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## Exploring the Influence of Holidaying in Wine Producing Countries on Consumer Wine Choice

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# Wine Tourism Congress 2016

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# **Exploring the Influence of Holidaying in Wine Producing Countries on Consumer Wine Choice**

**Evidence from Ireland**

# Theoretical Framework

- There is widespread recognition that **place-based marketing** affects the way in which consumers respond to all products, and this is acknowledged to be **particularly relevant in the case of wine** (Hall and Mitchell, 2008; Orth et al., 2005)
- Studies undertaken by Goodman et al. (2007), Batt and Dean (2000), Bruwer et al. (2002) and Olsen and Thach (2001) all demonstrate the concept of a wine's **regionality (region of origin) and its importance as an influence on the consumer's wine buying** decision-making process.
- Famularo, Bruwer and Li (2010) **identify wine tourism as an important factor influencing the recall of a wine's region of origin** during consumers purchasing decision process.
- Brown and Getz (2005) suggest that **consumers** who visit a particular area and taste its wines **can become loyal and frequent consumers** of those wines and often **go on to promote** those wines through word of mouth.

# Overall Aim and Research Questions

This research examines the role played by consumers experiences of holidaying in wine producing countries in their subsequent wine purchase decisions.

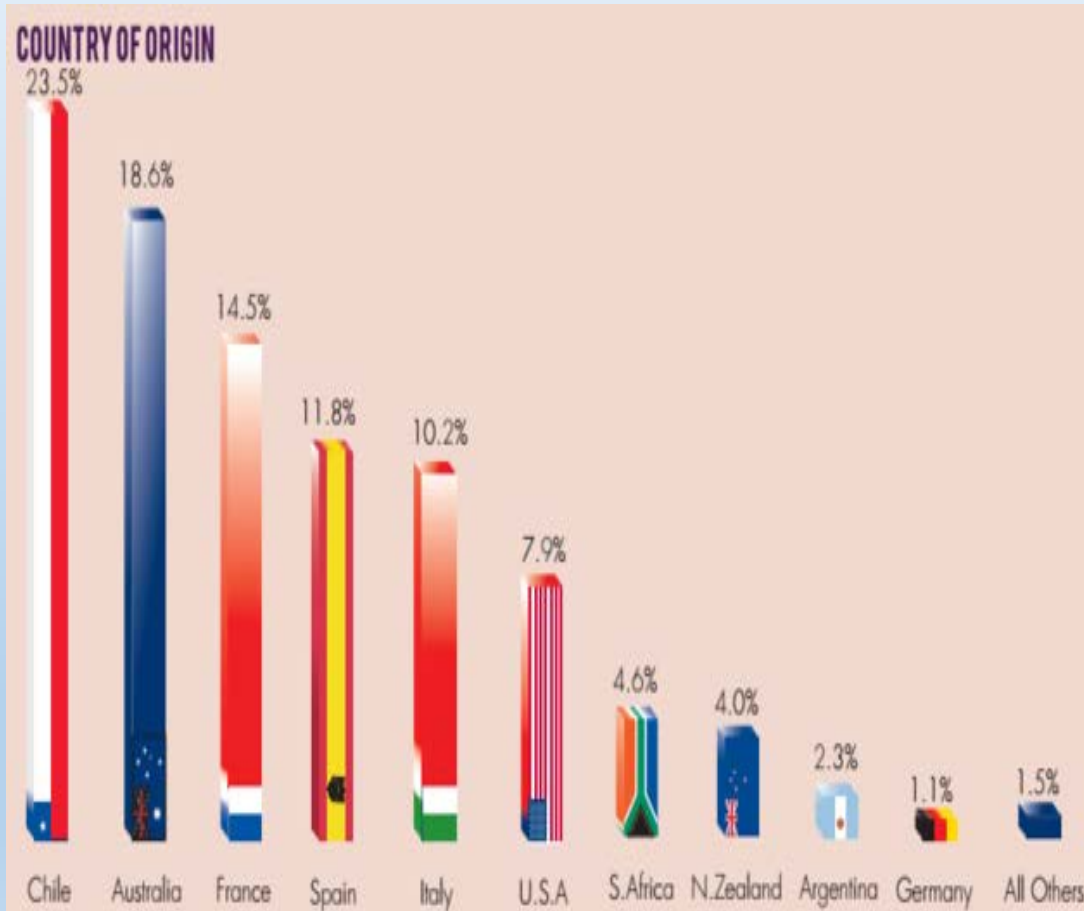
## Research Questions:

- ✓ Are consumers wine choices influenced by their own past holiday experiences in countries that produce wines?
- ✓ Does, having visited the wine producing area influence the consumer's level of involvement with the wines produced there?
- ✓ Long term, are consumers more likely to choose wines from countries or areas they have holidayed in ?

# Research Context

- ❖ Where this study fits in my overall research
  - Part of my doctoral research which is looking at the Factors influencing consumer wine choice in a selection of Restaurants in Ireland
  - Exploratory in nature
  - Very much a work in progress
  - Lets look at wine consumption and holidaying abroad in an Irish context

# Wine Consumption Figures For Ireland



- 8.5 million cases of wine sold in Ireland
- 16.6 litres of wine consumed per capita
- Wine accounts for 27% of all alcohol consumed in Ireland
- Latest figures show that consumers are opting for higher priced wines

Source : I.W.A./Nielson 2014



# 86% of Irish Holidaymakers Holiday Abroad



Home

Or



Away



### *Top destinations for Irish travel abroad (Jan-Sept 2014)*

	<b>Trips</b>	<b>% Change 2014 v 2013</b>
<b>Great Britain</b>	<b>1,466,000</b>	<b>-2.5%</b>
<b>Spain</b>	<b>1,073,000</b>	<b>-4%</b>
<b>France</b>	<b>461,000</b>	<b>+8%</b>
<b>Portugal</b>	<b>287,000</b>	<b>+5%</b>
<b>Long haul (excl. North America)</b>	<b>284,000</b>	<b>-14%</b>
<b>North America</b>	<b>281,000</b>	<b>+14%</b>

# Primary Research

- Convenience sampling was used with initial participants selected by the researcher and subsequent participants selected through snowballing techniques
- Two essential criteria qualified Interviewees to participate
  - That they were wine purchasers and consumers of wine
  - That they had been on holidays in one or more wine producing countries
- A qualitative approach was taken, using data collected via In-depth interviews with a sample of six wine consumers in Ireland.
- All Interviews were carried out in Dublin, but participants included people from Cork, Limerick, Wexford and Dublin
- Interviews lasted between 45 and 60 minutes and were recorded with interviewees permission, then transcribed and analysed by the researcher.
- The aim was to gain an understanding of the participants feelings and create a snap shot of memories from their wine tourism experiences . It was not the researchers intention to generalise the findings as this would require further sampling of a much larger scale.

# A Taste of the Responses

*Are consumers wine choices influenced by their own past holiday experiences in countries that produce wines?*

*Personally if I go to a supermarket and see Chilean wines, I will pick them because after being there and seeing it, I know it's going to be a good wine*

*Its moved on from holiday photographs to sitting down over a bottle of wine that we had abroad and then talking about where we bought it or how much more expensive it is over here*

*This year I went on holidays with family and so we are going to see them in the next few weeks and so my sister-in-law is already saying to me I will get some of that wine we had on holidays... because it's part of what we shared that we can continue to share*

*Recently we were in Portugal and we had some lovely wines there and so yes I tried a couple of Portuguese wines at home*

# A Taste of the Responses

*Does, having visited the wine producing area influence the consumer's level of involvement with the wines produced there?*

*It's very enjoyable to drink the local wines, it's of the place, it's like eating vegetables from someone's own garden at their house, its special*

*How we got into Spanish wines was from travelling really, from going on holidays to Spain and trying out the local wines, checking what the grape was and then trying to find that wine or something similar when we got home*

*Spain had an impact on me, because I think their wines have really improved, and we have been going to Spain for years but now the quality and the variety has really improved*

*We went through the vineyards you saw the whole process, all that resonates it really makes the whole experience more important, all of that stays with you and it gives you a really good appreciation for all the work that goes into it, all the technical side of it, which a lot of people wouldn't know*



# A Taste of the Responses

*Long term, are consumers more likely to choose wines from countries or areas they have holidayed in ?*

*I suppose it's more of a reminiscence experience, you're not on your holidays but still for me if the taste holds up it still brings back a bit of the holidays to you*

*Take that wine out of the vineyard and yes it's not the same but what it does is that it evokes great memories, fantastic memories and I think that's something that stays with people and if you've had a good experience and its had an effect on you and personally I think that lasts*

*First time I went to Melbourne and I had the most amazing wine and for days afterwards we were all talking about the wines and even when we came home I purposely went to seek out some of those wines*

*I would still drink wines that I found years ago, I would look to Spain for the reds*

# Summary of Key Findings

- ✓ People see a definite link between wines they consume on holidays and the holiday experience itself.
- ✓ People associate trying new wines and learning about wines from the holiday destination as part of their holiday experience
- ✓ While many do not choose a particular holiday destination for the wines produced there, they do endeavour to experience those wines, visit the wineries or take a wine tour if possible while on holiday
- ✓ People do continue to choose wines / or wine of that country or region once they have returned home
- ✓ For some, continuing to choose wines first experienced on holiday is a means of recalling and trying to recreate particular memories of their holiday experiences.
- ✓ For others sharing a bottle of holiday wine is means of strengthening social bonds with family or friends with whom they holidayed when the particular wine was first discovered

# Summary of Key Findings

- ✓ Wines have become to some like holiday souvenirs; something to help them remember their holiday, times they shared together, particular memories of certain days, events and activities experienced while on holiday together.
- ✓ Many have a favourite holiday wine memory, which they will sometimes try to recreate though buying and consuming that particular wine or a similar wine from the same region or country
- ✓ Many people, who do not consider themselves wine experts or wine buffs, do have a keen interest in trying out wines from their holiday destination and most consider it an essential part of their holiday experience which continues on past their holiday
- ✓ Most feel that their experience of holidaying in a particular wine producing country has influenced the way they perceive the wine of that country generally and there is evidence showing that long term loyalty is developed in many through these holiday experiences.

# Conclusions

- ✓ The findings clearly establish the links made by consumers between their holiday wine experiences and their subsequent wine purchase preferences.
- ✓ The research identifies potential strategic marketing opportunities for wine tourism to contribute to long term consumer loyalty through continued purchase of wines first experienced in their country of origin by consumers while on holidays.
- ✓ The role of wine as a means of evoking, recalling and recreating holiday memories is evident and emphasises the importance of facilitating the co-creation of memorable experiences by wine tourism providers.
- ✓ The long term positive impact of this emotional recollection and evocative association displayed by interviewees between wines consumed and their holiday experience should not be underestimated from a marketing perspective.



# Areas For Further Research

- How providers of Wine Tourism Services can strengthen Recall of their Wines/Wine Brands among Visitors
- The role of Local Restaurants and Hotels in the Wine Tourism Network
- Memorable Wine Tourism Experiences

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# Questions and Comments

**Thankyou for listening**

