

Does location of origin differentiate wine tourists? Findings from McLaren Vale, Australia

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Abstract:

Purpose - The purpose of this study is to explore and compare the profile, motivation and consumer behaviour at the regional destination and at the winery cellar of wine tourists coming from different places of origin.

Design/methodology/approach - A highly-structured questionnaire was used and administered over an eight-week period. Cellar doors in the McLaren Vale Wine Region of South Australia were chosen to reflect a broad range of winery sizes, tastes and visitors, whereby the cellar door staff administered the intercept surveys. The final sample is 441 respondents.

Findings - The findings reveal interesting and useful differences but also similarities amongst three groups of wine tourists depending on their locations of origin: South Australia, Rest of Australia and overseas. Although all wine tourists share the same motivation for visiting the destination and cellar door, they do have significantly different socio-economic profiles, spending and decision-making as regards the planning and implementation of their trip to the wine region.

Keywords: Wine tourism; wine tourist profile; tourist behaviour; location; Australia

Introduction

Wine tourism has been growing and evolving significantly during the last two decades all around the globe (O'Neil and Palmer, 2004; Nella et al., 2012). The development of wine tourism is equally driven by both supply and demand factors. Indeed, as the wine tourism offer is evolving, so do the wine tourists, and vice versa. Trends in the experience economy have pushed winemakers to enrich the wine tourism offering to include experiential attributes beyond just the wine product offer and the cellar door experience (i.e. wine tastings and cellar tours) such as, the natural, heritage and cultural features of the vineyard and the regional tourism territory (Pikkemaat et al., 2009). In turn, this enrichment of the wine tourism offering now appeals and attracts a greater variety and profile of wine tourists, whose new lifestyles, fashions, wine consumption styles and tastes further demand the transformation of the wine tourism offering.

The development of wine tourism is critically important for all its involved stakeholders. Research shows that wine tourism helps wineries to increase sales, consumer awareness, education and consumption of wine (Bruwer and Lesschaeve, 2012; Bruwer et al., 2012; Getz, 2000) as well as boost customer loyalty to wine brands (O'Neill and Charters, 2006). Wine tourism is also beneficial to destinations enabling them to develop and market wine-related attractions and imagery which in turn boost multiplier economic effects, entrepreneurship and sustainable regional development (Bruwer, 2003). However, in order for wineries and destinations to develop specific marketing strategies for wine tourists, detailed knowledge of the target markets for wine tourism is required. A deeper and updated understanding of consumer behaviour in wine tourism also becomes more paramount when considering the rapid evolution of wine tourism offering and the continuous diversification of its market segments.

Research on demand issues of wine tourism tends to be less focused compared to the supply side issues in wine tourism (Brown et al, 2007). Wine tourism market research also suffers from a lack of officially and systematically recorded data (Van Westering and Niel, 2003; Carlsen, 2004), because of the definitional issues of who should be regarded as wine tourists (Charters and Ali-Knight, 2002; O'Neill and Palmer, 2004) and the structural differences of wine tourism destinations (Getz and Brown, 2006). Indeed, wine tourists are found to be attracted to wine tourism regions based on the "difference of place" and how this difference is branded (Bruwer, 2003). Moreover, as the country of origin clearly affects the demand of agricultural products and consequently, the wine's (tourism) demand and selection (Brown and Getz, 2005), there is an increasing need to study wine tourists in a country-to-country or better still on a region-to-region basis. Finally, more refined wine market research is demanded, because preliminary findings of market segmentation studies (Alonso et al. 2007a and 2007b) show that socio-demographic variables (e.g. male/female, domestic/ international visitors, visitors of different age groups) reveal differences amongst some discrete sub-groups of wine tourists in terms of their winery experiences and expenditures. A recent study (Nella et al. 2013) has also revealed that there are country and cultural differences amongst wine tourists and motivations. Because of that, future research is also required to further understand the relation between wine consumption and wine tourism behaviour. The results of this research can be of critical importance, as they can provide insight into how to support

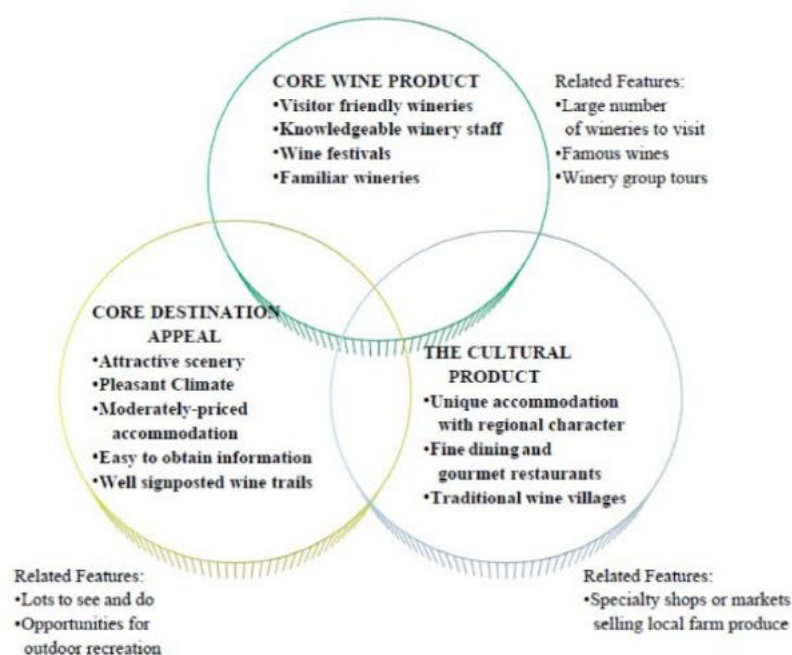
the integration between the wine and tourism industries and boost the interlocking effects between demand for wine and other regional (tourism) products.

It is the aim of this study to address the abovementioned gaps by exploring and comparing the profile, motivation, wine tourism behaviour with the buyer behaviour and expenditure of wine tourists in a specific region namely, McLaren Vale in South Australia.

Wine tourism: definition, evolution and importance

There are numerous definitions of wine tourism, and in this vein, Getz and Brown (2006) suggested a three dimensional analysis of the wine tourism offering including: the core wine product; the core destination appeal; and the cultural product (Figure 1).

Figure 1. The dimensions of the wine tourism offering



Source: Getz and Brown (2006)

Subsequently, the typologies of wine tourism that have emerged also stress the expansion of the wine tourism offering to include various experiential features of the natural, cultural and heritage environment of the regional territory of the wine yards. For example, Mitchell (2004) distinguished between wine tourism and winery visitation, while Macionis (1996) proposed a model of wine tourism based around a special interest in wine motivated by the destination (wine region), the activity (wine tasting) or both. Because of the interrelation of wine tourism with its wider region, wine tourism has been proposed as a strategy and tool for developing and repositioning destinations by enhancing their product portfolio and making it more attractive (Bruwer, 2003, 2002; Getz 1998, 2000). However, there is a lack of research investigating whether there is any association between the wine consumption profile and the wine experiences of the wine tourists and their consumption behaviour at the wine destination (e.g. activities at the destination, length of stay and total spent) and at the winery (e.g. type and volume of wine products and offerings). Findings from previous studies and the lack of

detailed market segmentation data also demand research investigating whether there different degrees of associations between wine consumption profiles, wine experiences and consumption behaviour at destinations and wineries for different wine sub-groups based on socio-demographic variables (e.g. male/female, local/domestic/international visitors, visitors of different age groups).

Wine market segmentation and motivation

There is a lot of debate about the profile of the average wine tourist and various typologies for wine tourists have been proposed. Although some studies show that wine tourists usually belong to specific age groups, i.e. 40 to 50 years old and have enhanced wine knowledge (Heaney, 2003), other studies contradict these findings (e.g. Taylor, 2004). However, as wine tourism grows rapidly, the generalisability of such regional or even national scale findings can be easily questioned. For example, Charters and Ali-Knight (2002) suggest that the profiles of wine tourists may vary from region to region or even from winery to winery.

Thus, it is not surprising that many authors now agree that there is not a typical profile of wine tourists (Ali-Knight and Pitt, 2001; Bruwer et al., 2001; Charters and Ali-Knight, 2002; Bruwer and Alant, 2009; Alant and Bruwer, 2004). Research evolution into wine tourists increasingly shows that psychographic variables (such as motivations, relationship and involvement with wine) can help researchers better understand the differences among wine tourists' segments than using demographic and social characteristics for market segmentation (Bruwer, Li and Reid, 2002). Moreover, research has failed to explore the link between wine consumption and wine tourism behaviour. This is surprising because past research already provides evidence of the relation between the wine consumer's level of involvement (with wine in general or particular wines) and his/her wine purchase behaviour, but not with his/her wine tourism consumption behaviour (e.g. length and period of stay, destination spending, type of wine destination activities etc.)

Because of all these, three critical research questions emerge:

- Do the wine tourists coming from different regions (local, national or international tourists) have a similar or a different socio-demographic profile (e.g. age, education, income, gender)
- Do the wine tourists coming from different regions have the same or different behaviour at the tourism destination (in terms of length of stay, days of traveling, timing of the travel decision, mode of transport and motivation for visiting the wine region)
- Do the wine tourists coming from different regions have the same or different behaviour at the cellar door (in terms of wining tasting and purchase, activities conducted and attracting the wine tourist at the winery, spending on food, wine and merchandising)

Methodology

The primary data collection instrument was a purpose-designed highly structured questionnaire. The questionnaire had 38 questions in total, most close-ended. On average, respondents managed to answer questionnaires within an 8-12 minute time period. The sampling frame was cellar doors within the McLaren Vale Wine Region (NPWR) in South Australia. McLaren Vale is one of Australia's premier wine regions and located only a 30-minute drive from the Adelaide CBD, South Australia's capitol city. The cellar doors were chosen to reflect a broad range of sizes of winery/tasting room businesses to obtain a wide as possible range of visitors and have an acceptable degree of fit with the universum of wineries.

The research questionnaires were administered at the cellar doors where data collection took place during a 6-8 week period. Cellar door staff were given clear 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 and a time-based systematic random sampling technique used, first intercepting 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 cellar door staff to administer the surveys also had the advantages of first establishing a relationship of trust with the visitor before completion of the questionnaires in a relaxed atmosphere, and of course a considerable saving on the cost of data collection. Incentives were offered in the form of entry in a lucky draw for a case of the region's best wine. The final sample size is 441 respondents. The data was entered and manipulated in the SPSS 22.0 statistical software programme.

Results and Discussion

Respondents' profile

The respondents' profile (Table 1) reflects a good balance between men (51.3%) and women (48.3%) and a good spread of wine tourists across all age categories, although a great percentage of respondents (34.2%) are quite young (25-34 years old). The respondents also represent consumers with a high educational profile (i.e. more than 50% of respondents have achieved a university degree, Bachelor and/or postgraduate degree), which is also compatible with the professional and income profile that the respondents have reported. Indeed, more than 50% of the respondents possess a managerial and/or a professional work, while more than 40% of respondents earn a total household income more than 75,000 AUD.

As regards the residency of respondents (Table 2), the greatest majority (48.5%) resides in SA, significantly less (36.7%) leave elsewhere in Australia, while only 14.8% come from overseas and specifically, mainly from the UK (50.7%) and/or USA (14.5%). The fact that these two countries represent the major source markets of wine tourists in the region is not surprising when considering the Anglo-Saxon (immigrant) connection of Australian with these two major countries, while the remaining respondents also come from other European countries and significantly less from neighbouring countries like NZ (2.9%), Japan (1.4%)

and China (0%). Of course, this represents a major weakness of the wine industry in S. Australia given the geographical proximity and the potential of these new emerging wine consuming markets.

Chi-square tests were conducted for investigating whether respondents from different regions (SA, Australia and overseas) share the same or not socio-demographic profile. Data show that respondents from overseas have a significantly higher educational profile ($df=4$, $\chi^2=0.001$) and a significant high total household income ($df=4$, $\chi^2=0.036$): analytically, significantly more overseas respondents have earned a postgraduate degree than SA and Australians, and significantly more overseas respondents have more than 75,000 AUD total household income than Australians and SA. This is not surprising since overseas respondents need a higher income to support their travel to Australia in relation to SA and Australia travellers that can visit the SA wine region with much less money.

Table 1. Demographic profile of respondents

| Age | No. | % | Gender | No. | % |
|--|------------|------------|---|------------|------------|
| 18 -24 Years | 53 | 12.1 | Male | 226 | 51.2 |
| 25 - 34 Years | 150 | 34.2 | Female | 213 | 48.3 |
| 35 - 44 Years | 75 | 17.1 | Total | 439 | 100 |
| 45 - 54 Years | 95 | 21.7 | Profession | No. | % |
| 55 - 65 Years | 47 | 10.7 | Managers and Administrators | 54 | 13.3 |
| 65+ Years | 18 | 4.1 | Professionals | 144 | 35.4 |
| Total | 438 | 100 | Para professionals | 44 | 10.8 |
| Highest Education achieved | No. | % | Tradespersons | 24 | 5.9 |
| School leaving certificate (15 yrs +) | 62 | 14.5 | Advanced clerical & service workers | 6 | 1.5 |
| HSC | 52 | 12.2 | Intermediate clerical & service workers | 35 | 8.6 |
| TAFE certificate/diploma | 68 | 15.9 | Intermediate production & transport workers | 5 | 1.2 |
| Bachelor's degree | 114 | 26.7 | Elementary clerical & service workers | 14 | 3.4 |
| Graduate/postgraduate diploma | 74 | 17.3 | Labourers & related workers | 4 | 1 |
| Masters degree | 37 | 8.7 | Student | 26 | 6.4 |
| Doctorate degree | 10 | 2.3 | Retired | 37 | 9.1 |
| Other | 10 | 2.3 | Home duties | 12 | 2.9 |
| Total | 427 | 100 | Unemployed | 2 | 0.5 |
| Annual household total income (AUD) | No. | % | Total | 407 | 100 |
| \$25,001 to \$50,000 | 95 | 25.3 | | | |
| \$50,001 to \$75,000 | 99 | 26.3 | | | |
| \$75,001 to \$100,000 | 65 | 17.3 | | | |
| > \$100,000 | 89 | 23.7 | | | |
| Total | 376 | 100 | | | |

Table 2. Residency of respondents

| Residency | No. | % | Country of origin | No. | % |
|------------------------|------------|------------|-------------------|-----------|------------|
| South Australia | 213 | 48.8 | Canada | 7 | 10.1 |
| Elsewhere in Australia | 161 | 36.3 | Japan | 1 | 1.4 |
| Overseas country | 69 | 15.6 | France | 2 | 2.9 |
| Total | 443 | 100 | Germany | 2 | 2.9 |
| | | | USA | 10 | 14.5 |
| | | | UK | 35 | 50.7 |
| | | | Denmark | 1 | 1.4 |
| | | | NZ | 2 | 2.9 |
| | | | Spain | 1 | 1.4 |
| | | | Austria | 2 | 2.9 |
| | | | The Netherlands | 2 | 2.9 |
| | | | Switzerland | 1 | 1.4 |
| | | | Italy | 1 | 1.4 |
| | | | Ireland | 1 | 1.4 |
| | | | Norway | 1 | 1.4 |
| | | | Total | 69 | 100 |

Wine tourists' behaviour at the destination

Findings reveal (Table 3) that the majority of the wine tourists decided to go on a wine experience one day (30%) or one week (27.4%) before their trip. Less than 20% of wine tourists plan their trip one month before, and less than 10% plan it 3 months before. In addition, very few (13.3%) decided to visit the specific wine cellar because they were passing by. Hence, the findings confirm that a wine experience is almost a last minute decision, which might be true because traveling to the region is usually affected by unpredicted factors such as weather, traffic or other personal conditions (i.e. mood, commitments or illness). On the other hand, as the percentage of 'walk in' customers is also quite low, this also means that relying on getting 'customers' by chance is not a good strategy, as the greatest majority of wine tourists make a pre-decision on what winery to visit before they start their trip.

The findings are more or less the same for all types of wine tourists irrespective of their region of residency. However, in relation to local or national wine tourists, a greater percentage of overseas wine tourists seems have decided to visit the winery because they were passing by and/or they have planned it 6 months before. This is not surprising, since many overseas wine tourists: travel around with a rented car and wish to explore and visit places as they travel; and / or plan their trip to Australia several months before to ensure good prices but also design a personalised experience and make sure that they see and visit places that they wish. This advised planning and/or last minute planning of tourists from far away that do not have the opportunity to visit local places at any other time they wish is very typical and not surprising to the behaviour of locals who have many more opportunities and time chances to visit wineries at any time of the year.

Holiday and wine tourism are found to be the major purposes for visiting the wine region (Table 4). This is true for all types of wine tourists irrespective of their location of origin, which confirms the definitions of wine tourists, i.e. that wine can be a major motive for people to travel for holidays in a region. However, in relation to the other two groups, a significant higher percentage of wine tourists from SA reported that they visited the region just because they were passing around. This finding highlights that although wine tourism means that you just take the car and drive around with the aim to explore and find what exists in a wine region, wine tourism for Australian and overseas tourists is a well previously planned process whereby they need to know where they are going before they start their trip. This might not be surprising, since overseas and Australian tourist come to the region with a specific purpose to visit their favourite or popular wineries, while the local wine tourists are more relaxed to explore what is available and if they do not like it, then they can explore another winery the next time they drive around.

Wine tourists' behaviour at the winery

Buy and taste wine as well as a day out have been found to be the major activities in which respondents engaged when visiting the winery (Table 5). This is not surprising since these are the wine experiences that are heavily sought and drive wine tourists to go to the cellar door. ANOVA tests investigating differences in relation to the activities undertaken by wine tourists from different regions of origin revealed that there is no significant difference in terms of any of the reported activities apart from one. Analytically, it was found it is more likely ($\text{sign} = 0.003$) that overseas tourists have visited the winery in order to learn more about the wine than wine tourists from Australia or SA. This is not surprising since it is very unlikely that overseas tourists would have any detailed knowledge and information about the wineries in McLaren Vale and so, they purposefully wish to exploit their visit to learn more about the cellar. This is very beneficial for the wineries, as they need to exploit the wine visit experiences of overseas tourists in order to more and better educate them about their wines, production methods and their cellar and so make them long term loyal customers and good ambassadors of their brand to their peers and networks. Given the above mentioned, it is not surprising that the majority of the respondents have reported to have tasted and purchased wine at the cellar door (Table 6). This was found to be true for all type of respondents irrespective of their location of origin (chi-square tests did not reveal any statistically significant differences). However, as concerns the spending behaviour of the respondents at

the cellar door, the findings revealed an interesting finding. ANOVA tests showed that in relation to local and Australian wine tourists, overseas wine tourists spend significantly less money on wine. Further research is required to investigate this, as there are many reasons that may explain this behaviour. For example, overseas tourists may not wish to carry back weight or may be afraid of air transportation limitations, or it might be the case that they are not persuaded enough that buying wine from this specific winery is a good investment or value for money. Depending on the reason, wineries would need to develop different strategies for addressing them. Overseas tourists were found to spend less on merchandising as well (although ANOVA tests did not reveal significant differences), but this might also be an interesting and related finding. South Australian (local) tourists spent significantly more money in total than both overseas tourists and visitors from elsewhere in Australia.

Table 3. Timing of the traveling decision

| | SA | | Australians | | Overseas | | TOTAL | |
|---|------------|------------|-------------|------------|-----------|------------|------------|-------------|
| When decision to visit McLaren Vale was made: | No | % | No | % | No | % | No | % |
| As I was/we were passing by | 34 | 16.5 | 13 | 8.2 | 10 | 15.9 | 57 | 13.3 |
| During the last 24 hours | 64 | 31.1 | 43 | 27.0 | 20 | 31.7 | 129 | 30.0 |
| During the last week | 57 | 27.7 | 45 | 28.3 | 16 | 25.4 | 118 | 27.4 |
| During the last month | 33 | 16.0 | 30 | 18.9 | 6 | 9.5 | 69 | 16.0 |
| During the last 3 months | 15 | 7.3 | 21 | 13.2 | 4 | 6.3 | 40 | 9.3 |
| Other | 2 | 1.0 | 6 | 3.8 | 6 | 9.5 | 14 | 3.3 |
| During the last 6 months | 1 | 0.5 | 1 | 0.6 | 1 | 1.6 | 3 | 0.7 |
| Total | 206 | 100 | 159 | 100 | 63 | 100 | 430 | 100 |

Table 4. Purpose of visiting McLaren Vale region

| Purpose for visiting McLaren Vale | SA | | Australians | | Overseas | | TOTAL | |
|---|------------|------------|-------------|------------|-----------|------------|------------|-------------|
| | No | % | No | % | No | % | No | % |
| Business/conference | 5 | 2.3 | 9 | 5.6 | 2 | 3.1 | 16 | 3.6 |
| Holiday | 41 | 19.2 | 69 | 42.9 | 25 | 38.5 | 135 | 30.8 |
| Wine tourism | 98 | 46.0 | 61 | 37.9 | 25 | 38.5 | 184 | 41.9 |
| Visit friends and relatives | 11 | 5.2 | 7 | 4.3 | 9 | 13.8 | 27 | 6.2 |
| Just passing through | 35 | 16.4 | 6 | 3.7 | | | 41 | 9.3 |
| Recreation | 4 | 1.9 | 2 | 1.2 | 1 | 1.5 | 7 | 1.6 |
| Other | 15 | 7.0 | 2 | 1.2 | | | 17 | 3.9 |
| Holiday and wine tourism | 3 | 1.4 | 1 | 0.6 | 2 | 3.1 | 6 | 1.4 |
| Business and wine tourism | 1 | 0.5 | 1 | 0.6 | | | 1 | 0.2 |
| wine tourism and visiting friends and relatives | | | 1 | 0.6 | | | 2 | 0.5 |
| holiday and visiting friends or relatives | | | | | 1 | 1.5 | 1 | 0.2 |
| business and holiday | | | 2 | 1.2 | | | 2 | 0.5 |
| Total | 213 | 100 | 161 | 100 | 65 | 100 | 439 | 100 |

Table 5. Motives for visiting the specific winery

| | TOTAL | | SA | | Australians | | Overseas | | F | Sig. |
|---------------------------|-------|------|------|-------|-------------|-------|----------|-------|--------------|------|
| | No | Mean | Mean | SD | Mean | SD | Mean | SD | | |
| Learn more about wine | 199 | 3.79 | 3.68 | 2.742 | 4.39 | 3.147 | 2.41 | 1.701 | 5.998 | .003 |
| Rural setting | 126 | 5.52 | 5.74 | 3.531 | 5.65 | 3.645 | 4.71 | 3.837 | 0.535 | .587 |
| Find information | 97 | 6.64 | 6.10 | 3.144 | 7.58 | 3.195 | 4.88 | 2.619 | 5.508 | .005 |
| Experience the atmosphere | 193 | 3.88 | 3.65 | 2.512 | 4.30 | 2.794 | 3.14 | 2.401 | 2.584 | .078 |
| Have a BBQ or picnic | 61 | 8.75 | 9.65 | 4.212 | 8.89 | 4.234 | 6.25 | 4.268 | 1.797 | .175 |
| Buy wine | 295 | 2.73 | 2.54 | 1.424 | 2.78 | 2.689 | 3.03 | 1.946 | 0.698 | .498 |
| Entertain | 167 | 3.75 | 4.17 | 2.621 | 3.53 | 2.736 | 3.48 | 3.010 | 1.087 | .340 |
| Taste wine | 351 | 1.89 | 1.65 | 1.059 | 2.15 | 1.699 | 1.67 | 1.052 | 5.447 | .005 |
| Day out | 218 | 3.23 | 3.00 | 1.993 | 3.38 | 2.302 | 3.30 | 2.830 | 0.619 | .540 |
| Meet winemaker | 73 | 8.56 | 8.89 | 4.122 | 8.86 | 3.590 | 6.82 | 5.363 | 1.215 | .303 |
| Eat at restaurant | 71 | 8.73 | 9.05 | 4.617 | 8.81 | 4.261 | 7.67 | 5.292 | 0.309 | .735 |
| Find unique wine | 148 | 4.31 | 3.52 | 2.175 | 5.30 | 3.178 | 3.21 | 2.485 | 8.683 | .000 |
| Socialise | 111 | 5.69 | 6.10 | 4.110 | 5.77 | 3.578 | 4.53 | 3.204 | .0941 | .394 |
| Winery tour | 94 | 6.37 | 7.36 | 4.847 | 7.26 | 4.460 | 3.36 | 2.300 | 7.446 | .001 |
| Other | 10 | 3.00 | 2.80 | 1.789 | 3.75 | 4.856 | 1.00 | | .270 | .771 |

Table 6. Respondents' spending at the cellar door

| Factor | SA | | Australians | | Overseas | | Statistics | |
|-----------------------------|----------|----------|-------------|----------|----------|---------|------------|------|
| | Mean | SD | Mean | SD | Mean | SD | F | Sig. |
| Value of wine | \$44.34 | \$39.35 | \$84.70 | \$131.94 | \$34.46 | \$34.69 | 5.718 | .004 |
| Value of food | \$15.00 | - | \$6.00 | - | \$17.70 | \$17.40 | .153 | .875 |
| Value of merchandise | \$37.148 | \$35.43 | \$53.13 | \$48.87 | \$10.00 | - | .599 | .563 |
| Total Value | \$85.85 | \$134.82 | \$50.56 | \$53.07 | \$35.83 | \$35.17 | 4.861 | .009 |

Conclusions and Implications for Research

As the field of wine tourism continues to develop rapidly, the need for deeper understanding of consumer behaviour in wine tourism becomes more paramount. Moreover, as market segmentation in wine tourism suffers from a lack of regional data and inability to do cross comparisons amongst various cultures and nationalities of wine tourists, this study aimed to address this gap by collecting data from a specific wine region and by comparing the behaviour of wine tourists coming from various regions. Finally, the findings provide critical knowledge for implementing a consumer-centric wine strategy that provides and promotes wine experiences that can offer vast opportunities for both the wine and tourism industries to promote their products and increase customer loyalty and spending.

No wine region can be described as 'typical' of all other wine regions, nor of a country's wine regions, for example, as in Australia. The results of this study should therefore be used with this caution in mind. We recommend that similar studies be conducted in other wine regions to compare findings with our study.

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