WINE TOURISM
Gran Canaria

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Gran Canaria
Major Forms of Wine Tourism

Winery Visits
- tasting
- sales
- learning
Wine Events
-for wine lovers
-for the industry
-for media
MAJOR TRENDS IN WINE TOURISM

• Already well established as a form of experiential tourism.

• Growth will continue.

• Competition for wine tourists is global, increasing.

• Millennials are the hot new target market.
Wine Tourism has become big business, globally. 

Competition is increasing.
Goals / Benefits of Wine Tourism

• Attract high-yield, dedicated wine tourists

• Complement all other forms of tourism (food, sport, nature, culture, business)

• Promote wines, wineries and wine sales

• Enhance destination branding through wine tourism

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EARLIER RESEARCH ON WINE INVOLVEMENT AND WINE TOURISM

Research conducted in Calgary, by Getz and Brown

Compared to the general population, this sample is “highly involved” with wine

As level of involvement with wine rose, so to did nearly all wine-related purchase and consumption behaviours.

Older respondents (aged 50+) and males displayed higher levels of wine-related behaviour:

• wine clubs
• spending
• wine cellars
• tastings
• reading

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Cluster 1: Fastidious Epicureans

- the largest segment, comprising nearly 37% of the sample; nearly 57 percent of them are men

- they spent more on wine, had more extensive wine cellars, read more about wine, and were highest on all the other indicators of wine consumption and involvement

- Fastidious Epicureans exhibited stronger preferences for knowledgeable winery staff, wine festivals, visitor-friendly familiar wineries, fine dining and gourmet restaurants

- Over 91 percent had visited a wine region in the past five years.

- most likely of the 4 segments to prefer an independently planned wine-specific vacation

Preferred Wine Region Features

Age was a significant factor in only 3 of 27 features:

1. Older respondents preferred fine dining and gourmet restaurants
2. Younger respondents were more interested in activities for children
3. Younger were more interested in sport facilities

- Females were more likely to prefer:
  - Group tours of wineries
  - Packaged holidays to wine regions
  - Knowledgeable winery staff
  - Local art and craft sales
  - Farm produce for sale
CORE WINE PRODUCT
• Visitor friendly wineries
• Knowledgeable winery staff
• Wine festivals
• Familiar wineries

Related Features:
• Large number of wineries to visit
• Famous wines
• Winery group tours

CORE DESTINATION APPEAL
• Attractive scenery
• Pleasant Climate
• Moderately-priced accommodation
• Easy to obtain information
• Well signposted wine trails

Related Features:
• Lots to see and do
• Opportunities for outdoor recreation

THE CULTURAL PRODUCT
• Unique accommodation with regional character
• Fine dining and gourmet restaurants
• Traditional wine villages

Related Features:
• Specialty shops or markets selling local farm produce

Critical Success Factors for Wine Tourism Regions: A Demand Analysis.

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Two of Britain’s more interesting wine holiday companies – Grape Escapes and Smooth Red – are estimating 30 per cent growth for 2018.

Naturally, wine tourism remains a niche for the cultivated. “The demographic is top-end,” says Sam McCathie at Arblaster & Clarke.”

Source: https://www.telegraph.co.uk/travel/food-and-wine-holidays/best-destinations-for-wine/
There are good reasons for the surge. We’re all drinking a lot more wine, and from a pleasing array of countries.

“The tourism business structure has changed,” says Jenna Jones of Grape Escapes. “It used to be mainly male, mainly people who already knew about wine. These days, we’re taking couples, younger people and small groups of friends.

Source: https://www.telegraph.co.uk/travel/food-and-wine-holidays/best-destinations-for-wine/
MILLENNIALS and WINE

Millennials (or Gen Y) are those born between 1980 and 2000, but the dates are arbitrary; basically they are the children of “baby boomers”.

They are marked by a high use and familiarity with communications, social media, and digital technologies. Every experience and opinion gets shared with photos and tweets.

About 28% of millennials drink wine on a daily basis (USA).

What do they want? EXPERIENCES, not material possessions

A thirst for knowledge; learning, hands-on experiences, authenticity

They look for stories, personal connections, and the “next cool thing”.

In wine, a growing preference for biodynamic, organic and minimal intervention wines;

Millennials are concerned with health, sustainability and social responsibility

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PLANNING:
(1) A BOTTOM-UP, COLLABORATIVE APPROACH

• Most innovation will come from the bottom up, that is from individual entrepreneurs and local/regional networks

• Collaboration is essential, not optional

• Leaders are often a key in wine regions, notably winemakers, or those who build Iconic wineries (design), or who fully integrate visitor experiences to create their own attractions

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WINE TOURISM SYSTEM

CONSUMERS/TRAVELLERS
- WINE TASTING
- DINING
- SIGHTSEEING
- SHOPPING
- LEARNING
- RECREATION

DESTINATION ORGANIZATIONS
- PRIMARY INDUSTRIES MANAGED
- RESOURCE CONSERVATION
- PRESEARCH AND PLANNING
- INFORMATION; SIGNAGE
- THEMING (WINE/FOOD ROUTES)
- MARKETING
- SPECIAL EVENTS
- EDUCATION OF VISITORS

SUPPLIERS
- TRANSPORT
- ACCOMMODATION
- FARMERS
- FISHERS
- RESTAURANTS AND CATERERS
- WINERIES
- TOURS/GUIDES
- RETAILING
- SPECIAL EVENTS

DEVELOP WINE and FOOD-TOURISM CLUSTERS

• Clusters tend to suggest themselves:
  – Where food and wine are produced
  – Where restaurants concentrate
  – Where stakeholders already work together

• Clusters also form in cities and resorts where tourists congregate: food and beverages are brought to them
WINE TOURISM CLUSTER CONCEPT

The Key Stakeholders

- Government Agencies
- Tourism and Hospitality Industry
- Residents
- Destination Marketing Organizations
- **Wine Sector**: Wineries, Vineyards, Events

Permanently Stakeholder Network for Collaboration
Goals of Wine-tourism Clusters

The cluster concept brings all stakeholders together in specific cities and regions for their mutual benefit and for synergies that require full co-operation. The main functions (and goals) of clusters are:

- **ATTRACT and HOLD** dedicated food tourists; increase their spending and loyalty; add value through quality, authentic experiences food for all visitors

- **MAXIMISE LINKAGES**: grow the supply chain

- **BRAND** the cluster, reinforcing the national wine brand

- **INCREASE** marketing reach and effectiveness of the cluster; gain new and larger export markets

- **IMPROVE** network efficiencies; bring all stakeholders together regularly, formally

- **DEVELOP** tourist experiences; continuously improve quality

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Gran Canaria Wine-Cluster Stakeholders: who are they, and what are their roles?
STRONG BRANDING

• INTERNATIONALLY FAMOUS:
  – Tuscany, Burgundy, Champagne, Bordeaux, Mosel, Rioja, Napa Valley, Barossa (Australia)

The brand values include:

- unique, quality wines (often high-priced)
- attractive scenery, climate
- appealing history, culture
- special agricultural / sea produce
- cuisine: casual and fine dining

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BRAND IMAGES

ICONIC IMAGES for Gran Canaria?

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THE BRAND and UNIQUE SELLING PROPOSITION (USP)

- Must communicate the USP – distinct and appealing
- Evoke the authentic experiences that are offered
- Be reinforced constantly by effective communications with target segments
- Be implemented systematically for all aspects of the wine, food and destination experience
GRAN CANARIA
What are the brand values for wine and wine tourism?

UNIQUE and AUTHENTIC
- environment and terroir?
- products to taste and buy?
- experiences?
- value for money?

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FOCUS ON CONSUMER EXPERIENCES

• Research shows what highly-involved wine and food lovers want from a wine/food tourism experience.

• Provide a complete destination experience.

• Stress: unique, authentic, high-quality, and memorable.
DEVELOPING EXPERIENCES

• There are standard products and services needed in wine and food destinations.

• Experiences should be customized for high-yield wine and food lovers; allow for self and co-creation according to particular needs and fantasies.

• Become leaders in experience design and delivery.
DESTINATION AND LANDMARK WINERIES

• Designed as an attraction
• Often architecturally special
• Might function as a resort or retreat, with accommodation
• Fine dining, sales, tours
• Often serve as LANDMARKS that help define wine regions

Loiseum, Austria
Frank Gehry designed Hotel Marques De Riscal Rioja, Spain

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WINE VILLAGES

In Europe, villages which have traditionally been associated with the wine industry and have great historic, architectural and cultural appeal.

In the new world, villages or towns which function as the service centre for wine country can be planned and promoted as wine villages.

Can be a commercial hub like Shasta Wine Village in California.

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WINE AND FOOD ROUTES

GOALS:

- Promote cooperation, networking, learning
- Spread demand throughout the region
- Get small wineries to participate
- Provide for mobile tourists
- Link villages, restaurants, vineyards, farms, cultural/historic attractions

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VISITOR CENTRES

- Public and/or private
- Opportunities to taste wines and foods from the entire region.
- Information
- Tours
- Guides
- Interpretation
WINE MUSEUMS

Public and / or private

Emphasize history, architecture, legends brands

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FESTIVALS AND EVENTS

• Develop a full portfolio of events for the destination.
AN EVENTS PORTFOLIO FOR WINE TOURISM

GOALS:
- Attract high-yield tourists, all year
- Spread demand across the destination
- Build the brand (winery and destination)
- Communicate positive images
- Animate wineries and villages
- Sales to visitors
- Develop trade, exports

HALLMARK EVENTS
Permanent,
Traditional,
Valued by residents
High media attention
Strong co-branding

ICONIC EVENTS
For the wine trade
For special-interest tourists

LOCAL EVENTS
Village wine festivals, high on cultural authenticity
Events at Wineries, Restaurants, other facilities

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**PURPOSE: CO-CREATE A UNIQUE, MEMORABLE EXPERIENCE TO ATTRACT TARGET SEGMENTS**

- **GOALS:**
  - Co-create experiences to satisfy generic and event-specific (targeted) benefits
  - Provide symbolic meaning for the highly involved (Iconic status)
  - Co-brand with venues and destinations (Hallmark status?)
  - Meet green standards
  - Conform to sustainable development policies
  - Implement social responsibility
  - Foster business networking, adding value to economy

**THE PROGRAMME; ON-SITE EXPERIENCES**

- Sampling and consumption of wine and food (INCREASE expenditure)
- Green operations implemented effectively
- Quality services and programme delivered to satisfy all guests
- Guests realize their generic and event-specific benefits
- Memorable experiences and personal development
- Positive images formed of product, venue, destination
- Perceived authenticity of product, cultural dimensions and area

**DESIRED OUTCOMES**

- Loyalty to event (repeat visits and word-of-mouth recommendations)
- Brand recognition and adoption
- Continuing sales of wine and food
- Positive image for venues and destinations leads to future visits
- Equitable distribution of costs and benefits
- Evaluation leads to event improvements
- Stronger supply and value chain; economic development
- Cultural and community development
- Individual quality of life enhanced
EXPERIENCE MODEL FOR WINE AND FOOD EVENTS

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LEARNING
The winemaker as celebrity, guru
Make your own blend
Lessons on food and wine pairing

Blend your own wine - event
Master your own wine blend during a fun and casual evening

FRIDAY JANUARY 5TH, 2017, 6.30PM  350,000 VND / PERS
AT L’USINE, 19 LE THANH TON STREET, DISTRICT 1 HỒ CHÍ MINH

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AUTHENTICITY
Celebration
Ritual
Local People
Terroir

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HANDS-ON EXPERIENCES
Pick grapes
Make wine
Wander through vineyards
RESEARCH & EVALUATION

• Trends: supply and demand

• Key Performance Measures

• Target Markets And Segmentation

• Competitive Benchmarking

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Benchmarking Wine Destinations

• How does your region/winery compare to others?

• What can be learned and applied from benchmarking?

• What are the necessary methods and measures?

Reference:

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CONCLUSIONS: THE CRITICAL SUCCESS FACTORS

1: Planning: Wine and Food Tourism Clusters:
   - a bottom – up approach; networks and collaboration;

2: Strong branding: unique selling propositions; values

3: Focus on consumer experiences

4: Target marketing; identify and communicate with the high-yield, highly involved wine lovers

5: Development: products and experiences

6: Research and Evaluation; benchmarking the competition; market research; understanding Millennials
QUESTIONS?

DISCUSSION

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