Best Wine Tourism Practices in the Great Wine Capitals of the World
# How to share best wine tourism practices

<table>
<thead>
<tr>
<th>BILBAO</th>
<th>BORDEAUX</th>
<th>CAPE TOWN</th>
<th>CAPE WINELANDS</th>
<th>CHRISTCHURCH</th>
<th>FIRENZE</th>
<th>MAINZ</th>
<th>MENDOZA</th>
<th>PORTO</th>
<th>SAN FRANCISCO</th>
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<tbody>
<tr>
<td>RIOJA</td>
<td>FRANCE</td>
<td>SOUTH AFRICA</td>
<td>SOUTH ISLAND</td>
<td>NEW ZEALAND</td>
<td>ITALY</td>
<td>RHEINHESSEN</td>
<td>ARGENTINA</td>
<td>PORTUGAL</td>
<td>NAPA VALLEY</td>
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<tr>
<td>SPAIN</td>
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<td>UNITED STATES</td>
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**Great Wine Capitals Network France**

- Created in **1999**
- Network of 5 then 7, and now **10 greatest wine regions / capitals**
- “Best of Wine Tourism” - The **Awards of Excellence** to celebrate innovation and excellence in wine tourism
- Annual academic **fellowships**
- Several **international projects**
BEM - KEDGE top management school, a benchmark for the South Western France

- Created in **1874**
- **12 programs** (ESC, MAI, ISLI, Wine MBA, MVS ...) and executive education program
- **3500** students
- **90** professors
- Network of more than **20 000 alumni** all-around the world
- Internationally recognized and accredited by **EQUIS, AMBA, AACSB**
Wine: BEM's expertise

- A strong investment in professional education and special training programs for managers in the wine industry in France and abroad
  - Wine MBA program (in English)
  - Mastère Spécialisé en Management des Vins et Spiritueux (in French)

- "Wine & Spirits Management Academy" Research team (14 professors)
  - Well established partnership with major actors of the sector:
    - ISVV and CIVB,
    - Groupe Castel, Andre Lurton vineyards, FDCA, Maison Sichel, Alliance de Cru Bourgeois, and others.
Wine: a BEM expertise

- Research expertise in Wine management and Wine marketing

- More than 20 scientific projects in progress;
- Wide international collaboration (US, Australia, Germany, Italy, UK, Japan, South Africa and New Zealand) - AWBR 6th Conference
- Regular Workshops for wine professionals to share the results of studies developed by research team members;
- Research Newsletter (twice per year) and monthly publication of "BEM Tribune" on wine Internet site of Vitisphere
- Numerous professional and academic conferences and publications
Challenges of Wine Tourism
& Wine Tourism Perspectives

Prof Tatiana Bouzdine-Chameeva
What is wine tourism about?

- **Wine tourism** = ”touring vineyards, wineries, wine festivals, and wine exhibitions, where wine tasting and/or experiencing the attributes of the wine region are the principal factors of motivation for the visitors”.

- Themes prevalent have recently been identified:
  - the wine tourism product,
  - wine tourism and regional development,
  - quantifying winery visitation,
  - segmenting the winery visitation market,
  - behavior of winery visitors,
  - the nature of the winery visit and
  - biosecurity and wine tourism *(Mitchell & Hall, 2006)*

- Numerous research publications focus on:
  - wine tourism culture and heritage,
  - wine tourism business, wine tourism marketing,
  - wine tourists and wine tourism systems.

In 2010, worldwide wine tourism generated about $17 billion annual revenues.
Winescape research studies

- Consumer affective experiences shape consumer-brand relationships (Brakus, Schmitt & Zarantanello, 2009).
- Evidence in a tourism/leisure/recreation context (Gross & Brown, 2006; Hammitt, Backlund & Bixler, 2006): place attachment
- Evidence in brandscapes contexts (Hollenbeck, Peters & Zinkhan, 2008; Kozinets et al. 2002;): satisfaction, loyalty
- Evidence from wine tasting rooms (Bruwer, 2007; Orth, Limon & Rose, 2010; Bruwer & Lesschaeve, 2012): pleasure & arousal contribute towards emotional attachment to focal brand
- Attachment to regional brands (Orth, Bouzdine-Chameeva et al. 2011)
The wine tourist is a person with needs to relate to both wine and the location (wine region) where wine is produced.
The Primary Motivations of visitors to winery cellar doors = “to taste wine” and “to buy wine” (in inter-changeable order.)

Secondary Motivations = Social aspects 
( having time away and other experiences they reflect needs for self indulgent hedonic or self-fulfilling experiences)

Hedonism?
The Tasting Room = the Core Attraction in Wine Tourism

- Direct sales outlet at full price margin
- Increased wine sales
- Recruitment for wine club and mailorder
- Testing (tasting) of new product(s)
- Building brand loyalty
- Co-branding wine and food
- Consumer education
- Marketing intelligence opportunity
Visitors’ Motivations for Visiting Cellar Doors

<table>
<thead>
<tr>
<th>Motivation</th>
<th>%</th>
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<tbody>
<tr>
<td>Taste wine</td>
<td>64.3</td>
</tr>
<tr>
<td>Buy wine</td>
<td>51.5</td>
</tr>
<tr>
<td>Experience the atmosphere</td>
<td>45.1</td>
</tr>
<tr>
<td>Learn more about wine in general</td>
<td>39.1</td>
</tr>
<tr>
<td>Find a unique wine</td>
<td>37.8</td>
</tr>
<tr>
<td>Have a day out</td>
<td>34.3</td>
</tr>
<tr>
<td>Entertain myself and/or others</td>
<td>30.0</td>
</tr>
<tr>
<td>Rural setting</td>
<td>27.9</td>
</tr>
<tr>
<td>Eat at the cellar door or restaurant</td>
<td>24.1</td>
</tr>
<tr>
<td>Buy the winery’s merchandise</td>
<td>22.7</td>
</tr>
<tr>
<td>Socialise with others</td>
<td>21.5</td>
</tr>
<tr>
<td>Find information on winery’s products</td>
<td>20.0</td>
</tr>
<tr>
<td>Meet the winemaker</td>
<td>15.7</td>
</tr>
<tr>
<td>Go on a winery tour</td>
<td>14.9</td>
</tr>
<tr>
<td>Have a picnic or BBQ</td>
<td>13.0</td>
</tr>
<tr>
<td>Other</td>
<td>0.4</td>
</tr>
</tbody>
</table>

actually tasted wine = 90%
actually bought wine = 54%

(Bruwer, 2007; Bruwer & Lesschaeve, 2012)
Visitors’ Motivations

- **Core Factors to all travel** regardless of previous experience are “three dimensions of motivation functions: **novelty, escape/relax and relationship** [strengthen]. . . (Pearce, 2005).

Wine region visitors’ motivations at the **macro level** (which region to visit) and **micro level** (which winery(ies) to visit and what experiences to have there) well fit these categorizations.
Old World Perspectives

- Wine estate is the home of the brand (best example France)
- Central role: to showcase history and winemaking quality over centuries
- Assumption: consumers already have a relationship with brand
- Promote the region (best examples France and Italy)
- Promote only own winery (no co-marketing)
- Staff brand equity focused
- Tasting room not accessible to public, only by invitation (example Italy)
- Tasting room hard to find, not well signposted (i.e. Bordeaux)
- Infrastructure (buildings, etc.) often historic (i.e. France, Italy, Germany)
- Focus on making an impact of unforgettable wine quality, tradition, etc.
- Little or no attempt to lock visitor into wine club membership, etc.

Seen together with Prof Johan Bruwer, Univ of South Australia
New World Perspectives

- Tasting room has role as home of the brand (best examples Aus and USA)
- Central role: to sell wine during visit
- Further role: to educate consumers and build ongoing relationship with brand
- Promote the region (best examples Aus and NZ)
- Promote other wineries in region (co-marketing)
- Staff sales and brand building focused
- Tasting room accessible to public, open 7 days a week
- Tasting room easy to find, well signposted, etc.
- Infrastructure (buildings, etc.) often modern (i.e. South Africa, Canada)
- Focus on visitor’s total experience
- Attempt to lock visitor into wine club membership, etc.

*Seen together with Prof Johan Bruwer, Univ of South Australia*
Examples of the best practices in wine tourism:

- **Cape-Town – South Africa**: extremely well developed infrastructure;
- **Mendoza - Argentine**: perfect example of public-private cooperation in wine tourism;
- **Firenze /Tuscany - Italy**: well-established and innovative economic model of “agritourismo”
- **Porto /Douro - Portugal**: improving infrastructure and introducing festivalscape;
- **Mainz - Germany**: strong accent on direct wine sales channels...