

Does terroir matter for wine and wine destination marketing? The case of Greek wines and wine consumers

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Abstract

Purpose: wine consumption and wine tourism research was combined for better understanding demand for wine destinations. The relative importance of terroir elements in relation to price and winescape elements was examined for creating wine preferences and motivation to visit region of origin.

Design/methodology/approach: Greek consumers were surveyed, as past studies revealed the need to conduct context-based research to address the uniqueness of terroirs

Findings: in relation to winescape elements, terroir elements are more important in driving wine preferences and demand for wine destinations

Practical implications; wine producers need to 'exploit' the terroir elements for producing, branding and marketing their wines and wine destinations

Keywords: terroir; wine; destination; marketing; Greece; decision-making