

Four wine tourist profiles

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Abstract

◦Purpose

The purpose of this paper is to provide greater understanding of wine tourist behaviour through profiling wine tourists. Demographic segmentation alone is a poor predictor of tourist behaviour (Prentice et al., 1998), whilst there is a general preference for psychographic segmentation. Many studies have evaluated wine region attributes, however, it is important to recognize that the importance of these attributes differ based on the wine tourist profile in question. Profiling also includes attitudes toward wine regions, satisfaction of previous visits and future intentions to visit.

◦Design/methodology/approach

A quantitative approach was used, collecting data from a total of 650 wine consumers within Australia through self-administered surveys and online/email self-administered surveys. Data analysis techniques used included exploratory factor analysis (EFA), and analysis of variance (ANOVA).

◦Findings

Four wine tourist profiles were explored: the wine lover, the wine interested tourist, the wine curious tourist and the disinterested wine tourist. Significant differences were found between the four wine profiles with regard to important wine region attributes, satisfaction and attitudes toward wine regions and future intentions to visit a wine region.

◦Practical implications

The outcome of this research provides greater understanding of wine tourist segments. Profiling wine tourists provides wineries and cellar doors the opportunity to build strong relationships with each wine tourist profile through understanding their expectations of the wine tourism experience.

Key words: Wine tourist profiles, wine region attributes, importance

1. INTRODUCTION

Wine tourism research has consistently increased its development within both academic and industry circles. Much of the research has an applied nature, however it is developing in areas such as wine tourism conceptualisation, wine tourist profiling, and wine tourism destinations (Carlsen, 2004). The focus of this paper will be on further exploration of wine tourists profiles, and determining important attributes of wine regions. Significant differences were found between four wine tourist profiles, that is, between the *wine lover*, the *wine interested* tourist, the *wine curious* tourist and the *disinterested wine* tourist, and wine destination attributes.

2. LITERATURE REVIEW

The focus of this paper is to provide greater understanding of wine tourist behaviour through profiling wine tourists. A brief overview of wine tourists and wine regions will be discussed. Typically segmentation and profiling tourists are based on demographic, socioeconomic and psychographic segmentation. It has been recognised that demographic segmentation alone is a poor predictor of tourist behaviour (Prentice et al., 1998), whilst there is a general preference for psychographic segmentation. Psychographic dimensions include motivation, involvement, attitudes, affect, personality and lifestyles. Many studies have evaluated wine region attributes, however, it is important to recognize that the importance of these attributes differ based on the wine tourist profile in question.

2.1. Wine Tourism

Wine tourism is a form of special interest tourism, and has been recognized as a significant component of both the wine and tourism industries (Hall et al., 2000). Wine tourism is travel based on the desire to visit wine producing regions, or in which travellers are induced to visit wine producing regions, and wineries in particular, while travelling for other reasons (Getz, 2000). During 2009, there were just under 5 million visitors who visited a winery while travelling in Australia. Of these travelers over 4.1 million were domestic visitors and 660,000 were international visitors (Tourism Research Australia, 2010). Wine visitors have had an average growth for the last 5 years of 3%. If comparisons are made to the number of wineries which have emerged over the similar time frame, they have increased an average rate of 37.3% from 1,200 cellar doors in 2000 (Australian Wine and Brandy Corporation, 2006) to 1,647 in 2009 (Winebiz, 2010). Currently there is 2,572 wine companies of which 1,710 with a cellar door (Winebiz, 2012). The majority of wineries with a cellar door are small wineries reliant on domestic travelers for not only wine sales, but also the viability of their cellar doors, highlighting the importance of domestic tourism. There are 61 wine regions within Australia, the most famous and diverse include: Barossa Valley, Clare Valley, Coonawarra, Heathcote, Hunter Valley, McLaren Vale, Margaret River, Mudgee, Tasmania, and Yarra Valley (Australian Wine and Brandy Corporation, 2010).

2.2. Destination image

Destination image can be viewed in holistic fashion, such as MacKay and Fesenmaier (1997) who view destination image as a composite of various products (attractions) and attributes woven into a total impression. Echtner and Ritchie (1991, pg 8) state “destination image consists of functional characteristics, concerning the more tangible aspects of the destination, and psychological characteristics concerning the more intangible aspects”. Destination image is also described as a multidimensional construct comprising of cognitive and affective components (Bruwer and Lesschaeve, 2012, Leisen, 2001, Williams, 2001). Functional

attributes of a destination image factors vary amongst researchers, however, Getz and Brown (2006) describe the three core dimensions of wine tourism as encompassing: the core wine product, the core destination appeal and features, and the cultural experience. Affective images and attitudes have been found to be more critical than attribute based images to the decision making stage of destination choice (Cai et al., 2004), as a result these will be included in this study. Many studies explore positioning of destinations and attributes of destinations (Orth and Tureckova, 2002, Dodd and Bigotte, 1997), however, this study is interested in attributes which are important to each wine tourist profile.

2.3. Wine Tourists

Although characteristics of wine tourists have been gathered by Tourism Australia, researchers feel that there is not a stereotypical wine tourist (Charters and Ali-Knight, 2002, Mitchell and Hall, 2006). A brief profile of wine tourists within Australia, include: majority of domestic overnight (65%) and day (97%) wine visitors travelled within their state of residence; a higher proportion of wine visitors travelled as an adult couple; winery visitors spend more than other tourists, the majority of domestic overnight wine visitors who travelled as an adult couple were aged over 45 years (61%), working full-time (54%) and had an annual household income above \$52 000 per annum (67%) (Tourism Research Australia, 2008). Demographics have often been used as a simple basis for segmentation (for example Mitchell and Hall, 2001), country of origin (Alonso et al., 2007), repeat visitors vs first timers (Bruwer and Lesschaeve, 2012). In addition, psychographic factors have been included to provide more richness to understanding wine tourists (Tassiopoulos et al., 2004), motivation (Alant and Bruwer, 2004), preferences for wine regions (Brown and Getz, 2005), personality (Galloway et al., 2008) or involvement (Brown et al., 2006, Cohen and Ben-Nun, 2009). A number of methods of segmenting and profiling winery visitors highlight the complexity of making generalizations about winery visitors (Alonso et al., 2007), however, some of these studies tend to analyse wine tourists as a homogenous target market.

Extending the work by Houghton (Houghton, 2008) who focused on wine event attendees, and Charters and Ali-Knight (2002) who studied motivating factors of wine tourists' wine knowledge and about their interest in wine. Research has found wine tourists tend to fall into three categories based on their motivation and involvement with wine (Charters and Ali-Knight, 2002, Hall and Mitchell, 2008). These have been described as: *wine lover* (who is an experienced winery visitor, mature with high income and education, and will purchase wine at a winery), *wine interested* (likely to have visited other wine regions but wine is not the sole purpose of the visit to the destination, moderate to high income and university educated and will purchase wine from the winery) and the curious tourist (moderate interest in wine, and wineries are as seen 'just another attraction', moderate income and education and may purchase wine). This study has used those three categories in addition to a fourth category of a *disinterested wine* tourist to determine important wine region attributes. In addition, psychographic factors were captured, such as satisfaction with previous wine region visitation, attitude toward wine tourism and intentions to visit in the future. Wine involvement will not be reported as it is beyond the scope of this paper.

3. Research Method

This section will outline the research method used in this study. Data was collected through mail self-administered surveys and online/email self-administered surveys. Both methods were used as the use of two or more survey modes in a single data collection effort raises the possibility of improved response rates (Dillman et al., 2009).

The questionnaire consisted of items measuring the key constructs of interest. The list of wine region attributes was gathered from destination image researchers (Leisen, 2001), and in particular, wine destination research (Getz and Brown, 2006, Williams, 2001). A total of 43 items were used to measure the importance of functional destination attributes and affective destination attributes. The four wine tourist profiles were adapted from wine tourism profiles from Mitchell, Hall and McIntosh (2000), Charters and Ali-Knight (2002), Hall and Mitchell (2008) and Corigliano (1996, as cited in Mitchell et al., 2000), in order to provide a fuller description of a wine tourist. Respondents were requested to evaluate each of the four wine tourist profiles and rate their actual self-image, ideal self-image and social self-image in relation to each of the four wine tourist profiles. A description of each profile is listed below:

Profile 1: The '*wine lover*' knows wines and can discuss the finer points of wine with the wine-maker. Food and wine matching is important. Visits the winery for buying, tasting and learning about wine.

Profile 2: The '*wine interested*' tourist likes wines and has attended tastings and wineries before. Enjoys food and exploring the countryside. Generally travels with friends to wine regions. Eager to learn about wine.

Profile 3: The '*wine curious*' tourist has a low to moderate interest in wine, is motivated to visit the region by non-wine reasons and wineries are seen as 'just another attraction'. Is satisfied with basic knowledge of wine.

Profile 4: The '*disinterested wine*' tourist visits wineries as part of a group, and sees it as an alternative to a bar. Generally just concerned with drinking wine, and has no interest in learning about wine.

Attitude toward wine tourism was captured through a five item unidimensional measure, as recommended by Ajzen (1987), Dabholkar and Bagozzi (2002), and Dubé, Cervellon and Jingyuan (2003). Four items were used to measure the unidimensional construct 'satisfaction' capturing satisfaction with the winery(ies), facilities within the wine region, satisfaction with their overall experience, and if the overall experience met their expectations, as recommended by Spreng and Mackoy (1996). Future behavioral intentions were measured through three items adapted from Dabholkar and Bagozzi (2002), Sparks (2007) and Getz and Brown (2006).

4. Data Analysis

The results in this paper will be limited to the objective of profiling wine tourists. As this study is exploratory in nature, exploratory factor analysis (EFA) was used for the analysis. A one way analysis of variance (ANOVA) and t-tests were conducted, to determine significant differences between the wine profiles and the constructs of interest.

4.1. Sample profile

Data was collected from wine consumers, as it has been shown that wine tourism behaviour is related to wine consumption (Brown et al., 2006, Getz and Brown, 2006). A sample of 650 respondents from across Australia, with 38% from NSW, 22% from Victoria, and 18% from Queensland. The sample is fairly evenly split between genders (Female, 53%, Male 47%). Just over half of the sample (50.3%) is 45-64 year of age, and 25% is 35-44 years. Fifty two percent had an undergraduate degree or postgraduate degree; with 75% either self-employed or in full time employment, and 88% had a combined household income greater than \$88,000.

Life stage varied with 34% living as a mature couple (35+) with no children at home, followed by 33% of respondents in a family with the average age of children 15 year or younger.

4.2. Wine region attributes

EFA was conducted on the destination functional and affective attributes of the respondent's favourite wine region. Seven factors were identified. The first factor, the affective experience (F1) comprised items such as the importance of feeling excited, a sense of escapism and indulgence. The second factor, wine experience (F2), comprised of items such as opportunity to taste lots of wine, purchasing good wine and winery staff knowledgeable about wine. Social experience (F3), comprised entertainment, vibrant atmosphere, opportunity to socialise, wine festivals and events, and group tours. The fourth factor, the environment (F4), comprised items such as relaxed rural atmosphere, beautiful landscape and a clean environment. Wineries (F5) included the importance of large wine companies, with famous and modern wineries. Food and culture (F6), included the importance of excellent restaurants, art galleries and antique shops. Finally, the wine region (F7) comprised the importance of obtaining information about the region easily and that wine trails are well posted. This factor also includes the opportunity to meet the wine maker. The total variance explained by these seven factors was 60% (contact author for all items and factor loadings).

4.3. Wine tourist profile

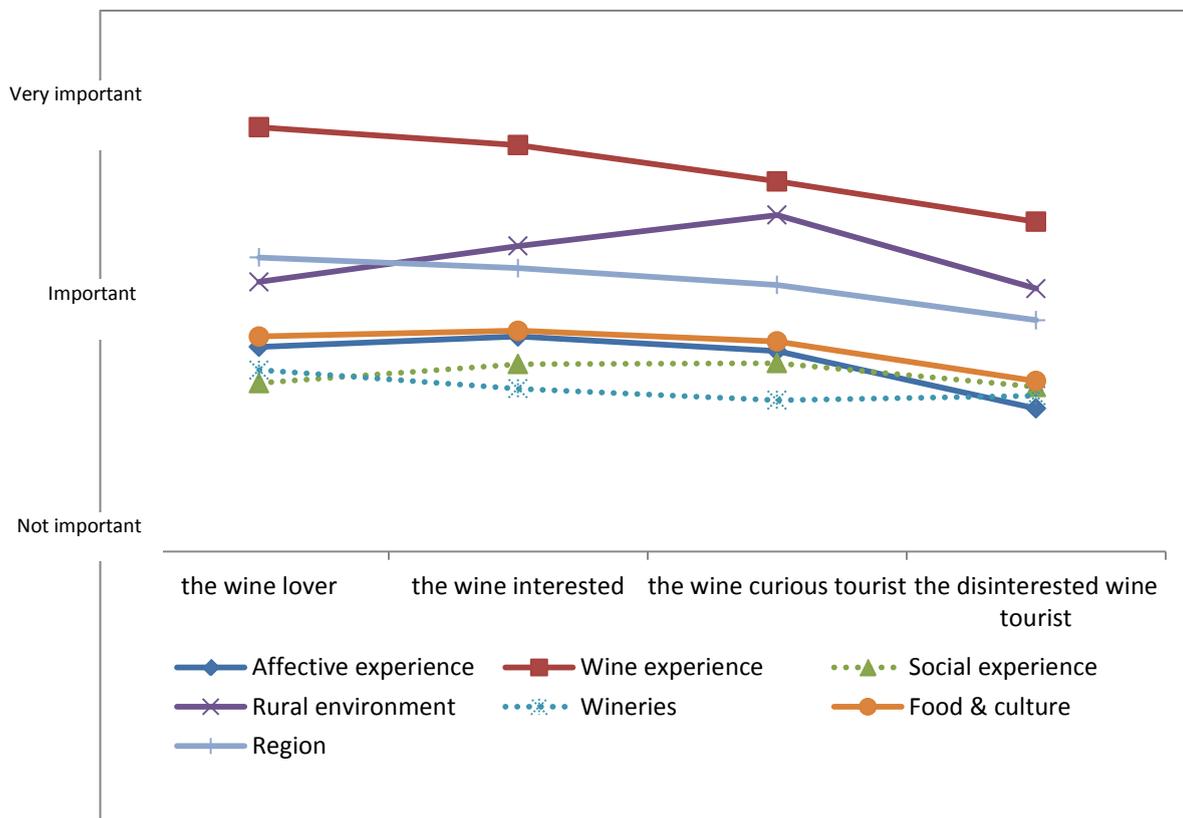
Respondents were requested to evaluate each of the four wine tourist profiles and rate their self-image across all four profiles. Just over half of respondents rated themselves as a '*Wine interested*' tourist (55%), followed by the '*Wine curious*' tourist (17%), the '*Wine lover*' (15%), and 12% were considered the '*disinterested wine*' tourist'. This dominant profile was selected for further analysis.

In order to determine the importance of the wine region factors to each wine tourist profile, ANOVA was conducted on the wine profiles. The affective experience was rated significantly more important for the *wine lover*, the *wine interested* tourist and the *wine curious* tourist than the *disinterested wine* tourist ($F(3,622) = 6.26, p = .000$). The wine experience was rated the highest for all wine tourist profiles, but is significantly more important for the *wine lover* and the *wine interested*, than the *wine curious* and *disinterested wine* tourist. The environment of a wine region was then considered the next most important destination attribute for the *wine interested* and the *wine curious* tourist, which was significantly higher than both the *wine lover* and the *disinterested* tourist. The wine region was the next most important factor for *wine lovers*, which as significantly lower for *wine curious* tourist and the *disinterested wine* tourist. Destination attributes, affective experience of visiting a wine region (F1) and food and culture of a wine region (F6), were similar for the *wine lover*, the *wine interested* and the *wine curious*. The *disinterested* tourist was significantly lower for both of these attributes. See Figure 1.

Psychographic differences were also found between the wine tourist profiles regarding their attitudes toward wine tourism (visiting a wine region), satisfaction with their last visit to a wine region, and their future intentions to visit a wine region (which were all found to be unidimensional variables). Analysis of variance found satisfaction with their previous visit to a wine region the highest for the *wine interested* tourist ($M=5.8, SD=1, F(3,599) = 6.81, p = .000$), followed by the *wine lover* ($M=5.7, SD=1$) which were both significantly higher than the *wine curious* and *disinterested* tourist. A positive attitude toward visiting wine regions was also highest for the *wine interested* tourist ($M=5.6.2, SD=0.9, F(3,640) = 25.1, p = .000$),

however significant differences were found between the *wine lover* ($M=6.1, SD=0.9$), and the *wine curious* ($M=5.7, SD=1$), who was also significantly different from the *disinterested wine tourist* ($M=5.3, SD=1.2$). Although the *wine lover* had lower rating for satisfaction and attitude than the *wine interested*, they had the highest level of intent to visit a wine region in the future ($M=5.9, SD=1.2, F(3,639) = 17.4, p = .000$), which was significantly different from the *wine curious* ($M=5.1, SD=1.5$) and the *disinterested wine tourist* ($M=4.6, SD=1.8$). See Figure 2.

Figure 1: Wine tourist profile by wine region attributes



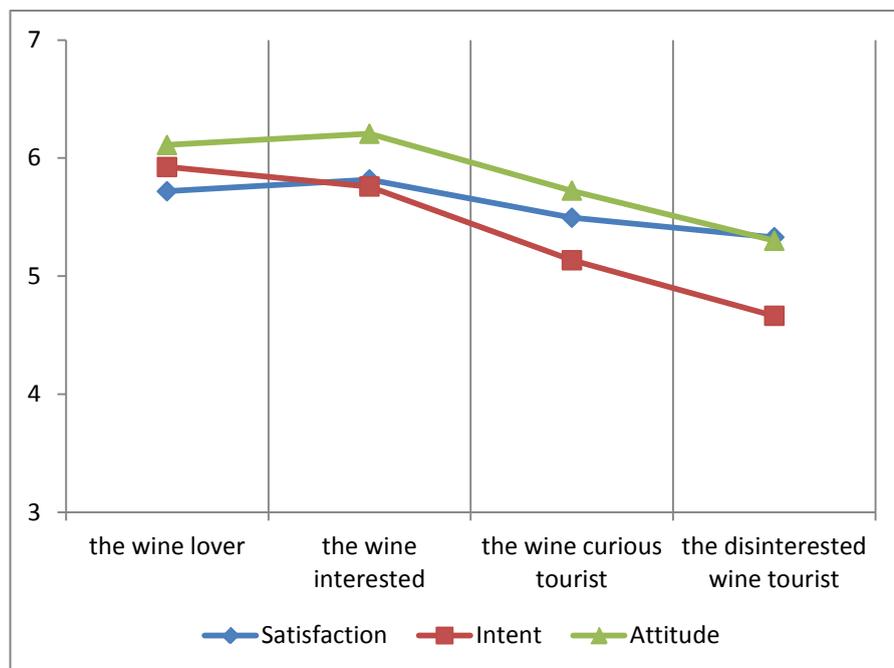
The top five favourite wine regions were the same for all wine tourist profiles. However, preference order was slightly different for each wine tourist profile. *Wine lovers* favorite wine regions include: Barossa Valley, Margaret River, Hunter Valley, Coonawarra, and Yarra Valley. The favorite wine region for the *wine interested* tourists was the Margaret River. The *wine curious* wine tourists was also Margaret river, however, this was followed by Barossa Valley, Hunter Valley, Yarra Valley, and fifth place was between Tasmania, Rutherglen and Coonawarra.

The reasons for their last visit to a wine region varied; however, wine specific reasons were the most common (37.8%), followed by generally touring through the region (31%) and attending an event (10.5%). As expected, the number of visits to wineries within Australia for the *wine lover* is significantly higher ($M=29, SD=65, N=82$) than the other wine profiles (*wine interested* $M=17$, *wine curious* $M=9$, *disinterested wine tourist* $M=13$).

As expected the wine lovers spent more money on wine purchases in a month ($M=\$158$) compared to wine interested tourist ($M=\$132$), wine curious tourist ($M=\$88$) and the disinterested wine tourist ($M=\$87$). The wine lovers also consume wine more often, with 43%

most days, 37% weekly and 14% every day. The wine interested tourist followed a similar pattern, 38% weekly, 35% most days, and 11% every day. Whilst both the wine curious (39% weekly, 20% most days, and 13% monthly) and disinterested (34% weekly, 24% most days, and 13% monthly) both consumed less wine. A summary of the findings are shown in Table 1. No significant differences were found between the wine tourist profile and gender, age, life stage and income.

Figure 2: Psychographic attributes by wine tourist profile



5. Discussion

This paper focused on developing the wine tourist profile by analysing differences in elements of a wine region that is important to each wine tourist profile, evaluating wine tourist past experiences, their attitude toward wine tourism and their future intentions to visit a wine region.

Four wine tourist profiles have been used to identify clusters of wine tourists, which has been found previously in the literature (Mitchell et al., 2000, Charters and Ali-Knight, 2002): the wine lover, the wine interested tourist, the wine curious tourist and the disinterested wine tourist. Wine region functional and affective attributes were analysed using exploratory factory analysis and found seven important factors, which as has support in the literature. It should be noted that many items were split among factors due to nature of the wine tourist experience. For example, the affective item ‘relaxed’ was spit across 4 factors: affect, the wine experience, the environment, and the region.

The wine lover felt the *wine experience* was the most important factor for visiting a wine region. This demonstrates the importance of maintaining quality wine for both purchase at the cellar door and tasting in the cellar door. The cellar door experience also needs to provide a high standard of service with knowledgeable staff. The next important factor is the *region*. This incorporated functional elements with well sign posted wine trails, and information of the wine region easily accessible. This factor however also included meeting the wine maker. This

attribute appears to be linked to information, where knowledge from the wine maker is important as a functional attribute. Wine lovers were very satisfied with their last visit to a wine region and have high intentions of visiting within the next 12 months. The wine lover is a committed wine consumer who spends more money on wine each month than other wine tourists and consumes wine more often. As a result, they are obviously important wine tourists, however, they are a smaller target market than the wine interested tourist.

The wine interested tourists also felt that the *wine experience* was the most important factor of visiting a wine region. So again, quality wine and service is vital in the cellar door for this market segment. The *environment* however was the second most important factor, highlighting the importance of the relaxed atmosphere of wine regions, the beautiful landscape and clean environment. This suggests that the wine interested tourist enjoy the whole winescape and experience of visiting a wine region. The wine interested tourist, appears not to want to label themselves as a wine expert (as the wine lover does), however, they may be even more valuable to wine regions. The wine interested tourist appears to be more interested in wine tourism and excited to visit wine regions, due to their high levels of satisfaction and positive attitudes toward wine tourism. Although their intentions to visit are slightly lower than the wine lover, it is still considered very high. Building a strong relationship with this market segment is vital for wineries and their cellar door to satisfy both the expectations of the cellar door experience and the total environment surrounding their winery.

The wine curious tourist is a market has much potential to develop and transition to a wine interested tourist. This wine tourist profile rated the wine experience and the environment almost equally important. Naturally expectations include the wine experience but are not the motivating factor of this group. Wine regions need to appeal through the beauty of the region and the experiential elements. This market has a positive attitude toward wine tourism, but don't take wine too seriously. This positive attitude is an opportunity as they demonstrate positive intentions to visit. Wineries can build a relationship through creating other reasons to visit, as they still are drawn to the wine element and environment of wine tourism.

In this study the disinterested wine tourist exhibited unexpected traits with their positive attitude toward wine tourism even though this profile has no interest in learning about wine. The social experience can be developed in order to build on the notion of visiting wine region as an alternative to a bar. Information not collected of this target market is the profile of their traveling partner who may be a positive influence. This is demonstrated through their positive attitudes toward wine tourism and intentions to visit, albeit lower than the other wine tourist profiles.

Moore and Homer (2000) found lifestyle activity associated with emotional intensity. Future research can further explore the affective component of decision making and capture dimensions of temperament—emotionality, sociability, and sensory arousability.

5.1. Managerial implications

This paper contributes to expanding our understanding and knowledge of wine tourists, through its focus on wine tourist profiles. Important attributes of a wine region were determined for each wine tourist segment, together with psychographic information on each profile. Practical implications are relevant for tourism state and regional authorities, associations and wine producers with cellar doors. Through the development of different wine tourist profiles, products can be designed for each profile or market segment. It is felt that more consumer based research into wine tourism is needed (Charters and Ali-Knight, 2000, Hall et al., 2000), to ensure future growth of the wine tourism industry.

Table 1: Wine tourist profile summary

	Wine lover	Wine interested tourist	Wine curious tourist	Disinterested wine tourist
Wine tourist profile descriptor	Knows wines and can discuss the finer points of wine with the wine-maker. Food and wine matching is important. Visits the winery for buying, tasting and learning about wine.	Likes wines and has attended tastings and wineries before. Enjoys food and exploring the countryside. Generally travels with friends to wine regions. Eager to learn about wine.	Has a low to moderate interest in wine, is motivated to visit the region by non-wine reasons and wineries are seen as 'just another attraction'. Is satisfied with basic knowledge of wine.	Visits wineries as part of a group, and sees it as an alternative to a bar. Generally just concerned with drinking wine, and has no interest in learning about wine.
Importance of destination factors	The wine experience (purchasing and tasting good wine, good service) most important followed by the region (info on the region, wine trails and meet the wine maker).	The wine experience most important followed by the wine region environment (relaxed rural atmosphere)	The wine experience most important followed by the wine region environment (relaxed rural atmosphere). Wine experience not rated as high as <i>wine lover</i> or <i>wine interested</i> , but the environment rated higher than the <i>wine lover</i> and <i>wine interested</i> .	The wine experience most important followed by the wine region environment (relaxed rural atmosphere). Both rated lower than other wine tourist profiles.
Last visit to a wine region:				
Region visited	Hunter Valley (16%), Margaret River (10%), Yarra Valley (9%)	Hunter Valley (22%), Yarra Valley (11%), Margaret River (10%)	Hunter Valley (24%), Margaret River (19%), Yarra Valley (6%)	Hunter Valley (21%), Margaret River (18%), Yarra Valley (11%)
Satisfaction	1.4 yrs ago	1.4 yrs ago	1.8 yrs ago	2.5 yrs ago
Reason for visiting	Very satisfied	Highest satisfaction	Satisfied	Satisfied
	Wine specific (46%), general touring (30%)	Wine specific (43%), general touring (29%)	General touring through the region (43%), wine specific (29%),	General touring through the region (38%), wine specific (38%),
Attitudes toward wine tourism and intentions to visit a wine region within the next 12 months	Very positive attitude Highest intentions to visit	The highest positive attitude toward wine tourism High intentions to visit	Positive attitude Intentions to visit positive	Positive attitude Intentions to visit positive but the lowest amongst wine tourist
Favourite wine regions	Barossa Valley (26%), Margaret River (17%), Hunter Valley (13%)	Margaret River (27%), Barossa Valley (20%), Hunter Valley (17%)	Margaret River (30%), Barossa Valley (22%), Hunter Valley (22%)	Margaret River (18%), Hunter Valley (20%), Barossa Valley (13%)
Number of visits to wineries	M=29	M=17	M=9	M=13
Spend on wine per month	M=\$158	M=\$132	M=\$88	M=\$87
Wine consumption	14% every day 43% most days 37% weekly	11% every day 35% most days 38% weekly	8% everyday 20% most days 39% weekly	8% everyday 24% most days 34% weekly

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