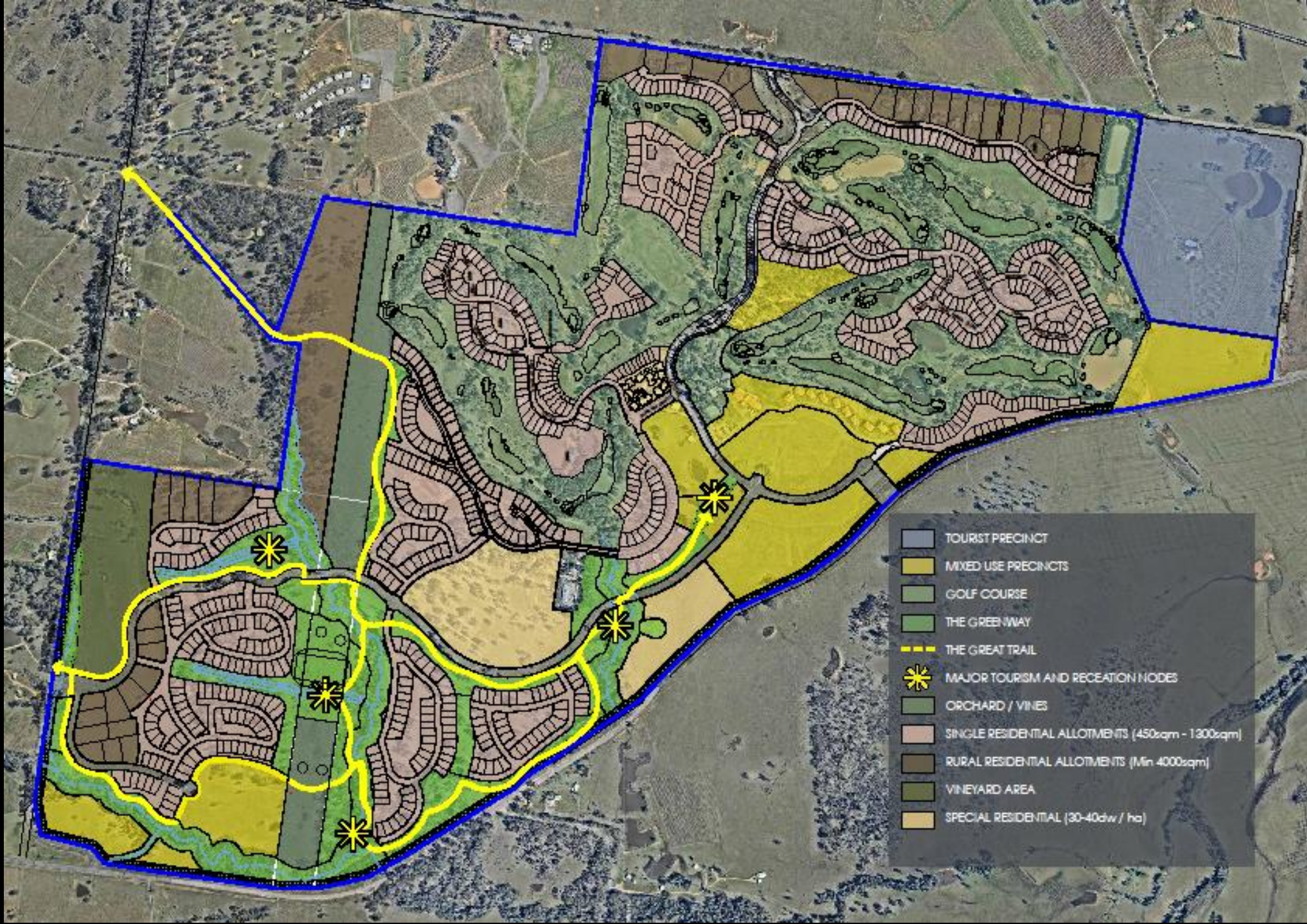
CURRENT / COMPLETED

An aerial photograph of a golf course development. A white line outlines the perimeter of the project. The area inside the line is divided into two parts: a smaller, more developed area at the top labeled 'CURRENT / COMPLETED' and a larger, less developed area at the bottom labeled 'FUTURE'. The 'CURRENT / COMPLETED' area shows a golf course with several holes, a clubhouse, and some residential buildings. The 'FUTURE' area is mostly undeveloped land with some trees and a few small structures. The text 'CURRENT / COMPLETED' is written in a serif font and is centered over the developed area. The text 'FUTURE' is written in a serif font and is centered over the undeveloped area.

FUTURE

THE
VINTAGE





THE GREAT TRAIL





THE GREAT TRAIL

Inspired by the growing popularity in walking, cycling and food based tourism, The Great Trail will provide a new way for people to experience the Hunter wine region.

THE GREAT TRAIL

 The Great Trail
- The Vintage Trail
(approx. 7km)

 The Great Trail
- The Wine Trail
(approx. 3.5km)

 Key Tourism
Destinations +
Attractions

 Potential Future
Link to Regional
Wine Trail / Cycling
Network

THE GREAT TRAIL

The Great Trail will provide a new way for tourists and locals to experience the Hunter wine region.....

The Vision is to create a new off-road cycling and walking trail that links The Vintage to local destinations such as Hope Estate, Roche Estate, Brokenwood Wines, McGuigan Wines, and The Hunter Valley Gardens.....

...and that could be one day expanded to connect with other destinations throughout Hunter Valley to become one of the great food and wine trails of the world.



trails of state significance



'grand trails' for walking



a unique experience for locals + visitors

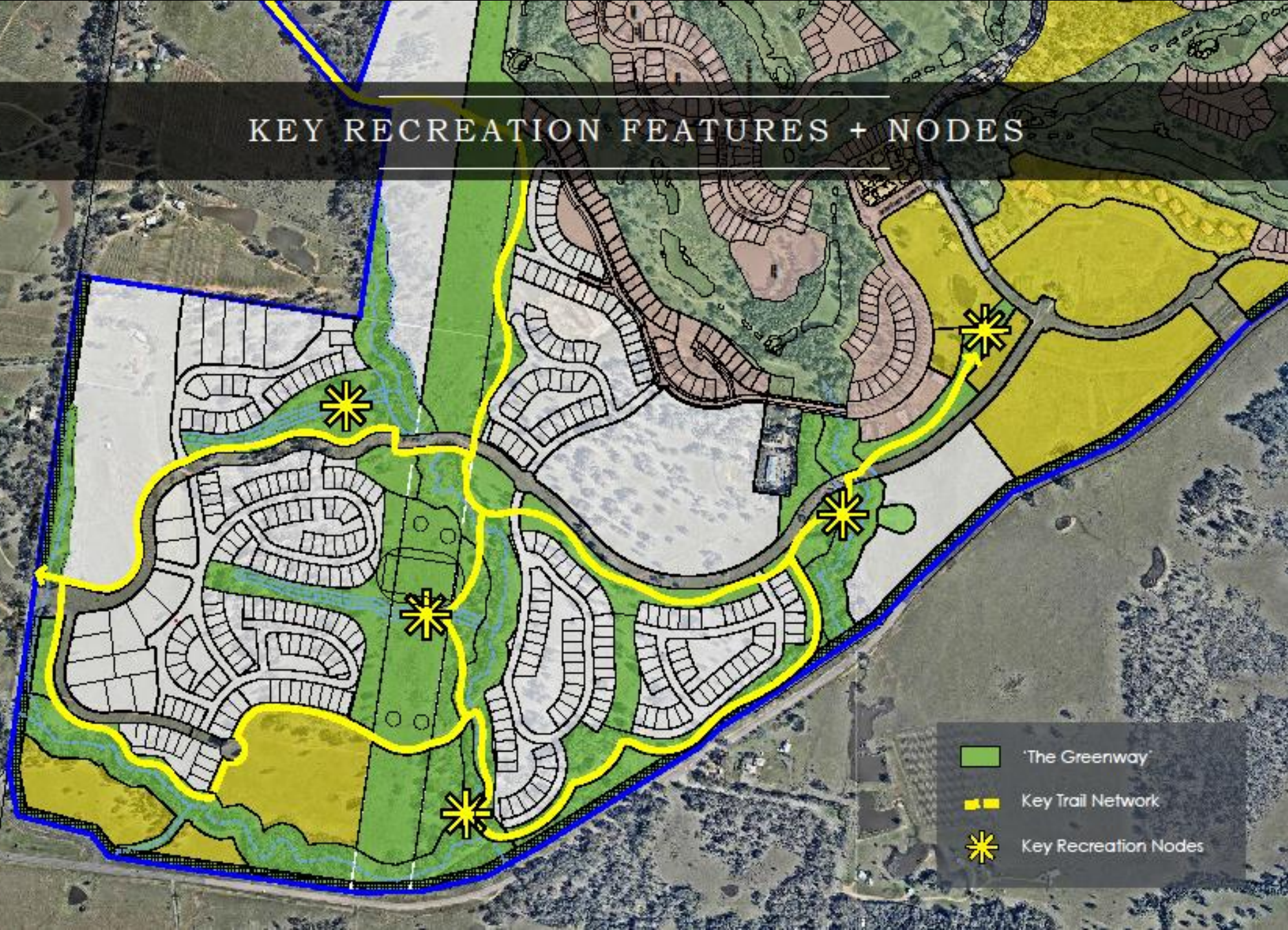
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KEY RECREATION FEATURES + NODES

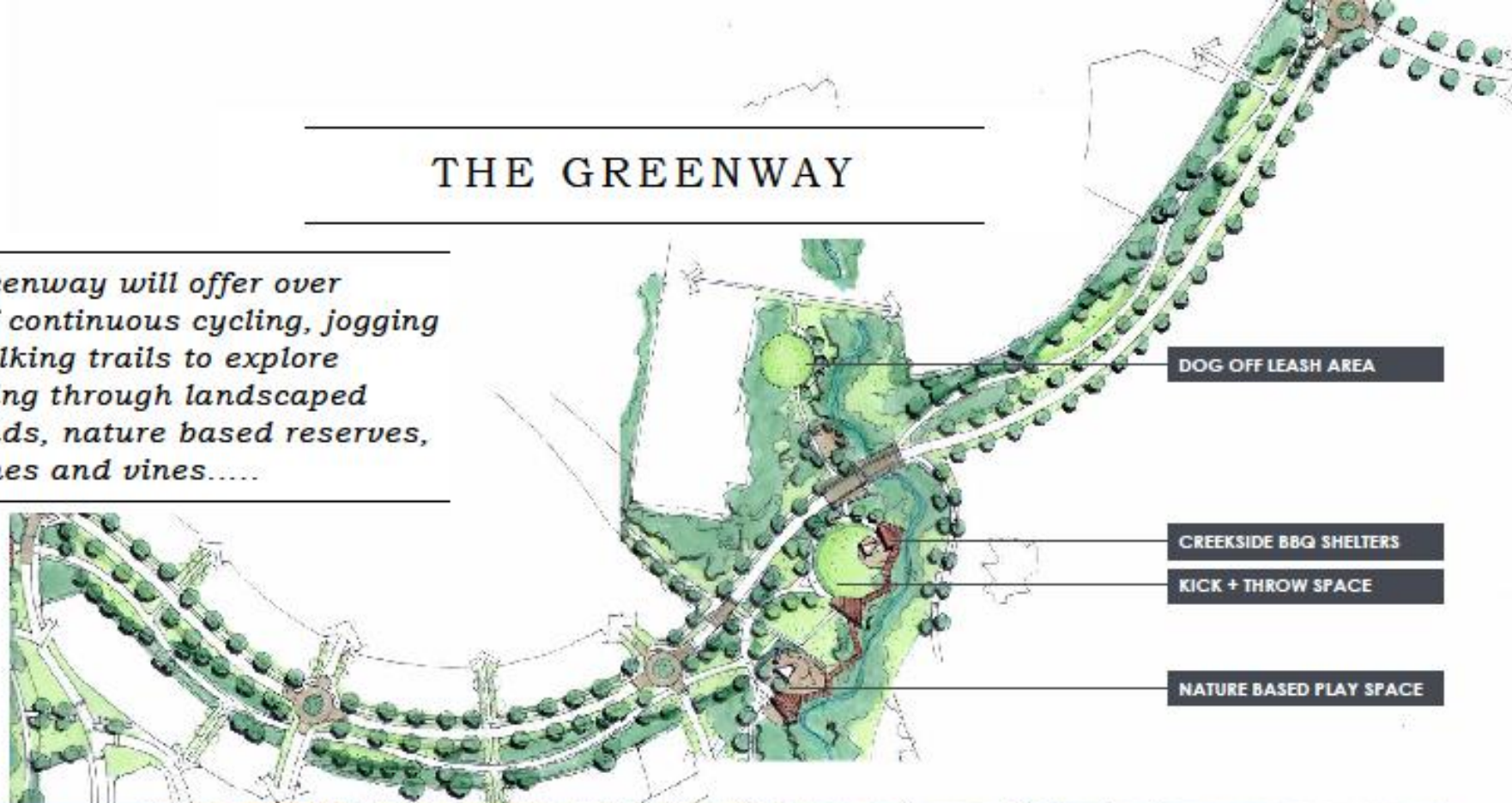


KEY RECREATION FEATURES + NODES



THE GREENWAY

The Greenway will offer over 7 km of continuous cycling, jogging and walking trails to explore - winding through landscaped parklands, nature based reserves, creeklines and vines.....



kick + throw spaces



outdoor gym



landscaped parklands



nature based play spaces

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THE GREENWAY

Recreational Opportunities Currently Being Investigated:

- Cycling and walking trails
- Sculpture trail / public art
- Exercise trail / outdoor gym
- Landscaped picnic, BBQ and recreation spaces
- Environmental / creekline reserves and education programs
- Nature / heritage / indigenous based interpretive trails
- 'Old school ruins'
- Vines and olive groves
- Grassland / kangaroo viewing areas
- All trails lead back to the Pavilions



picnic areas in natural setting



seating + bbq shelters



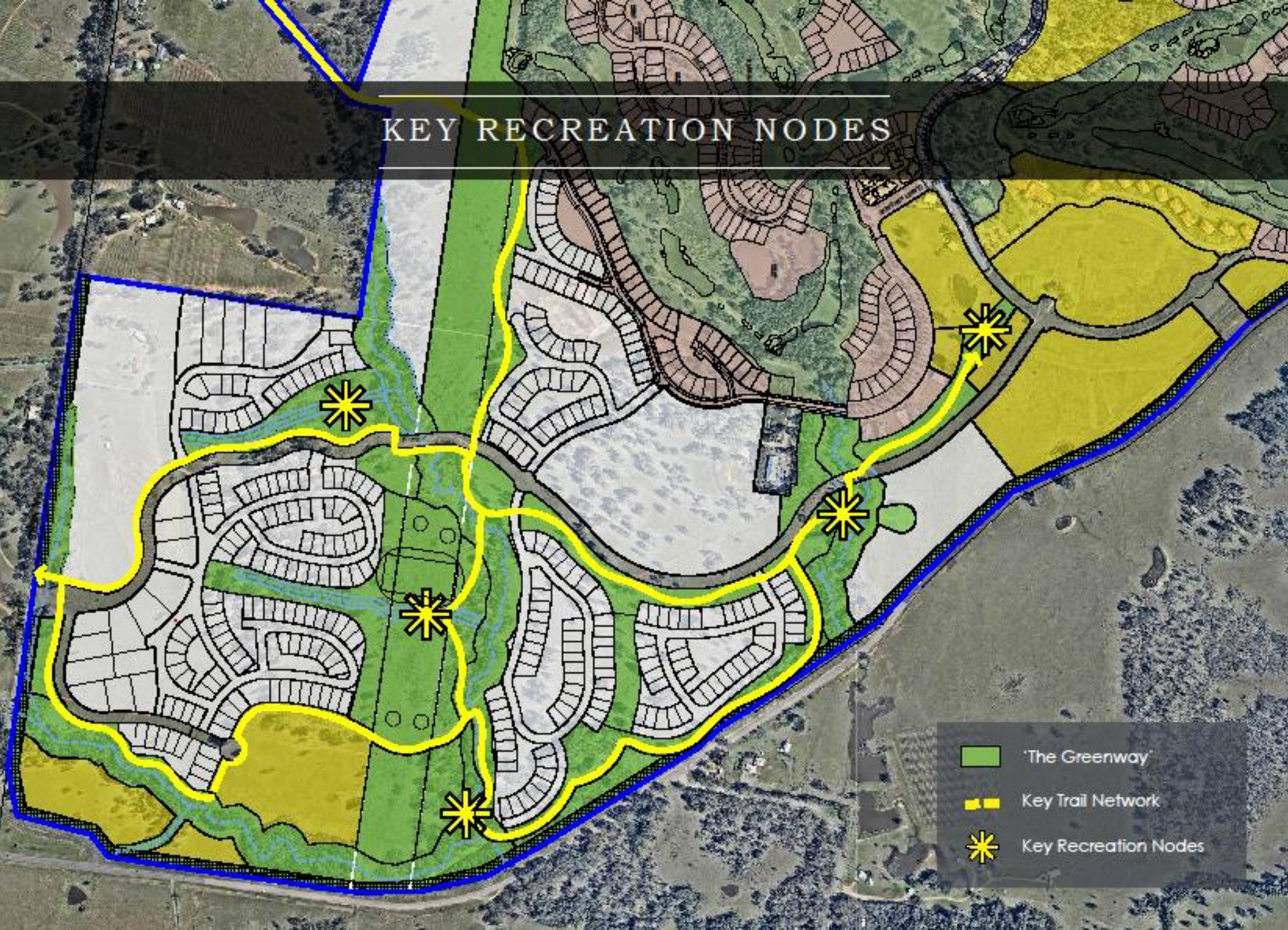
extensive walking and cycling trails



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KEY RECREATION NODES



KEY RECREATION NODES

Recreational Opportunities Currently Being Investigated:

- Pavillions hilltop sculpture park and picnic lawn
- Nature based play space
- Outdoor gym and exercise space
- Dog off lead area
- BBQ and picnic nodes
- Multi-use sports ovals



sculpture trail



outdoor gym



nature based play spaces



multi-use sports ovals

KEY RECREATION NODES

Recreational Opportunities Currently Being Investigated:

- Creekline rehabilitation areas + boardwalks
- Butterfly / frog / bird habitats
- Lake / dam water features with picnic areas, BBQs + jetties
- Health + wellbeing themed precinct
- Kitchen garden + small holding farm providing produce for The Pavillions and hosting garden tours



COMPLETING THE VISION

THE VINTAGE | HUNTER VALLEY

A photograph of two blue bicycles parked in a vineyard. Each bicycle has a large, empty wicker basket attached to its handlebars. The bicycles are parked on a grassy path between rows of grapevines. The background shows more rows of grapevines stretching into the distance. The text "COMPLETING THE VISION" is centered at the top of the image, flanked by two horizontal lines.

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