

Regional Brand Perception by Wine Tourists within a Winescape Framework

Johan Bruwer

School of Marketing, University of South Australia, Australia
johan.bruwer@unisa.edu.au

Isabelle Lesschaeve

Vineland Research and Innovation Centre, Canada
Isabelle.Lesschaeve@vinelandresearch.com

Deborah Gray

Bluestone Wine Solutions, USA
dgray@bluestoneimports.com

Veronica Alampi Sottini

University of Florence, UniCeSV, Italy
veronica.alampi@unifi.it

** Purpose: The purpose of this study is to conceptualise a wine regional destination's perceived (brand) image by integrating grounded theories such as servicescape, place-based and destination choice.*

** Design: The research (n = 334 respondents) outlines the conceptualisation of a wine region destination's image in the form of a winescape framework as perceived by visitors using a free-form instead of an attribute-based approach. The winescape construct is identified within a framework of eight dimensions for a well-known USA wine region.*

** Findings: The most important winescape dimension is the natural beauty/geographical setting. The first-time and repeat visit dynamic impacts upon visitors' wine tourism behaviour and perception of the region's winescape. For in-state and out-of-state based visitors there are pronounced differences in the perception of the region's winescape dimensions. Increasing distance from the destination region is pivotal in the perception of the winescape dimensions.*

Practical implications: Increasing distance from the destination region is pivotal in the perception of the winescape dimensions.

Keywords: Destination Image; Winescape; Wine Tourist; Servicescape; Region-of-Origin; ROO; USA

1. INTRODUCTION

Wine was one of the first products of agricultural origin to develop a close and distinct relationship with its geographic place of origin, at first in European countries dating way back to the 15th century. Terms such as appellation, *terroir*, viticultural area, vineyard site and wine region are now commonly used to describe the differentiating features of a wine producing area and its wines. This has been developed to the extent that many wine producing countries have now created distinct and formal wine producing regions that are identified and managed by regulatory systems (Bruwer & House, 2003). Once regarded as a luxury good consumed by an elitist few, wine has been democratised and is enjoyed by a much wider socio-economic range of increasingly sophisticated consumers (Bruwer & Wood, 2005). These consumers seek the whole background on where their wine comes from and value a wine more when it comes from somewhere specific as opposed to from nowhere specific. Regional brand image is therefore gaining in importance (Johnson & Bruwer, 2007a).

The wine regional setting is an important factor in the consumption of wine tourism (Famularo, Bruwer & Li, 2010). That is, the rural countryside where agriculture is normally practised, including vineyards, landscape, tasting rooms, tourist facilities, and so on, in other words the 'winescape' (Johnson & Bruwer, 2007b; Hall, Sharples, Cambourne & Macionis, 2000). Wine tourism is not yet greatly endowed with in-depth theory and definitions relating to the main research field(s) it is rooted in, namely tourism and leisure, have generated many still ongoing and much deliberated issues (Alant & Bruwer, 2010; Sparks, 2007). The conceptualisation of the regional brand or 'winescape' aspect within the context of the tourism servicescape is one of these. Among other things, the winescape makes it possible for wine tourists to indulge in hedonic experiences in sometimes aesthetically pleasing environments, of both a natural and physical nature (Bruwer & Alant, 2009).

Findings from research suggest that what primarily motivates and drives wine tourist behaviour is the winescape (Bruwer & Alant, 2009). Hence there is a need to conceptualise the winescape framework (Thomas, Quintal & Phau, 2010), in the process integrating grounded theories, more specifically servicescape and destination theories. The geographical area within which this research study is based, is a wine region located within a relatively well-known wine-producing area, namely the Finger Lakes, in the State of New York, USA.

2. LITERATURE FRAMEWORK

Many products have been branded using their region- or country-of-origin, including Greek mythology, Swiss timing, German engineering, British rock, Brazilian soccer and Hollywood movies. Whether promoted or not, all these places conjure up definite images or perceptions in our minds. Wine, is however, a unique product because it is one of the only products marketed using region of origin in almost every wine producing country (McCutcheon, Bruwer & Li, 2009). This phenomenon is in turn driven by the fact that the business and processing of wine is governed by food legislation.

Arguably the best known example of regulated governance of the use of region of origin (ROO) is the *Appellation d'Origine Contrôlée (AOC)* of France dating back to the 15th century, when Roquefort was regulated by a parliamentary decree. The first 'modern' law was passed in 1919 in the form of the Law for the Protection of the Place of Origin specifying the region and community that a given product must be manufactured in (Céline, 1998). It specifies that no part of an AOC name on a label of a product not qualifying for that AOC may be used. An AOC is identified by a seal which is printed on the rind of cheeses and on the label of wines. Whereas the system of protecting the intellectual property of a wine region has its origin in Western Europe (also known as the Old World wine countries or the former EU-15), New World wine countries soon adopted their own systems of governance of the use of ROO. The first New World country to sign an agreement with the European Union in which reciprocal

recognition of each other's wine regions' intellectual property rights was protected, was Australia in 1994. These protective actions, happening across the wine world, clearly illustrate just how important ROO is from a commercial viewpoint and deeper insights into how visitors (and consumers) perceive a wine region's image are therefore of vital importance.

Pine and Gilmore (1998) drew attention to the fact that consumers desire experiences which they termed are in fact a "distinct economic offering" (p.97). They went on to state that "an experience is not an amorphous construct; it is as real an offering as any service, good or commodity" (Pine & Gilmore, 1998, p.98). Staging experiences that sell is thus a key to business success. The very nature of wine tourism principally involves the indulging of the senses in the wine product itself and its immediate aesthetic surroundings and therefore an experiential view of the consumption of wine tourism seems justified (Dodd & Gustafson, 1997). This study adopted the experiential view of wine tourism (Bouzidine-Chameeva, & Durrieu, 2010; Bruwer & Alant, 2009; Roberts and Sparks, 2006) and it provides a theoretical and conceptual development of regional brand perception, wine tourism consumption antecedents, and related behaviour. These aspects are forthwith discussed and further developed within the framework of the published literature.

2.1 The Wine Region as a Tourist Destination: Image Formation

Although tourism destination image (TDI) is believed to have a rather strong effect on consumer behaviour (Yilmaz¹, Yilmaz², İçigen, Ekin & Utku, 2009; Scherrer, Alonso & Sheridan, 2009; Tasci, Gartner & Cavusgil, 2007) determining the exact meaning of a destination image is "problematic" (Jenkins, 1999, p.1). Gallarza, Saura and García (2002) identify the difficulties in researching TDI specifically as the complexity of the tourism product, and its multidimensionality, intangibility and subjectivity traits, while Tasci et al. (2007) refer to it as an "elusive and confusing construct" (p.194). Despite these challenges, TDI became a topic of interest in the 1970s in research studies (i.e. Lai & Li, 2012; Hunt, 1975; Crompton, 1979) and it is still a heavily researched area (Yilmaz et al. 2009). Today destination image is accepted as an important aspect in destination marketing and successful tourism management (Molina, Gómez, & Martin-Consuegra, 2010).

In the conceptualisation process of destination image, the definition thereof has been a stumbling block with Echtner and Ritchie (2003) describing it as vague, incomplete, or lacking in the literature. Tasci et al. (2007) concluded that destination image has three components, namely, cognitive, affective and conative. Echtner and Ritchie (2003) asserted that destination image has three dimensions, namely attribute/holistic, functional/psychological, and common/unique. The approach we adopted in our study straddles all three. Another rather simplistic view, is that a tourist destination is a combination of the natural and human-made environment, tourist facilities and services (Hu & Ritchie, 1993).

According to Um and Crompton (1990) potential tourist destinations are systematically excluded during the destination choice process based on the traveller's personal and household constraints and preferences, and on the destination's characteristics. Tasci et al. (2007) contend that destination image has a strong effect on consumer behaviour and it has therefore been an area of considerable research interest. Gartner and Ruzzier (2011, p.472) refer to destinations as "geographically defined places with a collection of assets ranging from the natural to the sociocultural" or as "image capital." They go on to state that there are considerable differences between destination and product brands, with destinations being set places that constantly change in some way.

Whereas one of the tenets of our research study is that actual experience of a destination is instrumental in the formation of the destination image, regardless of whether visitors have prior experience of the destination or not, the destination image can be enhanced through other information as well. For example, exposure to a travel website significantly affected destination

image (Jeong, Holland, Jun & Gibson, 2012). Other research found that the formation of a destination's pre-visit image by tourists is moderated by the level of uncertainty-avoidance of their national cultures, depending upon the information sources they use (Frías, Rodríguez, Castañeda, Sabiote & Buhalis, 2011). Although destination image analysis has been a topic of high interest among tourism researchers (Pike, 2002), the actual impact of the natural environment on wine tourists has not received much attention in research despite the fact that it is strongly noted by visitors as a factor that impacts on their visit experience (Bruwer & Lesschaeve, 2012a, 2012b; Bruwer & Johnson, 2010; Bruwer, 2003; Carmichael, 2005). In order to understand why people visit wine regions it is important to determine the key attributes of the wine tourism experience (Williams, 2001). However, a shortcoming of many previous destination image studies is that they are mostly attribute-based only despite the fact that there has been advocacy for this type of research to include both attribute-based and holistic impressions (psychological). Our study includes *both* components in the process contributing to the knowledge field.

2.2 The Servicescape Aspect of Wine Tourism

Servicescape theory (Bitner, 1992) contends that the physical environment in which a service response is experienced, affects the perception of service quality and satisfaction. Service quality in a tourism context has been viewed most often as the "quality of the opportunities available at a destination, and it is considered likely to be related to a tourists' quality of experience" (Tian-Cole & Crompton, 2003).

There has been much research using the servicescape framework in studies examining customer behaviour across many different contexts and cultures (Kim & Moon, 2009; Harris & Ezeh, 2008; Lee, Lee, Lee & Babin, 2008). The servicescape is defined as "the man-made, physical surroundings as opposed to the natural or social environment" (Bitner, 1992, p.58) in service consumption situations. The servicescape comprises dimensions associated with the physical surroundings and environmental factors, namely ambient conditions, signs, symbols and artefacts, and spatial functionality (Bitner, 1992). Although the dimensions of the servicescape may be context-specific across service types (Wakefield & Blodgett, 1999) as it includes all of the physical surroundings, it can be extended to be more multi-dimensional as in the wine region's (winescape) context. Whereas Tian-Cole and Crompton (2003) pointed to the fact that service quality perception and satisfaction are two distinct constructs our *a priori* approach of requesting visitors to describe their perception of the wine region's image have captured both of these. This includes the moderating effect of good (or bad) service in the perception of the region's image, as in the servicescape.

2.3 The Winescape Construct

In social science research there are two different approaches to conceptualisation, namely the transformation of measured constructs into measured concepts (Middendorp, 1991). A measured construct "starts from as a theoretical construct, defined in a particular way, which is then operationalised and subsequently measured, on that basis" (Middendorp, 1991, p.235). Starting at this basic level of conceptualisation, even descriptors, let alone definitions of the winescape construct, are few and far between. We see that Peters (1997, p.4) refers to the winescape as "the attributes of a grape wine region." Alebaki and Lakovidou (2011, p.123) refers to it as "the whole region and its attributes", while Patriquin (2005, p.1) describes the winescape as "a spatial realm that integrates winemaking and wine tourism within a vinicultural setting." In the most specific description to date, (Johnson & Bruwer, 2007b, p.277) state that the wine region encapsulates "a held perception (or belief) about a bounded wine area space that is usually holistic and multi-dimensional in nature, the elements of which are glued together by inter-related winescape elements and/or the people and natural and physical

attractions within it.” Hence there is wide support for the fact that destination image is a multi-dimensional construct comprising of cognitive and affective components (Baloglu & McCleary, 1999; Chen & Tsai, 2007; Gross & Brown, 2006; Hosany, Ekinici & Uysal, 2006). The image of the destination (wine region or winescape) is an “attitudinal concept comprising the sum of beliefs, ideas and impressions a tourist holds of a destination” (Hosany et al. 2006, p.638).

The landscape itself and its rural character form part of the winescape in relation to wine tourism (Mitchell, Charters & Albrecht, 2012) and can be viewed as having an inherent physical quality (Lothian, 1999). During the aesthetic experience of landscape, there are four levels of aesthetic cognition: the perceptual (senses are involved, viewing, hearing or smelling), expressive (feelings and emotions associated with), symptomatic (object signs are symptomatic of something else) and symbolic (ideas and imaginations created in the viewers mind) (Nohl, 2001). Mitchell et al. (2012) added the ‘cultural geography’ aspect to the landscape and asserted that “rural landscapes, no matter what their use, are perceived differently by different groups of people” (p.315). This means that the destination image is a function of who visits the destination and who lives in and around the destination wine region. TDI could therefore incorporate this aspect, which our study only partly did as it was executed before the publication of Mitchell et al’s (2012) research.

It should be noted that the winescape translates into the destination region’s identity and eventually into its brand image, once operationalised accordingly. The work of Pike (2010) on place branding underlined the importance of monitoring the performance of destination brands over time to develop a better understanding of this process. An insightful finding in this regard by Govers, Go and Kumar (2007) is that tourism promotion does not have a major impact on tourists’ perceptions of a destination’s image.

2.4 First-time and Repeat and In-State and Out-of-State Based Visitors

Many tourist destinations rely heavily on the repeat visitor segment (Chi, 2012). Previous experiences and hence familiarity with a destination are furthermore likely to influence the perceived destination image and future behaviour of tourists (Chi, 2012; Hu & Ritchie, 1999). Although Rittichainuwat, Qu and Leong (2003) attempted but could not prove that satisfaction with a destination among repeat visitors affected their future buying behaviour. Nevertheless, the evidence that first-time and repeat visitors perceive a tourism destination differently is quite strong in the literature (Chi, 2012; Rittichainuwat, 2003; Hu & Ritchie, 1999).

The first-time versus repeat visitor dynamic plays an important role in the consumption of the wine tourism product (Bruwer, Lesschaeve & Campbell, 2012; Bruwer & Lesschaeve, 2012a; Jarvis & Lockshin, 2005). Tourists to a destination region consist of both first-time and repeat visitors and their visit decision is influenced by a number of antecedents (Um, Chon & Ro, 2006). A high incidence of first-time or repeat visitation in wine tourism could in some instances be attributed to the spatial relationship (or lack thereof) of the region with a big source market, as well as through product-related experiences (Dodd, 1999). A high incidence of repeat visitation in wine tourism has been confirmed in diverse recent studies in Canada (Bruwer et al. 2012), USA (Carmichael, 2005), Israel (Jaffe & Pasternak, 2004), South Africa (Bruwer & Alant, 2009), Australia (Bruwer, 2002), and France (Bouzdine-Chameeva, & Durrieu, 2010). The repeat visitor is important to the winery as he/she is on average more likely to already be buying the winery’s products at the retail store level (Bruwer, 2002; 2004).

The first-time and repeat visitor dynamic also has a close association with the origin of visitors as has been proven in some wine tourism studies (i.e. Bruwer et al. 2012). The ‘tyranny of distance’ plays a role in the terms of the origin of a wine region’s visitor profile (Bruwer & Lesschaeve, 2012a) and this in turn could affect their perception of its image and brand. Proximity of the end-destination to the major tourist source areas is known to play a role in

whether a visitor is likely to revisit and also in how the destination region is perceived in terms of its personality (Hosany, Ekinici & Uysal, 2007). The decision on how to split the visitor profile in terms of origin is by no means trivial. Whereas at its broadest level it has been done on the basis of domestic versus international visitors (Bruwer & Lesschaeve, 2012a), in instances where the destination attracts few international visitors, an in-state versus out-of-state based metric would make more sense. Either way, a comparison between how visitors living in close proximity versus others living in more remote places perceive the destination's image, appears justified.

What makes it unique from a marketing and brand bonding viewpoint, is the opportunity that the tasting room visit aspect of wine tourism offers wine producers to introduce their business and its products to first-time visitors and to reinforce the relationship with repeat visitors (Mitchell & Orwig, 2002). The tasting room is further unique in that the finished product (wine) can be sampled (often for free) at the source of production (a winery) and hence the authenticity aspect of this experience is greater than what can by comparison be achieved elsewhere (i.e. in hotels, restaurants and delicatessens). There is also evidence that the first-time and repeat visitor dynamic goes hand in hand with different motivations for the winery visit (Alant & Bruwer, 2010; Bruwer & Alant, 2009).

2.5 Motivations of Wine Tourists

Motivation is described as a “need-induced tension” (Schiffman, O’Cass, Paladino, D’Alessandro & Bednall, 2010, p.40) that propels a consumer to do something about relieving the tension (Goossens, 2000). The specific goals consumers select are “the sought after results of motivated behaviour” (Schiffman et al. 2010, p.41) have and the actions they select to achieve these goals vary among individual consumers. A distinction can also be made between rational and emotional motives which in turn will vary with the situation and type of visitor (i.e. first-time or repeat). Motives are hypothetical constructs and hence no single measurement method in motivational research can measure the construct, rather a combination of methods can.

The demand for wine tourism is based on “the motivations, perceptions, previous experiences and expectations of the wine tourist” (Hall et al. 2000, p.6). Because of the rural setting in which wine tourism mostly occurs, it is possible that environmental arousal could be at the root of the motives of wine tourists to satisfy their needs. Not all wine tourists are necessarily wine drinkers and therefore have wine-related motivations (Douglas, Douglas & Derrett, 2001). Several researchers have nevertheless confirmed that the primary driver motivations of wine tourists are considered to be “to taste and to buy wine” (Alant & Bruwer, 2004; Bruwer, 2003; Famularo et al. 2010; Hall et al. 2000). There are also secondary motivations such as socialising, learning about wine, being entertained, travelling in a rural setting, scenery, relaxation, having a day out, and so forth that round off the experience (Carmichael, 2005; Dodd, 1995; Getz & Brown, 2006). Visitation to a wine region therefore implies motivation to partake in an intoxicating substance (wine), interaction with food culture, local people and pleasurable leisure activities. In their hedonic pursuit of wine tasting that interest in a product (wine) have the effect of creating a desire to travel to the place where the product is produced Brown, Havitz and Getz (2007).

The factors underpinning these motivations are complex due to the convoluted nature of the wine consumer-tourist relationship. A gap in the knowledge base exists in that little is known about the motivational forces that drive wine tourists to consumption (Alant & Bruwer, 2010; Ravenscroft & van Westering, 2001). Also, few studies have focused on the total experience aspect and what that involves, in other words, what reasons other than the obvious ‘to taste and buy wine’ actually motivated them to visit and this study aims to explore the relationship between these and their perception of the destination image in more detail.

2.6 Destination Personality, Wine Tourism Setting and Types of Activities

The tourism research literature base increasingly acknowledges the existence and importance of destination personality (Hosany, Ekinici & Uysal, 2007), and its leveraging effect on the destination's image and in influencing tourist choice behaviour (Crockett & Wood, 2002). Although it was found that personality attributes such as modern, vibrant, wholesome, and traditional are associated with certain destinations, limited empirical research exists that identify salient destination personality attributes (Hosany et al. 2006). The methodology adopted in our study is likely to capture some of these personality attributes embedded in visitors' mindsets.

Previous research established that the visiting of winery tasting rooms by tourists in a wine region is the core activity of wine tourism (Alant & Bruwer, 2010; Bruwer & Alant, 2009). The tasting room is also a tourism destination or place, and "places are the venues for tourism experiences" (Snepenger, Snepenger, Dalbey & Wessol, 2007, p.310). Roberts and Sparks (2006) report that winery visitors stated that the setting attracted them and enhanced their experiences. Additionally, core destination appeal includes features such as "attractive scenery, pleasant climate, moderately priced accommodation, easy to obtain information, well-signposted wine trails, and a variety of things to see and do" (Getz & Brown, 2006, p.155).

In summary, the actual impact of the winescape environment on wine tourists has not received much attention in research and hence warrants further investigation. Understanding what awareness wine tourists have of their physical environment will illuminate this aspect. Exploring differences in the visitor dynamic between first-time and repeat and between in-state and out-of-state based visitors to a wine area from this perspective will provide further insights. In the process this study also answers the call to conceptualise the winescape framework (Thomas, Quintal & Phau, 2010).

3. MATERIAL AND METHODS

The overall purpose of this study, which is of an exploratory nature, is to conceptualise the wine region destination's (brand) perception in the process integrating grounded theories, more specifically servicescape and destination tourism theories, to describe the winescape concept.

To operationalise the study, the following research questions were formulated:

- What are the perceived destination characteristics of a wine region, in other words, the winescape dimensions, by its visitor groups, specifically the first-time vs. repeat and in-state vs. out-of-state based visitors?
- What are the motivational reasons for winery visits by wine tourists that underpin their perception of the winescape?
- What is the nature of the main antecedents (excluding motivational reasons) pertaining to the wine tourism (travel) aspects of winery visitors?

The primary data collection instrument was a purpose-designed highly structured questionnaire. An unstructured or free form research approach was opted for to measure the wine region's image instead of the more commonly used attribute-based structured approach. To illustrate the unstructured nature of the process, the regional destination image and hence the winescape framework was elicited by asking a simple open-ended question with no aiding or prompts "what would you (in your own words) say are the Finger Lakes Wine Region's main characteristics or features?" The questionnaire had 36 questions in total, mostly close-ended. Respondents managed to answer questionnaires within an 8-12 minute time period on average. The final sample size is 334 respondents from a response rate of 81%, an indication

that the data collection process was relatively trouble free despite the fact that no incentives were offered.

The sampling unit was tasting rooms within the Finger Lakes Wine Region (FLWR) in the State of New York, USA. The tasting rooms represented a broad range of sizes from boutique size to large of winery/tasting room businesses to obtain as wide as possible a range of visitors and have an acceptable degree of fit with the universum of wineries. The research questionnaires were administered at the tasting rooms during a 3-4 week period. Tasting room staff were given clear written instructions on ensuring randomness when recruiting visitors to participate in the survey. For example, only one respondent from a household could participate in the survey. A time-based systematic random sampling technique used, first identifying visitors randomly as they arrived during different times of the day and days of the week, but waiting until the identified persons were ready to depart. This ensured that visitors had first enjoyed the wine tourism experience before participating in the research. The amount of time needed to complete the questionnaire was explained and respondents given an assurance of complete confidentiality regarding their personal information. Using tasting room staff to administer the surveys had the advantages of first establishing a relationship of trust with the visitor before completion of the questionnaires in a relaxed atmosphere, and a considerable saving on the data collection cost. The data was entered and manipulated in the PASW 18.0 statistical software programme and information compared and extracted in accordance with the nature of the data collected.

4. RESEARCH RESULTS

4.1 Socio-demographics of Wine Tourists

Table 1 shows that the visitor profile is female weighted (66%). Although there are varying 'classifications' in terms of which age cohorts of wine tourists are split, wine tourism researchers (Bruwer & Lesschaeve; 2012a; Bruwer, 2004; Thach & Olsen, 2006) split the market between 18-34 year old Millennials and 35 years and older Generation-X, Baby Boomers and Traditionals and our study has also utilised this age group categorisation.

[TAKE TABLE 1 IN HERE]

The age group distribution of the sample confirms earlier work in Australia by Bruwer (2004, 2002), in which he found that the Millennial and Generation-X age groups are highly active and prominent as tasting room visitors. Table 1 shows that 50% of our study's respondents were between 21-45 years old, with 27% representing the Millennial and 23% the Generation-X group. There were markedly more Millennial females (74%) than males (26%). The educational status of the total sample was high, with 75% in possession of a post-secondary qualification. Household size was generally small with on average less than three persons per household. This is not surprising, given their high SEC (socio-economic characteristics) and high level of mobility due to few dependent children living in the household. The household income levels were weighted heavily to the middle and upper levels and are in all likelihood functions of the relatively high education level and small household membership size of the respondents.

The results in Table 1 also indicate that the FLWR has an incidence of 97% domestic and 3% international visitors. It is important to note that the representation of international visitors is low despite the fact that the FLWR is situated within easy driving distance from Canada, just across the USA-Canada border near the City of Niagara Falls. It was therefore decided to operationalise this aspect of the study by distinguishing between in-state and out-of-state based visitors. The majority originate from inside the state of the destination region,

namely New York State (42%), while Pennsylvania (21%) and Ohio (5%) are the only other individual states of note with the remainder originating from a fragmentation of 30 different USA states (29%).

4.2 First-time and Repeat Visitor Dynamic

From Table 2 it follows that 44% of the visitors are visiting the region for the first time ever while 56% are repeat visitors (overall mean = 2.99 visits). There are significant differences in terms of visitation incidence and the number of previous visits. We conclude that, due to the tyranny of distance, the awareness and prior visitation experience levels are higher among local (in-state) versus out-of-state-based visitors.

[TAKE TABLE 2 IN HERE]

4.3 Main Travel Antecedents in the Formation of Destination Image

One of this study's aims was to determine what the influencing factors were that attracted the visitor to the wine region. Table 3 shows in whose company the visitor travelled to the region. The social context of wine tourism is underlined by the high incidence of visitors travelling in groups of between 3 to 4 people in size and in the fact that the travel partners are spouse/partner and/or friends and/or family and therefore in close relationships with them (Table 3). The travel party group sizes vary between a mean of 3.34 and 3.73 persons for both the total sample and first-time and repeat visitor subgroups. A high 92% of all visitors were accompanied by their spouse/partner and/or family and/or friends on the visit to the wine region. This again underlines the social nature of the wine tourism excursion.

[TAKE TABLE 3 IN HERE]

Table 4 shows the time period within which wine tourists reported making the final decision to visit the FLWR. The results clearly reflect the predominantly unplanned nature of travelling to and visiting the wine tourism attractions within the region.

[TAKE TABLE 4 IN HERE]

The short-timed nature of the decision by tourists to visit the wine region and hence become wine tourists appears as if it was an impulsive one and part of the overall experience of visiting the larger Finger Lakes area for other reasons, mainly holidaying (see Table 5). Overall 29% of the visitors decided within the 24-hour period before the visit took place to embark on the visit, while 47% decided within only one week thereof. Although there appears to be an element of impulsive behaviour and perhaps also an indication that the decision was a low involvement one, this requires further research. Interestingly, there was no significant difference in the timing of the visit decision between first-time and repeat visitors, indicating that having no previous experience is not a precursor for planning a visit longer in advance. The same result applied in the case of in-state and out-of-state based visitors indicating that the distance between the origin of visitors and the destination region interestingly did not significantly affect the timing of the visit decision.

A list of salient factors (Table 5) had been compiled from the salient factors indicated by respondents in previous wine tourism studies (for example, Alant and Bruwer, 2004) to indicate the main purpose of their visit to the wine region. Respondents could select one answer from this list.

[TAKE TABLE 5 IN HERE]

From Table 5 it follows that the strong focus on “wine tourism” and “holiday” as the main purposes of the visit is quite apparent for both first-time and repeat visitors. In composite form, it accounted for almost 72% of the responses in the total study, for 76% in the case of first-time visitors and an almost equally high 70% in the case of repeat visitors. It should also be noted that for some of the visitors wine tourism was the core purpose of the visit. No significant differences exist between the visitor types, and the origin aspect (in-state verses out-of-state) of visitors, and any of the main purposes for visiting the region.

4.4 Motivational Reasons for Visiting Regional Wineries

Given that the pursuit of specific goals is the result of motivated behaviour (Schiffman et al. 2010) and the actions they select to achieve these goals vary among individual visitors, it seems reasonable to assume a relationship between motivations for visiting and their perception of the winescape image. Hence the underlying reasons for visiting the winery tasting room further point to the more specific individual motivations of the visitors to the region. To measure this, respondents were given a list of random-placed reasons to choose from and had to indicate the specific rank-order of those that applied to them. Table 6 shows only the importance rating means for each reason with the top 5 rank numbers in brackets.

[TAKE TABLE 6 IN HERE]

In line with expectation (as in Bruwer and Alant, 2009), tasting and buying wine are the two main reasons for visiting a winery tasting room and core attractions of the region in the context of wine tourism. At the cursory level, at least from a motivational viewpoint, it appears that the visitors to the FLWR are mainly ‘specialist wine tourists’ (Johnson, 1998; Williams & Dossa, 2003) as the higher to average ranked motivational reasons were mostly wine-related. It is insightful that there are no significant differences in terms of the reasons for the visit between first-time and repeat visitors.

4.5 Wine Buying Behaviour of Visitors at Tasting Rooms in the Destination Region

The wine buying outcomes in Table 7 reflect a similar pattern to the motivational reasons discussed earlier. Overall 49% of the visitors bought an average of 4.1 bottles of wine at an average price of \$9.90 per bottle. The vast majority (79%) of the visitors bought wine but the differences between first-time and repeat visitors and in-state and out-of-state based visitors were not significant.

[TAKE TABLE 7 IN HERE]

The familiarity that visitors have with the brand is reflected by the fact that 21% had bought the wine at either an off- and/or on-premise outlet during the 3-month period that preceded their visit to the region. The difference between in-state (27%) and out-of-state based (16%) is significant in terms of the recent purchase of the wine which is understandable given that the distribution and hence availability of wines are almost always likely to diminish with increasing distance from their source of production.

4.6 The Regional Destination’s Winescape Characteristics and Dimensions

Table 8 provides an overview of the main regional destination characteristics of the FLWR, also known as the regional image or winescape. Unlike the attribute-based approach used in other studies that attempted to identify the characteristics of the winescape (Johnson &

Bruwer, 2007b; Getz, Dowling, Carlsen & Anderson, 1999; Peters, 1997), our study did not use scale-type predetermined questions derived largely from the servicescape literature, nor expert panels, etc. Instead we used a free form approach in the shape of an open-ended non-leading question: “what would you (in your own words) say are the Finger Lakes Wine Region’s main characteristics or features?” The question yielded 602 verbatim (qualitative) individual responses which were categorised using the Hyper Research version 2.8 software program and forthwith transferred to the PASW software for further analysis. The Appendix shows the 54 regional brand elements extracted in the process. On average, the question yielded 2.21 identifiable winescape elements per respondent ranging from a minimum of 1 to a maximum of 5 identifiable responses or winescape elements per respondent. Table 8 reflects the first reduction in terms of the categorisation into 16 regional winescape dimensions while Figure 1 shows the average number of winescape elements yielded per respondent.

[TAKE TABLE 8 IN HERE]

[TAKE FIGURE 1 IN HERE]

The results in Table 8 reflect what is commonly referred to as the region’s destination image as reflected in the perception of the region’s visitors. Clearly the scenic location of the FLWR with its lakeside settings and scenic landscape makes it a dramatic nature experience for visitors. The visitors indicated the impact this has to the degree of 69% which is far higher than even that of the wine products and the winery estates at ‘only’ 29% and 19% respectively. It is insightful that concomitant with the hedonic nature of the visitation context, “people and hospitality” rate high (personal attention to visitor’s needs), as well as other aspects that would affect the experience more closely like the “ambience” and the “quaint towns and villages”, and so on. The landscape itself and ultimately the entire winescape, therefore ‘seduced’ the visitor into engaging in a total experience and forming a cognitive and affective perception of a fairly hedonic nature.

[TAKE TABLE 9 IN HERE]

Tables 9 and 10 provide expositions of the final reduction into eight winescape dimensions or a framework based on the integration of destination choice, servicescape, and place-based marketing theories as follows:

- Dimension 3 adapted from servicescape theory (Bitner, 1992; Sparks, 2007)
- Dimensions 4 and 5 adapted from servicescape theory (Bitner 1992; Harris & Ezeh, 2008)
- Dimension 6 adapted from services marketing theory (Kim & Moon, 2009)
- Dimension 8 adapted from destination choice theory (Carlsen et al. 1998)
- Dimensions 1, 2 and 7 adapted from place-based marketing theory (Johnson & Bruwer (2007b) and destination choice theory (Hu & Ritchie, 1993).

Table 9 shows that the impact of the natural scenery and landscape (Dimension 1 - nature-related environment) is rated very high almost equally by both the first-time and repeat visitors. Even the repeat visitors, rate the scenery as a characteristic more times than (by implication) the wine from the wineries they love to visit. This reinforces the broad conclusion that wine tourists seek hedonic experiences which they largely find within the region’s winescape.

Next the results were tested for differences between first-time and repeat visitors. No significant differences could be found for any of the winescape dimensions. Repeat visitors put stronger emphasis on every dimension, with the exception of the heritage-related destination features (3). The reasons why these results occurred, were not probed in this study, but should

be pursued in future follow-up research. Repeat visitors are clearly more in tune than first-time visitors with the more tangible winescape dimensions.

[TAKE TABLE 10 IN HERE]

The same process was followed to determine whether distance is a moderating factor in the perception of the winescape dimensions by testing for differences between in-state and out-of-state based visitors (Table 10). The results are highly indicative of significant differences between in-state and out-of-state based visitors on every single winescape dimension and support the conclusion that increasing distance from the destination region materially affects the perception of the destination image (winescape).

Out-of-state based visitors put significantly more emphasis on ambient factors (i.e. climate and atmosphere), signage and spatial layout, and variety of activities (fun-related) available perhaps because holidaying as the main purpose of the visit was higher than that of in-state based visitors. The remaining five dimensions were rated higher by in-state based visitors perhaps because wine tourism as the main purpose of their visit had a higher incidence than in the case of out-of-state based visitors. These dimensions are the ones that more closely align with the core wine tourism factors such as wineries, vineyards, wine products, tasting room staff and the landscape. The underlying reasons were not investigated and should be the subject of future research studies.

[TAKE FIGURE 2 in HERE]

Figure 2 represents the conceptual model that ties together the different theories underpinning the winescape construct developed in this study and answers the third and last research question. The approach followed in this study was different from previous ones in that it was unstructured and yielded interesting new insights upon which to further develop winescape theory. These insights are also important for the wine industry to embrace and from which to develop more profitable wine tourism business strategies.

5. CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

5.1 Conclusions

Tourism destination image (TDI) research has a long and fiercely debated history but this has not (yet) translated to the special interest dimension of wine tourism. The nature of the wine tourism product and experience require that a research approach be developed that differs from the generic attribute-based approaches used in mainstream TDI studies. This exploratory study used an *a priori* approach to integrate tourism destination choice, services marketing, servicescape and place-based marketing theories. This led to the successful identification of eight dimensions encapsulated within a newly-developed winescape framework. In the process we also bridged the ‘gap’ between what is commonly described as wine regional brand image and the winescape construct which is embedded within the (wine) tourism theory base. The findings are tentative though, as they were derived from one wine region and country. We therefore recommend that the consistency of the findings be tested by expanding the research to other wine regions and/or countries, and also that the use of an *a posteriori* approach with our *a priori* one be compared.

The impact of the nature-related dimension (i.e. scenery and/or setting) far outweighs all other dimensions of the wine region’s winescape, both for first-time and repeat visitors. Both first-time and repeat visitors, but more so repeat visitors, exhibit hedonic pleasure-seeking needs expression and actions in their actual wine tourism consumption behaviour. Indications of impulsive behaviour in so far as the decision-making process to engage in and consume the

wine tourism product were strong with little pre-planning evident as far as the engagement wine tourism part of the regional visit is concerned.

It was found that increasing distance from the tourist destination region plays a pivotal role in the perception of the different winescape dimensions. This is expressed in terms of the in-state versus out-of-state based visitor metric for which significant differences were found between all eight winescape dimensions. The core visit purpose, albeit wine tourism in the case of in-state, or holidaying, in the case of out-of-state based visitors, appears to have a moderating effect on the perception of the winescape dimensions although this has not been confirmed. The results supported that fact that wine tourism should largely be viewed as a part of or enhancement of a tourist's holiday experience. While visitors to wine regions have the principal aim to taste and buy wine, the secondary experiences and motivators for such experiences are crucial to understanding what primarily motivates a person to visit a wine region.

5.2 Managerial Implications

Marketing management requires a careful analysis of the destination brand image transmitted to the market to inform strategies, which is a view also supported by Lopes (2011). The main implication of this study's findings for wine regions is the more effective marketing of the regional brand and winescape dimensions, specifically those related to the natural landscape as a brand element. Wine regions should strive to present promotional messages that are well balanced in terms of the emphasis on the core wine tourism product elements such as wine tasting and/or buying and the hedonic experience elements. Marketing should include the friendliness, casual atmosphere and time spent by tasting room personnel with their guests, as opposed to the crowded, often intimidating, impersonal experiences with some other wine areas.

Regional brand identification is important. Developing regional grape variety identification has proven to be a positive differentiating factor. If the Finger Lakes region were marketed more heavily as the 'Riesling capital' (with an appropriate emphasis on the dry nature of the wine, as opposed to a sweeter German version), along with Ice Wine and select cool climate alternatives, it might attract a higher percentage of visitors from further afield, and make local state inhabitants more aware of what the region has to offer them. It should be noted that the very specific regional characteristics of this New York State wine area could have skewed the experiences of visitors, their travel origin, motivations and expectations and is thus a limitation of this study.

A deepened understanding of the winery visitation dynamic and the intention and ability to market the wine region, winery tasting room and its wine products in the most optimal way to wine tourists is of the utmost importance for wineries to be successful in this environment. To attract repeat visitors the focus of the marketing efforts should be strongly wine-related while in the case of first-time visitors the elements of the natural environment should be emphasized and the hedonic nature thereof stressed.

5.3 Recommendations for Further Research

A proper understanding of the symbiosis of the various tourist experiences will assist wine tourism marketers with maximising the visitation experience for both the wine tourist and their service providers (tasting room owners and staff, accommodation providers, restaurants and other stakeholders). The wine regional winescape framework developed in this study, should be tested in other wine tourism environments to determine its consistency across regions and countries and to obviate the issue raised below.

More consumer research on both perceived and preferred wine region imagery is needed to permit improved wine region positioning. Therefore, another area of research focus should be the performance of destination brands over time, which is a topic that has not received wide attention in past research. The personality construct has received little attention in wine tourism

research studies to date with the exception of the work of Galloway and Lopez (1999) and this aspect should be further examined in conjunction with perceived and preferred wine region imagery. The influence of distance from the destination region should be further investigated with a focus on uncovering the underlying reasons for differences in the perception of the individual winescape dimensions.

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Table 1: Demographic Characteristics of the Finger Lakes Wine Region Visitors			
Characteristic	Male (%) (n =115)	Female (%) (n = 219)	Total (%) (n = 334)
<i>Gender:</i>	34.4	65.6	100.0
<i>Age Group:</i>			
21 - 24 years	3.5	10.5	8.1
25 - 34 years	16.5	20.1	18.9
35 - 44 years	20.0	25.1	23.3
45 - 54 years	24.3	25.1	24.8
55 - 65 years	20.9	13.7	16.2
65 + years	14.8	5.5	8.7
<i>Origin of Permanent Residence:</i>			
New York State (NY)	37.4	43.8	41.6
Other USA States	30.5	28.9	29.3
Pennsylvania (PA)	19.1	21.9	21.0
Ohio (OH)	8.7	2.7	4.8
Other country	4.3	2.7	3.3
<i>Education Level:</i>			
No post-secondary qualification	25.4	20.8	22.3
Undergraduate post-secondary qualification	47.5	54.0	60.4
Postgraduate qualification	27.1	25.2	17.3
<i>Annual Household Income* Level:</i>			
≤ \$50,000 per year	20.8	24.6	23.3
\$50,001 - \$75,000 per year	31.7	27.8	29.0
\$75,001 - \$100,000 per year	31.7	25.6	27.7
\$100,001 - \$150,000 per year	5.9	13.3	10.8
\$150,001 - \$200,000 per year	4.0	5.6	5.1
\$200,000 + per year	5.9	3.1	4.1
<i>Number of Persons in Household:</i>	Means	Means	Means
Persons under 21 years old	0.43	0.64	0.57
Persons ≥21 years old who drink wine	1.83	1.93	1.89
Persons in household (minimum size)	2.26	2.57	2.46

* Income denoted in US\$.

Awareness and Previous Visits	Visitor Groups by Origin			Test-statistic	
	Overall % (n = 334)	In-State % (n = 139)	Out-of-State % (n = 195)	Chi-square	Aymp Sig
Visited the wine region prior	55.7	65.5	48.7	9.226	.002*
				Anova	
Number of Previous Visits (mean)				F	Sig (2-sided)
Number of previous visits to region	2.99	3.95	2.30	6.440	.012*

* significant at .05 level; Grouping variable: New York State-based vs. Out-of-State-based visitors

	Total Study	First-time	Repeat
Partner/relative/close friend to visitor	91.6%	92.6%	90.8%
Not in a close relationship with visitor	8.4%	7.4%	9.2%
Number of people in party (mean)	3.59	3.73	3.34

	Total Study	First-time	Repeat
	%	%	%
As I/we were passing by	11.1	11.8	10.5
During the last 24 hours	17.5	20.8	14.9
During the last week	18.2	18.8	17.7
During the last month	21.8	21.5	22.1
During the last 3 months	22.2	21.5	22.6
During the last 6 months	3.7	3.5	3.9
During the last 7-12 months	5.2	2.1	7.7
More than 12 months ago	0.3	-	0.6
Total	100.0	100.0	100.0
Pearson Chi-square	χ^2-value = 7.559	df = 7	Asymp. sig. (2-tailed) = .373

Grouping variable for test: purpose of visit to region = wine tourism and/or holiday (>80% of responses)

TABLE 5: Main Purpose of the Visit to the Wine Region (First-time vs. Repeat Visitors)

Main Purpose	Total Study		First-time		Repeat		Test Statistics	
	N	%	N	%	n	%	χ^2	Sig.
Wine Tourism	173	51.7	78	52.6	95	51.0	.087	.767
Holiday	70	21.0	34	23.0	36	19.4	.651	.420
Recreation (Sport or Hobby)	26	7.8	10	6.8	16	8.6	.391	.532
Visit Friends or Relatives	25	7.5	10	6.8	15	8.1	.204	.652
Business/conference	21	6.3	7	4.7	14	7.5	1.094	.295
Just Passing Through	19	5.7	9	6.1	10	5.4	.076	.782
TOTAL	334	100.0	148	100.0	186	100.0	-	-

TABLE 6: Motivational Reasons Rankorder for Visiting Winery Tasting Rooms in Region

	Total Study	First-time	Repeat	Anova	
	Means	Means	Means	F	Sig.
Taste wine	⁽¹⁾ 1.95	⁽¹⁾ 1.93	⁽¹⁾ 1.97	.043	.836
Buy wine	⁽²⁾ 2.39	⁽²⁾ 2.58	⁽²⁾ 2.23	2.431	.120
Entertain myself and/or others	⁽³⁾ 2.82	⁽³⁾ 2.54	⁽³⁾ 3.01	1.259	.264
Learn more about wine in general	⁽⁴⁾ 2.96	⁽⁵⁾ 2.84	⁽⁴⁾ 3.05	.327	.568
Have a day out	⁽⁵⁾ 3.26	⁽⁴⁾ 2.83	3.56	2.583	.111
Experience the atmosphere	3.43	3.45	⁽⁵⁾ 3.42	.005	.946
Find a unique wine	3.50	3.04	3.85	2.997	.086
Eat at winery's restaurant	4.19	3.65	4.43	.455	.503
Rural setting	4.34	4.07	4.49	.462	.499
Socialise with others	4.53	5.09	4.26	.712	.409
Find information	4.90	4.25	5.21	1.027	.316
Go on a winery tour	4.95	4.48	5.37	.814	.370
Meet the winemaker	6.83	6.00	7.25	.661	.422
Have a picnic or BBQ	8.60	9.25	8.48	.090	.767

One-way Anova test (based on regional visitation history)

	Total Study		First-time		Repeat		χ^2	Sig
	Yes	No	Yes	No	Yes	No		
Bought wine								
At tasting room	79.0%	21.0%	79.7%	20.3%	78.5%	21.5%	.076	.783
At retail store or restaurant prior	20.6%	79.4%	21.1%	78.9%	20.2%	79.8%	.020	.887
							Anova	
Buying metrics (tasting room)							F	Sig
Number of bottles (mean)	4.07	-	4.14	-	4.01	-	.058	.809
Total amount [#] spent on wine	\$38.39	-	\$37.54	-	\$39.07	-	.095	.759
Price [#] paid per bottle	\$9.90	-	\$9.76	-	\$10.02	-	.436	.510
	Total Study		In-State		Out-of-State		χ^2	Sig
	Yes	No	Yes	No	Yes	No		
Bought wine								
At tasting room	79.0%	21.0%	77.7%	22.3%	80.0%	20.0%	.260	.610
At retail store or restaurant prior	20.6%	79.4%	27.3%	72.7%	15.9%	84.1%	.020	.013*
							Anova	
Buying metrics (tasting room)							F	Sig
Number of bottles (mean)	4.07	-	4.17	-	4.00	-	.084	.772
Total amount [#] spent on wine	\$38.39	-	\$38.70	-	\$38.18	-	.011	.918
Price [#] paid per bottle	\$9.90	-	\$9.77	-	\$10.00	-	.309	.579

[#] U.S. \$ * significant at .05 level

	Description of Regional Characteristic	N	%	Order of Recall Means
1	Beautiful scenery and landscape, views, rolling hills, lakeside setting	189	69.2	1.36
2	Wine quality, taste, variety, uniqueness, etc - positive references	78	28.6	1.97
3	Ambience of region, tranquillity, peaceful, away from bustle getaway	51	18.7	2.31
4	Winery estates - boutique-size, quality, variety, close together	49	18.0	2.37
5	Vineyards, grapegrowing area, cultivated agricultural look	39	14.3	1.46
6	People friendly, laid back, hospitality great, family orientated	35	12.5	2.38
7	Restaurant and bars references	34	12.5	2.18
8	Climate and weather good, fresh air, and clean area - positive references	30	11.0	1.43
9	Towns/villages - quaint, charming, Mennonite carriages on the road	23	8.4	2.35
10	Accessibility of region to New York/Philadelphia/Watkins Glen Racing	19	7.0	2.11
11	Riesling great - reputation for great white wines	17	6.2	1.88
12	Tourism infrastructure - good accommodation, tourist-focused	13	4.8	2.62
13	Activities - variety of things to see and do, biking, picnic, fishing, golf	11	4.0	2.73
14	Food quality great, gourmet tourism references	8	2.9	2.88
15	Wine tastings/tours - well organised, lots of variety, professional staff	6	2.2	2.67
	Total Responses	602		

Winescape Dimensions	Total Study % [273]	Visitor Group		χ^2	Sig
		First-time	Repeat		
		% [119]	% [154]		
1. Destination features - nature-related environment	⁽¹⁸⁹⁾ 69.2	67.2	70.8	.712	.701
2. Destination features - winery structures and vineyards	⁽⁹¹⁾ 33.3	32.8	33.8	.345	.841
3. Products - wines and other (cottage) industry products	⁽⁸⁶⁾ 31.5	25.2	36.4	4.172	.124
4. Ambient factors (atmosphere, climate)	⁽⁷⁸⁾ 28.6	25.2	31.2	1.479	.477
5. Signage and layout (spatial functionality, proximity)	⁽⁵⁷⁾ 20.9	20.2	21.4	.380	.827
6. Service staff and local residents	⁽³⁸⁾ 13.9	11.8	15.6	1.130	.568
7. Destination features - heritage-related, towns/villages	⁽²²⁾ 8.1	10.1	6.5	1.479	.477
8. Fun (type and variety of activities available)	⁽²⁰⁾ 7.3	6.7	7.8	.428	.807

Grouping variable: First-time vs. Repeat Visitors

Winescape Dimensions	Total Study % [273]	Visitor Group		χ^2	Sig
		In-State	Out-of-State		
		% [103]	% [170]		
1. Destination features - nature-related environment	⁽¹⁸⁹⁾ 69.2	70.9	68.2	9.502	.009*
2. Destination features - winery structures and vineyards	⁽⁹¹⁾ 33.3	35.9	31.8	9.781	.008*
3. Products - wines and other (cottage) industry products	⁽⁸⁶⁾ 31.5	32.0	31.2	9.320	.009*
4. Ambient factors (atmosphere, climate)	⁽⁷⁸⁾ 28.6	21.4	32.9	13.376	.001*
5. Signage and layout (spatial functionality, proximity)	⁽⁵⁷⁾ 20.9	14.6	24.7	13.161	.001*
6. Service staff and local residents	⁽³⁸⁾ 13.9	15.5	12.9	9.647	.008*
7. Destination features - heritage-related, towns/villages	⁽²²⁾ 8.1	11.7	5.9	12.084	.002*
8. Fun (type and variety of activities available)	⁽²⁰⁾ 7.3	5.8	8.2	9.830	.007*

* significant at .05 level; Grouping variable: New York State-based vs. Out-of-State-based Visitors

Figure 1: Number of Regional Winescape Elements Provided by Respondents

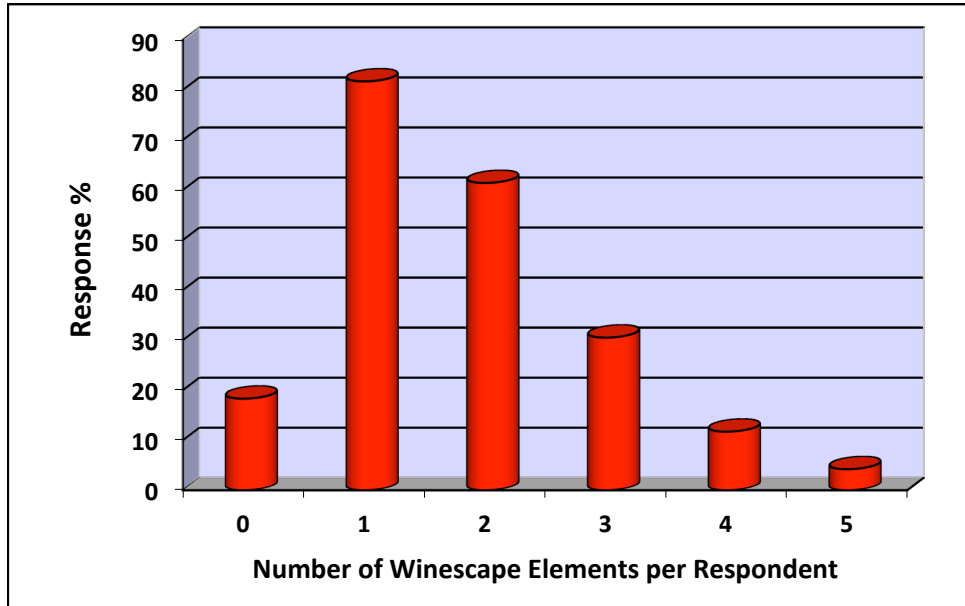
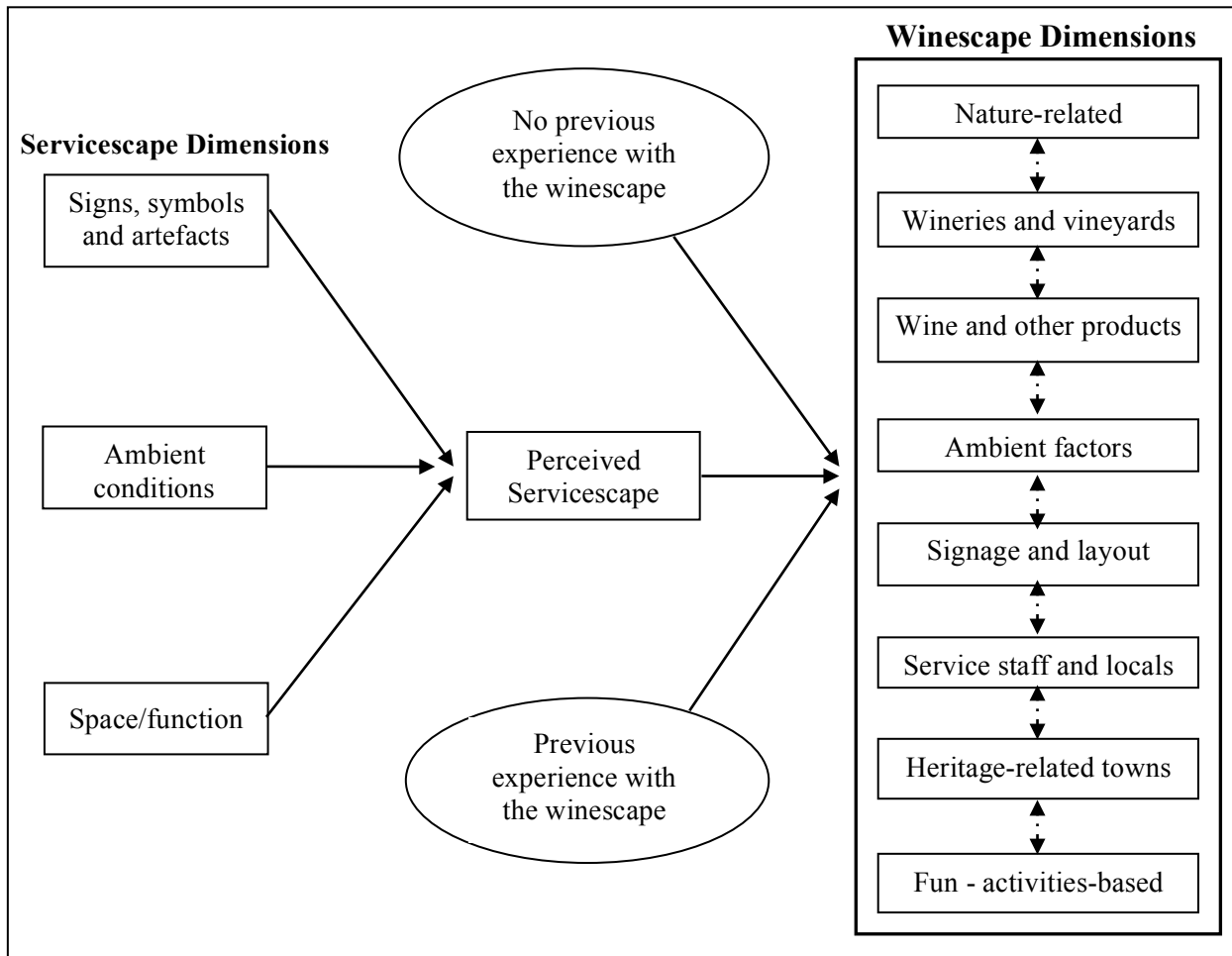


Figure 2: Winescape Dimensions Within the Wine Region’s Servicescape Context



(Bruwer, 2012)

Appendix: Wine Region - Brand Elements Extracted

1. Beautiful lake views/lake/area/scenery/rolling hills/mountains
2. Rural setting/charm/beautiful countryside/landscape
3. Flowers
4. Friendly people/great/laid back/hospitable/terrific
5. Very good camping, swimming, hiking/water recreation
6. Wines/unique wines/good wines/great wines
7. Sites of Mennonite carriages travelling on road"
8. Great wineries/many/variety of wineries/small wineries
9. Enjoyable way to spend the day near beautiful scenery
10. Lakes and non-commercial feel to them
11. Nice atmosphere/general ambience is pleasant
12. Strong white wines/whites seem stronger here
13. Vineyards
14. Friendly people
15. Regional grapes, wines and locally produced foods
16. Easy reach to other Finger Lakes in the region
17. Ease of access to other vineyards/ from main high way
18. Restaurants and bars
19. Perfect temperature
20. Very relaxing/relaxation
21. Fairs, crafts shows, country environment
22. Farm country, prime white tail country
23. Off the mass tourist track
24. Great adult getaway from kids
25. Excellent wineries and restaurants on waterfront
26. Family orientated, grape juice for teens
27. Good food
28. Serene/peace and quiet
29. Wineries are close together
30. Wine tasting
31. Excellent Riesling
32. Much better prices than California wineries
33. Watkins Glen Falls
34. Fishing
35. State parks
36. Golf
37. Picnic facilities
38. Great Chardonnay
39. Dry Riesling
40. Some dry reds
41. Personal help in choosing wines
42. Sweet wines have a fresh taste
43. The town
44. The small village atmosphere
45. Beautiful on our motorcycle (Harley Davidson)
46. Extraordinary fall colours
47. Variety/choice
48. Small and intimate
49. Like the family tradition and personal feel
50. Clean/fresh (context: environment)
51. Friendly/knowledgeable staff
52. Tourist attractions
53. Good fruity wine
54. Interesting (no context)

