



MASTER THESIS

PORT WINE EXPERIENCE FOR THE CHINESE MARKET

YUEN MUI NGAN

Marketing Department,
Quinta & Vineyard Bottlers – Vinhos, S.A.
Port wine division of Fladgate Partnership
Porto, Portugal

Professional supervisor
Nick Heath
Fladgate Partnership

Academic Supervisor
José Luis Braga
Instituto Politécnico de Tomar
& University of Porto

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ABSTRACT

The aim of this study is to identify the best Port wine experience to be offered for the Chinese market. Exploratory research was undertaken to gain a better understanding of the supply and demand perspectives for the Port wine experience. Fifteen interviews were conducted to obtain insights into the Port wine industry in both tourism and trade aspects regarding the Chinese market. Problems and strategies were analysed according to a qualitative research approach. A convenience sample of ninety-six potential Chinese tourists provided data for analysis that reveals their awareness of Port wine and Portugal as a tourist destination, how much their motivation to travel to Portugal was influenced by gastronomic information and Chinese food and Port wine pairings. The findings indicated that the Chinese market is keen on exploring Port along with Portuguese gastronomy and other touristic products. This research contributes to the little breadth of academic research regarding the development of Port wine experience for the Chinese market.

Keywords: Port wine experience, Porto and Douro, Chinese outbound tourism, food and wine pairings

List of abbreviations:

DDR: Douro Demarcated Region

INE: Instituto Nacional de Estatística

IVDP: Instituto dos Vinhos do Douro e Porto

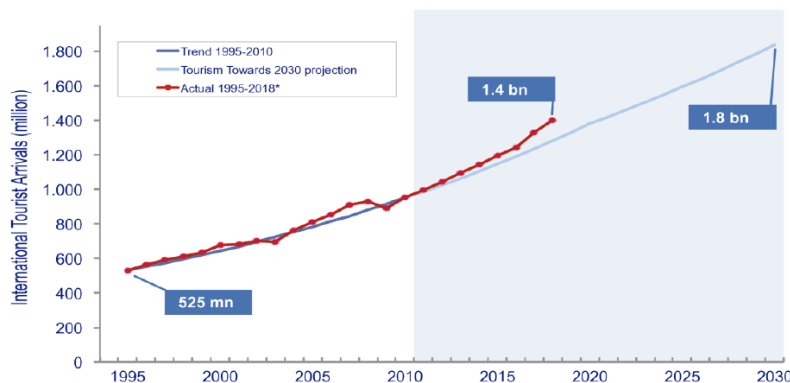
OTA: Online Travel Agency

1. INTRODUCTION

China is the second largest economy in the world. This is the country with the most outbound tourists and the highest tourism spending in domestic and international markets (World Tourism Cities Federation, 2018). In 2016, tourism expenditure reached USD 261 billion, representing 21% of the world's tourism spending (Lamm, 2018). According to the data from the Ministry of Culture and Tourism of People's Republic of China, Chinese outbound travelers reached 149.72 million in 2018. According to the figures from the World Tourism Organization (UNWTO) shown in Figure 1, international tourist arrivals was 1.4 billion in 2018 and China accounted for one tenth of it.

Figure 1 - International tourist arrivals

Actual Trends vs Tourism 2030 Forecast- World



Source: UNWTO, 2019

Port wine has a long history of being exported all over the world and attracts millions of tourists visiting cellars in Vila Nova de Gaia and the Douro wine regions. However, the Port wine category is still struggling to be recognized in the Chinese market and Portugal is not considered by Chinese tourists to be one of the top travel destinations.

This research aims to study what Port wine experiences should be offered to the Chinese market. Exploratory research was undertaken to gain a better understanding of supply and demand aspects for Port wine experience. Fifteen interviews were conducted to obtain insights of the Port wine industry in both tourism and trade aspects regarding the Chinese market. A convenience sample of ninety-six potential Chinese tourists provided data for analysis that reveals their awareness of Port and Portugal as a destination, how much their motivation to travel to Portugal was influenced by gastronomic information and Chinese food and Port wine pairings. This research contributes to the little breadth of academic research regarding the development of Port wine experience for the Chinese market.

The research was integrated with a practical internship during which time the tasks performed focused on Port wine development for the Chinese market. Marketing materials were developed specifically for the Chinese market to increase awareness of Port. Suggestions were given to the hospitality division to better prepare them for receiving Chinese tourists in Porto.

Section 1 – The details of the internship are described. Section 2 – A review of the literature is undertaken about the Chinese tourism market, as well as Portugal as a tourist destination, with a focus on the intersection of both and wine tourism. Section 3 – The methodology of data collection through interviews and surveys is explained. Section 4 – An analysis of the supply and demand sides is conducted to study the available offers of Port wine experience and motivations of Chinese tourists to visit Port cellars and Portugal. In the last section the findings are summarized and thoughts on future research are suggested.

1.1 Description of the Company

Quinta & Vineyard Bottlers – Vinhos, S.A. is a subsidiary of the Fladgate Partnership. This is the division which represents all Port wine business of the group, which includes the four Port houses: Taylor's, Fonseca, Croft and Krohn. Taylor's is the leading brand of the company which owns three wine estates in Douro Valley: Vargellas, Terra Feita and Junco.

Besides the wine business, Fladgate is expanding towards tourism sectors such as hotels, restaurants, event business, river taxi, and visitor centers in cellars and wine estates. The Yeatman Hotel is a themed wine hotel, which offers extensive experiences related to wines, such as individually designed rooms by each partnering wine producer, Vinothérapie Spa treatments, as well as wine and gastronomic events.

In 2020, the group is expected to launch a mega project named "The World of Wine", which represents a total investment of one hundred million euros. This will be the largest enotourism attraction in Portugal and will offer wine experience through museums, wine school, and temporary exhibits. The project is turning the old port warehouses into a complex integrating wine, culture, history, fashion, dining, and shopping experiences. Taylor's and Croft visitor centers, the Yeatman hotel, Barão Fladgate Restaurant and the World of Wine are all located right next to each other. As a result, they will offer a complete wine and leisure experiences for tourists visiting Porto.

1.2 Duties During the Internship

The duties of the internship mainly focused on the Chinese market. Although Port wine is a world-famous category, it is almost unknown to Chinese consumers. At the same time, most of the Portuguese people also have a limited understanding of China and its culture. Adapting existing training and marketing materials to make them appropriate for the Chinese market will be useful for the company to expand its market share in China.

A research and analysis of the Chinese wine market based on secondary data was done to gain a better understanding of it and its consumers, and suggest suitable strategies. Chinese wine consumer population is growing and more people are interested in wine and exploring beyond mainstream products. Some wine regions and wine and spirits brands are doing well in this new market. Port houses and official institutions can benchmark some of their strategies to increase the awareness of the category.

Training the professionals working in the wine-related business is essential for developing the Chinese market. Since Port is a niche product, importers, distributors, retailers, hotels, restaurants, wine schools, and media are the targeted audiences to introduce and promote the category to the final consumers. Traditionally Port wine is consumed along with desserts or cheese and traditional training promotes this concept. However, since Chinese dining habits are not the same as in the West, Port wine consumption needs to be adapted to the Chinese lifestyle. Therefore, the training materials were revised. Chinese festivals, celebrations, and special occasions are situations that may be adapted for the Chinese consumers to enjoy Port, and thus knowledge of these events was introduced to sales staff to inspire their promoting of Port to their Chinese clients. Food pairings, especially some examples matching with Chinese food, were suggested to increase the variety of ways to consume Port. Cocktail recipes also provide sales staff new opportunities to introduce Port to their customers. Introduction of the cellar, Porto and Douro were also included in the training materials to open opportunities for wine tourism.

Taylor's is the first Port wine brand entering China and one of the most well-known brand in the market. In order to be more effective and focused, promotional and educational marketing materials were developed for Taylor's to target Chinese consumers. The company's Chinese website was revamped and a series of short videos were made to educate the Chinese consumers about the history, production, and styles of Port in a lighthearted fashion. More importantly, in an attempt to demystify the category, the videos showcase individuals consuming Port, and visiting both Porto and Douro.

To better prepare for the arriving Chinese tourists and do more promotional activities in China, marketing materials were translated into the Chinese language. At the moment, there are not many Chinese visitors in Porto and the Chinese community in Portugal tends to be a bit isolated. Portuguese people are not familiar with China and its culture, so some sharing and suggestions regarding food preferences, habits, behaviors, and cultural nuances were given to staff of hotels and cellars. Comments as a Chinese visitor regarding the cellar visit and the food and Port wine pairing menu were also presented for improvement.

When there were important Chinese customers visiting the cellar, they were received and given a guided tour instead of the regular audio guided visits. No staff in the tourism department can speak the language or is able to do the tasting with them in Chinese. One of the internship tasks was receiving these VIP guests and interacting with them to establish closer business relationships.

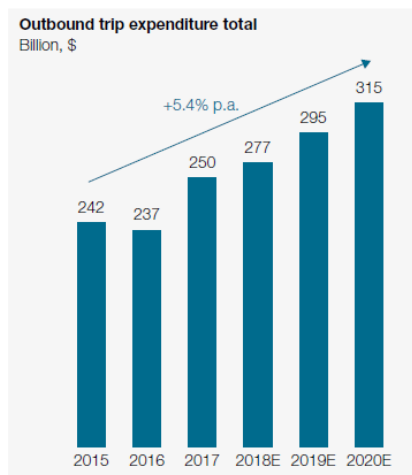
The internship was fruitful and productive. It was essentially focused on the Chinese market and well connected with the topic of this thesis. Thus, some of the findings from the research were applied to the tasks performed within it. These tasks and the study gave some insights on how the company should adapt to better prepare for the Chinese market. Notwithstanding, the Port wine and hospitality divisions of the group have many more measures that need to be done in the near future for exporting Port wine to China and receiving Chinese visitors in Porto and Douro.

2. LITERATURE REVIEW

2.1 Chinese Outbound Tourism

Chinese outbound tourism started in 1983, but it wasn't until the mid-90s that countries started receiving official approval by the Chinese National Tourism Administration (CNTA) and receiving Approved Destination Status (ADS), which allowed them to receive Chinese tour groups in cooperation with government-approved travel agencies (Arita, Edmonds, Croix, & Mak, 2011). The World Tourism Organization (UNWTO) stated that China has been ranked first in international tourism expenditure since 2012. In 2016, this expenditure reached USD 261 billion, representing 21% of the world's tourism spending (Lamm, 2018). According to the data from Ministry of Culture and Tourism of People's Republic of China, Chinese outbound travelers reached 149.72 million in 2018, a 14.7% growth in comparison to the previous year. Dichter, Chen, Saxon, Yu, and Suo (2018) estimated in Figure 2 that the outbound expenditure would rise from USD 277 billion in 2018 to 315 billion in 2020.

Figure 2 - China's outbound tourism expenditure



Source: China Tourism Statistical Bulletin, 2017; McKinsey Analysis, 2017

Asian countries are the most popular travel destinations for Chinese outbound travelers. For people traveling outside of China for the first time, Asian destinations are less challenging due to the geographical proximity and similarity of the culture (Dichter et al., 2018). The China Tourism Academy and Ctrip.com, the largest Chinese online travel agency, jointly researched the Chinese outbound tourism in 2018. The statistics showed that first tier cities (Shanghai, Beijing and Guangzhou) and southwestern cities (Chengdu and Chongqing) were the top five cities with the largest number of outbound tourists. Among the top ten most popular travel destinations, eight out of ten were Asian countries. United States and Russia ranked 7th and 9th respectively in the top ten list. Italy, United Kingdom, France, Germany and Spain were the only European countries included in the top twenty list. Future (2017) listed the number of Chinese arrivals in European countries between 2006 and 2014: France received the largest number of Chinese tourists, while Portugal did not even reach one-tenth of the number of Chinese tourist arrivals in France in 2014. Portugal ranked 15th among the 32 destinations on the list.

Agostinho (2012) classified outbound Chinese tourists to Europe into five categories, namely “traditionalist”, “wenyi”, “experienced-centered”, “hedonist” and “connoisseur”. The traditionalist category is the most significant. They care more about social recognition and are interested in buying luxury branded goods. France, United Kingdom, Switzerland are some of their favorite destinations. Wenyi group is composed of “young white-collar Chinese”. They travel spontaneously and prefer destinations like Czech Republic, Scandinavia and Iceland. Experienced-Centered can be further divided into three sub-groups: “explorers” who are backpackers and used to road trips; “inter-generational” who are young urban Chinese traveling with family; and “sun-set travelers” who are independent elderly travelers looking for

in-depth travel packages and interaction with locals. “Hedonist” is a category made up of students from middle class or wealthy families traveling for pleasure, shopping and good restaurants. They like to go France, Italy and Switzerland. “Connoisseur” is group of tourists knowledgeable about the places they visit who have very refined tastes, and look for quality experiences.

2.2 Push and Pull Factors of Chinese Tourists

Push and pull factors determine why and where tourists travel (Gnoth, 1997; Hsu, Cai, & Li, 2010; Uysal & Jurowski, 1994). Push factors refers to internal and intrinsic motivators affecting the decisions made by tourists travelling to a destination. Pull factors represent attributes of a destination that attract tourists to visit.

According to a survey conducted with a sample of 2009 Chinese residents, “beauty and uniqueness of the attractions” is the most important pull factor, followed by “safety”, “ease of visa procedures”, “friendliness of locals to tourists” and “affordability”. The same survey listed the top five push factors for Chinese tourists traveling overseas. “Leisure” is the biggest push factor, followed by “enjoying food”, “shopping”, “romantic getaway” and “adventure”. (Nielson, 2017). Future (2017) concluded factors influencing outbound tourism flows are economic (growing middle class and internationalization of Chinese currency), political (anti-corruption and anti-extravagance campaigns, political friction with neighboring countries, tourism policy for diplomacy, public holidays and national tourism strategy), lifestyle (search for “experiences” and wanting to have fun) and destination-side factors (easy visa process).

Li, Lai, Harrill, Kline, and Wang (2011) analyzed expectations of Chinese outbound tourists into five aspects, namely hotel/ accommodations, food and restaurants, tour guides/ itineraries, entertainment/ activities, and transportation. Chinese tourists expect Western service providers to pay more attention to their cultural difference with these aspects. Satisfying their expectations will help destinations create a stronger pulling effect.

In terms of wine tourism, Alant and Bruwer (2004) developed the “conceptual motivational framework for wine tourism” which outlined the motivations of visitors to visit wineries. These motivations represent the push factors associated with the wine experience such as “learning about wine”, “socializing”, “relaxation”, “enjoying a day out” or “meeting the wine-maker” (Alebaki, 2014; Hall et al., 2000; Popp, 2013). Pull factors include the “primary motivations” identified by Hall et al., (2000), which are “sampling or buying wines”, as well as the “secondary

or peripheral motivations” like “rural setting”, “eating at winery restaurant/ picnic/ BBQ”, “entertainment” and “tour of a winery”.

2.3 Wine Tourism in China

China is an emerging market for wine tourism due to increasing demands for wine and travel. Limited wine knowledge and low confidence in local wine are some of the reasons why Chinese tourists had little interest in wine tourism (Zhang et al., 2013). The mass tourism market in China is quite mature, but wine tourism is underdeveloped. As the tourism market develops further, mass tourism will advance into more sophisticated segments and drive the development of wine tourism (Wang, Liu, Wang, Zhu, & Lin, 2018). Duan, Arcodia, Ma, and Hsiao (2018) identified that wine tourism in China is still in the infancy stage. Core, basic, and expected products are at a satisfactory level; however, augmented services in terms of educational, entertainment, and escapist experiences are needed for Chinese wineries and wine regions.

Chinese tourists rarely focus exclusively on wine experiences, but consider winery visits as one of the attractions for their overall itinerary. The hedonic nature of wine tourism should be stressed to attract Chinese tourists (Gu, Zhang, King, & Huang, 2018). The research from Gu et al. (2018) classified Chinese wine tourists into four profiles: “low-involvement wine tourists”, “highly involved wine tourists”, “interest-driven wine tourists” and “high-risk perception wine tourists”. The largest proportion of Chinese tourists belonged to the high-risk perception group, which is not very knowledgeable about wine or wine tourism and as such, avoid taking risks when it comes to making decisions such as purchasing wine or choosing a winery to visit. Wineries and wine regions should emphasize branding, giving external clues and educating Chinese tourists to reduce their risk perceptions.

2.4 Tourism in Porto and the Northern Portugal

Tourism statistics in 2017 (INE, 2018) from National Statistics Institute (INE) showed that the total tourism revenue and tourism balance were 15.15 billion euros and 10.86 billion euros respectively. 24.1 million tourists generated 65.8 million overnight stays. 47.1 million overnights (71.5% of the total) came from inbound tourists. The inbound tourists came from the United Kingdom (20.9%), Germany (13.8%), France (9.9%) and Spain (9.9%). The Chinese market represented a small percentage of the inbound tourism. Only 277 600 Chinese guests (excluding Hong Kong) visited Portugal, spending 455 800 nights in the country.

The total number of guests that visited the north of Portugal was 4.89 million, around half of which came from overseas. 36 800 Chinese guests spent 60 400 nights in the north of Portugal. Although the number was still small, the increase in expenditure of Chinese tourists was 79.9%, in relation to the previous year, which was the highest among all inbound markets.

According to a survey about the profile of tourists coming to Porto and the north of Portugal, 40.9% were leisure travelers. 9% of these travelers were coming to the region mostly because of the gastronomy and wines. Wine tourism was considered an important attraction in the region. 15% of the tourists reported feeling “dazzled” by the gastronomy and wines, 13% by the Port wine specifically and 9% by the Douro Valley. (IPDT, ERTPNP, & Aeroporto Sá Carneiro, 2017).

2.5 Wine Tourism in Porto and Douro Regions

Portugal can be an attractive travel destination by enriching its touristic products from sun and beach to wine, city breaks and value for money attractions (Costa, Gomes, & Montenegro, 2014; Ramos, Santos, & Almeida, 2018). The Portuguese Tourism Board identified gastronomy and wines as one of the national assets in the Tourism Strategy 2027. Wine tourism is recognized as a priority when it comes to strengthen development of Gastronomy & Wines according to the Program of Action for Wine Tourism 2019 – 2021. The framework of the program identifies the resources and key elements to steer the development of wine tourism. Sixty million euros will be invested for Portuguese wine tourism. The program of action started with identifying the strengths of Portuguese wine tourism by interviewing some elements of the wine and tourism industries. 28% of the interviewees cited the “attractiveness of landscape, history and culture of wine regions”, 22% cited “reputation and quality of Portuguese wines” and 20% cited “history and tradition of the wines”. (Turismo de Portugal, 2019).

Lopes and Soares (2017) summarized gastronomy and wine as being one of the primary tourism products for the north of Portugal. Douro valley activities and thematic routes with a Port wine theme were suggested for further development. Port wine cellars attract a lot of domestic and international wine tourists. As being a key player in the wine tourism sector, elements and characteristics of Port wine cellars are not only contributing to the industry’s own success, but also provide a useful and insightful benchmark to the Portuguese wine tourism.

2.6 Port Wine Characterization and Positioning

Port wine is a fortified wine produced in Douro Demarcated Region (DDR) and aged in Vila Nova de Gaia. Neutral grape spirits are added to stop the fermentation and leave the wine with high residual sugar. In 1756, demarcated regions were delimited by 355 stone markers under the governance of Marquis of Pombal to control the quality, production and prices and stop frauds (Amass Cook, 2019). DDR is one of the oldest wine appellations with strictly regulated benefício system. In 2001, 24,000ha of DDR were selected by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a World Heritage site of “evolved continuing cultural landscape”. Port can be classified by sweetness (extra dry, dry, semi dry, sweet and very sweet), color (white, pink, ruby and tawny) or ageing methods (wood ageing and bottle ageing) (Moreira & Guedes de Pinho, 2011). White, ruby, tawny and vintage Port are the main categories with variations of different sub-categories. Figure 3 is an infographic of characteristics of different styles of Port.

Figure 3 - Styles and characteristics of Port wine



Source: Taylor's, 2019

Port has a long history of being exported, in fact the majority of the production is exported all over the world. Last year, Portugal accounted for 19.4% and 17.7% of Port wine sales by value and by volume respectively (IVDP, 2018). France, United Kingdom and the Netherlands are the most important markets for Port export. Chinese market ranked 20th in Port sales,

representing less than 0.5% of the total Port sales in 2018. Karhunen and Kunc (2016) suggested Port to emulate the success of Bordeaux in entering the maturing Chinese premium wine market.

Promotion, product adaptation and innovation are the three key aspects for Port to develop in a new market (Silva & Rebelo, 2019). Wine cannot be treated as a simple product, but an experience with emotional connections (Lockshin & Cohen, 2015; Silva et al., 2016). The findings from Silva and Rebelo (2019) suggested Port to follow Gin's promotion strategies: introduction of new occasions for consumption, creation of cocktails, improvement of service, creation of a new image for Port, adaptation to drinking habits of customers, innovation in product design and communication are necessary to offer new Port experiences and attracting different segments.

3. METHODOLOGY

3.1 Data Collection

The aim of this study is to bridge the gap between Chinese consumers/tourists and Port trade/tourism. The ultimate goal is to answer the research question: What Port wine experience to offer for developing the Chinese market in terms of trade and tourism?

Denzin and Lincoln (2011) defined triangulation as “the combination of multiple methodological practices, empirical materials, perspectives, and observers in a single study”. It gives more comprehensive and holistic dimensions to examine a phenomenon (Jick, 1979). This research combines qualitative and quantitative methods. The qualitative research studied the insights into Port trade and tourism. The quantitative research revealed participants' impression of Port and different ways to present Port to them.

There are a few research projects that cover Port wine marketing (Gouveia, Rebelo, & Lourenço-Gomes, 2018; Karhunen & Kunc, 2016; Loureiro & Fernandes, 2011; Silva & Rebelo, 2019), Portugal as a travel destination for Chinese tourists (Gruber, 2017; Mou, 2016), but none covers the Port wine experience and tourism with the focus on the Chinese market.

To understand the supply side of the Port wine experience, a semi-structured interview approach was used (Strauss & Corbin, 1990). The versatility and flexibility of this method enabled the researcher to ask follow-up questions based on interviewees' answers (Kallio, Pietilä, Johnson & Kangasniemi, 2016). Representatives from trade, service providers and official organizations were interviewed and data collected from interviews was analyzed. Demand side was studied through surveys on awareness of Port and Portugal as well as

tastings of food pairings with Port to better understand the preferences of the Chinese consumers or potential Chinese tourists to Portugal.

3.1.1 Interviews

To obtain a broad overview regarding the current situation of the Port wine industry in trade and tourism towards China, representatives from marketing and tourism departments of several Port houses were interviewed. In addition, Chinese importer, media, tour operators, various Portuguese service providers offering Port experiences, and official organizations related to Port wine and tourism were interviewed as well. Fifteen semi-structured interviews were conducted in May 2019, either in person or via phone. Tour operators and Chinese media answered through emails. The interviews ranged from thirty minutes to one and a half hours long. Three interviews were conducted in Chinese and then translated into English by the researcher.

3.1.2 Survey

Surveys took place in Porto and China. The questionnaire was developed in English, then was translated to Chinese, proof-read and discussed with some native Chinese speakers to make sure the content was clear and easily understood. An electronic questionnaire was set up on the most used Chinese mobile application Wechat. Ninety-six valid questionnaires were collected, twenty-six were done in Porto and seventy were done in Shenzhen, which is located in the south of China as shown in Figure 4.

Figure 4 - Location of Shenzhen within China



Source: WorldAtlas, 2015

Participants were asked a series of questions regarding their drinking/dinning habits, travel patterns, and awareness of Port wine. Then they were required to watch and read the incorporated multimedia information before answering the second part of the questionnaire. One video introduced Porto and the DDR. Another video explained characteristics of Port wine. There were also an infographic and an article introducing Port styles and Portuguese gastronomy. Questions were asked to study the influence of the information on interest in traveling to Port wine regions and Portugal.

After consultation with an experienced Chinese chef and wine experts, four common Chinese dishes were chosen to minimize the flavor variance of dishes during different tastings. The Port wines used were sponsored by one Port house to ensure the consistency. Participants were asked to taste the pairings and then answered the third part of the questionnaire. Similar questions to the previous part were asked to study the influence of the tastings on perception of Port and interest in visiting cellars and Portugal. Comparing the results between part two and part three makes it possible to study effects of the two approaches for destination marketing.

3.2 Data Analysis

This research is original because it includes both the supply and demand aspects. Getz and Brown (2006) analyzed the motives and critical success factors for wine tourism from a demand perspective. Jones, Singh, and Hsiung (2013) studied the critical success factors from the insights of suppliers of the wine tourism industry in Napa Valley. This research adopted the approaches from these studies and investigated both the supply side and demand side. Findings give a holistic picture for positioning of the Port wine experience to the Chinese market.

Table 1 - List of the interviewees

Codes	Organizations	Categories
O1	Instituto dos Vinhos do Douro e Portos (IVDP)	Official organizations
O2	ViniPortugal	
O3	Porto and North Tourism Association	
T1	Port producer	Trade
T2	Port producer	
T3	Port producer	
T4	Chinese media	
T5	Chinese Port wine importer	

S1	Corporate group with wine tourism businesses	Service providers
S2	Wine shop in Porto offering Chinese tastings	
S3	Port wine cellar	
S4	Port wine cellar	
S5	Hotel group	
S6	Tour operator	
S7	Tour operator	

Source: Own elaboration

Table 1 is the list of interviewees who participated in this research. In the following section, interviewees' are coded under three categories: O1 (Interviewee 1 belonging to the official organization category), T1 (Interviewee 1 belonging to the trade category) and S1 (Interviewee 1 belonging to the service providers category). Their answers were grouped into five aspects: current situations, problems encountered, strategies for future development, Port wine experience and food pairing.

4. RESULT AND DISCUSSION

4.1 Supply Analysis

Stakeholders from Port wine and tourism industries were interviewed in order to analyze the opinions from the supply side. The interviewees shared their opinions on what they are offering to the Chinese market, what are the challenges handling consumers in China and Chinese tourists in Portugal, as well as strategies to develop this potential market through Port wine experiences and food pairings. Views from different organizations and companies formed a comprehensive picture how Port could be better experienced in China and Portugal through consumption and tourism.

4.1.1 Current Situation

Promoting the destination and the Port category through trade fairs and business-to-business (B2B) activities are the focus of official organizations responsible for Portuguese wine and tourism. Tourism Association representative (O3) discussed the need to focus on B2B promotions to give a general impression of the north of Portugal, as the majority of Chinese visitors have never been here. In the past few years, they have invited tour operators and journalists with more famtrips to showcase the destination and joined the ITB China travel fair in Shanghai for the first time. ViniPortugal (O2) actively participated in two main wine trade fairs in China, and invited importers to come to Portugal for one-week activities to visit wineries and meet producers. The representative explained that they prefer to focus on trade promotions rather than consumer events because of the limited shelf space for Portuguese

wines in mainland China. The representative from IVDP (O1) also mentioned the similar strategy, with more focus on education and training activities for importers, distributors and on trade in China, as Port is an unknown category that remains unperceived by Chinese consumers.

In China, Port is still virtually unknown, thus all strategies applied in the Chinese market are largely focused on increasing the public awareness of its existence. This is mostly accomplished through the means of promotion employed with regard to the Port category, developing it as a premium product, and by individual branding of the different Port houses. Most efforts are focused on the education of the importers, distributors, sommeliers of hotels and restaurants, wine schools, journalists and all individuals who will introduce Port to the general public.

The Chinese Port wine importer (T5) agreed that Port wine has very low awareness in China and most consumers have not heard of the category, mentioning the possible exception of a few wine lovers or people working in the wine trade. But even then, most of those referred to cannot accurately identify different styles. All representatives of Port houses shared the same opinion of the current situation of Port in the Chinese market. A Port house representative (T2) mentioned their attempts at creating a presence on high class establishments (hotels and restaurants) to make the Chinese consumers gain awareness of the product. Another Port producer representative (T3) focuses on brand establishment, by using events, such as premium wine shows and consumer events like “Decanter Shanghai” and “Black Wine Guide”. Another producer (T1) is developing ambassadors of the Port category through points of sales: namely high-end European style F&B outlets, restaurants, lounges, cigar bars and high-end supermarkets where there are people associated with luxury beverages. His strategy aims to increase consumers’ awareness at the points of sales, in the hopes that the consumers can better understand how Port can be enjoyed, its taste, origins, history, etc.

An internationally recognized wine exam, the Wine & Spirit Education Trust (WSET®), has a unit about fortified wine and gives more exposure to Port in the wine society of China. A producer representative (T1) commented that even in smaller cities there is a noticeable increase in interest with more people taking WSET® courses, and wine stores that previously sold luxury traditional domestic products, are acquiring wider selections of imported wines and spirits in recent years.

In Portugal, attracting Chinese tourists largely revolves around establishing partnerships with travel agencies. An increasing number of service providers in Porto are making their services available in Chinese language and trying to better understand the preferences of Chinese tourists, diversifying the products and experiences available beyond the traditional cellar visits.

The hotel group representative (S5) said that they are reaching the market through the most popular Chinese OTA, Ctrip.com, because it allows them to reach a lot of target customers quickly. Hence, they consider working with travel agencies and building distributions as a necessary strategic step for the Chinese market at the current stage. Both of the Lisbon based tour operators (S6 & S7) admitted that they receive groups and customers through travel agencies from China.

Port cellars are offering tours in Chinese by audio guides or Mandarin speakers. A cellar representative (S3) commented on the usefulness of simply learning a few words to welcome Chinese tourists as that will make them feel more welcome and connected to the cellar. The Chinese staff member from a wine shop (S2) mentioned she started to organize tastings in Chinese to educate the Chinese tourists on Port wine, and highlighted her success in using unorthodox terminology that speaks more to the Chinese background.

Many Portuguese service providers do not have enough experience in handling Chinese tourists. Another cellar representative (S4) highlighted their efforts in trying to understand the needs of the Chinese tourists, and the need to adapt their services to accommodate them. The cellar representative (S3) commented on the preference of the Chinese visitors on visual and sensory experiences over gaining some technical knowledge.

4.1.2 Problems Encountered

Promotion by governmental organizations suffers from inadequate resources, in the face of the vastness of China. Understanding the market is still a big challenge. The representative from IVDP (O1) cited the inherent difficulties in defining the profile of the Chinese consumers of Port wine in relation to the size and variation found within the country. ViniPortugal (O2) shared the same opinion that the enormous size of the country meant different regions have different characteristics. Tourism Association's representative (O3) pointed out the problem of hotels and restaurants lacking understanding of the Chinese tourists, their habits and preferences, specifically the lack of certain items they find essential, such as water boilers or complementary slippers in hotel rooms, or vegetables and fish in restaurant served meals. She

also pinpointed the language barrier and absence of direct flight as two main problems for the development of the Chinese tourism market.

Chinese consumers have very little awareness of Port, or even Portugal. On top of this, distribution channels are underdeveloped with availability of Port being very limited, meaning that even when interest is created, often this will not translate to sales. Both of these factors impede the consumers in China from enjoying Port wine.

The Port producer (T3) pointed out the lack of strength of the image of Portugal and the difficulties this creates since at the early stages of wine consumption, wine and culture are intrinsically connected. Another producer (T1) shared the same view, mentioning how countries like France or Italy are much more present in the minds of Chinese and this lack of understanding leads to some very limited visual imagery of Port. He also emphasized how Portugal still has to improve the marketing of the country's image. The Chinese representative of a Port house (T2) pointed out as an example, about how despite the fact that both Champagne and Porto are famous wine regions, Chinese consumers are much more familiar with Champagne because the French are more successful at branding their products and destinations.

The Chinese importer (T5) added the lack of recognition of Port within Chinese consumers is not due to the number and complexity of Port styles. The Chinese market has shown interest in learning about similarly complex wines such as Italian and Burgundian, concluding that the only problem then, is that Port wine is not considered as a fine wine category.

The Port producer (T1) reinforced the notion that accessibility, lack of shelf space, and immature distributions and retails are some of the most common problems. Thus, interest built after promotional activities often did not translate into sales.

In Portugal, service providers struggle with language barriers, since many Chinese, especially older generations, do not speak English. Furthermore, many travel in groups and prefer to visit more than one country each time they travel. Thus, they only arrive in Portugal because tours often include both Portugal and Spain, meaning they spend very little time in Portugal, and even then, Lisbon is the most preferred destination. Zhang et al. (2013) explained that limited wine knowledge and low interest in wine lowered the wine tourism potential. This is also the reason why only a small number of Chinese tourists visiting Porto and the DDR.

Interviewed cellars and hotels shared the same problem of language barriers. The characteristics of Port require a relatively advanced level of language proficiency to explain. Service providers encountered some of these problems during tastings. The wine shop representative (S2) mentioned difficulties in helping customers understand the differences between different styles of Port, such as the differences between ruby and tawny. The cellar representative (S3) highlighted that all the differences in food and culture make it extra important to communicate clearly as many of the concepts being shared are uncommon in China, and thus are more difficult to understand. Another cellar representative (S4) pointed out that many of the visitors are not used to the high alcohol content of port. The hotel representative (S5), noted during his opinion, wine marketing tends to overcomplicate things, making it inaccessible to the non-initiated.

The tour operator (S6) pointed out the problem of Chinese tour groups having a very short stay in Portugal with many focusing only in Lisbon. Another operator (S7) agreed, commenting on how organized trips usually take a 7-day tour of Portugal and Spain with only one or two days to spend in Portugal, most of which are used in Lisbon. Only tourists with the most in-depth tours have time for a winery visit. They both answered that the groups they received showed little awareness of Port and the DDR.

4.1.3 Future Strategies for Development

Both wine and tourism institutes (O1, O2&O3) will continue with their current activities in the near future in order to promote Portuguese wines and destinations in China through events and education. They will continue spending efforts and resources on trade and media rather than going further to reach end consumers.

The IVDP representative (O1) shared their plan, which started 5 years ago and is mostly focused on the education of on-trade people like sommeliers and top-end restaurants on the first-tier cities like Beijing, Shanghai, Guangzhou and Shenzhen. ViniPortugal will keep the current investment in the Chinese market; the representative (O2) said that they recently reviewed their strategies and decided to maintain the same for the Chinese market until 2023, focusing on trade. They intend to open the market, establish more distributing channels, create more shelf space, increase the visibility of the Portuguese wine and Portugal in general. It is also their hope that tourism will help in wine promotion.

Tourism Association will use the same strategies that they are applying in other markets. The representative (O3) would like to bring more tour operators and organize more press trips, as

well as attend more events in China other than ITB for purposes of promoting the destination and networking. In her opinion, direct flights and offering of a whole experience in the wine regions are the two key drivers for boosting the incoming Chinese tourists to the north of Portugal.

To address the low awareness problem, interviewees who are dealing with the Chinese market shared the common opinion that it is necessary to increase Port's visibility in China. Port should not be simply sold as goods, rather it should be linked with culture, lifestyle and tourism to offer Chinese consumers authentic experiences.

The representative of a Port producer (T3) is using the most popular Chinese social media app Wechat to increase visibility. He is also introducing customers to Port through restaurants and hotels, as such places open opportunities to introduce consumers to the wine. He highlighted the importance of this, as otherwise is very unlikely for a consumer to acquire Port on their own when they are not familiar with it. The Chinese media (T4) gave some examples of activities that help to increase publicity, such as roadshow promotions in major Chinese cities, tasting events, themed consumer events, press activities and some charity activities. The representative of another Port producer (T1) shared his view that tourism and Port trade can positively reinforce each other. He highlighted the importance of wine tourism in helping to promote Port, as Chinese visitors to Portugal will have a much more vivid image of Port, as well as an emotional attachment to it, and will then promote it to friends and family upon their return home, acting as "ambassadors" in a sense. He also remarked that it is very important to make Chinese tourists understand that Port is internationally recognized. The producer representative (T2) benchmarked wine tourism in Bordeaux, where chateaux, hotels, restaurants, resorts are offered as a single comprehensive experience and suggested Portugal needs to develop similar tourism offers.

The Chinese importer (T5) shared his experiences in events integrating tastings with Portuguese culture and history in the Age of Discovery. He said that it was more effective to interest the high-income wine lovers. The producer representative (T1) suggests that future promotions should be in the context of lifestyle, such as home consumption and relaxation as well as promotion of new ways of consumption like in cigar bars and western festival celebrations (Christmas, St. Valentine's Day, etc.) that suit the lifestyle of consumers in China.

The Chinese market is still in infant stage for the Portuguese tourism industry. Many service providers are testing the waters and observing the development of the incoming Chinese

tourist market. Some service providers are diversifying their tourism offers and learning what may interest Chinese tourists more.

At the moment, Porto has only a small number of Chinese tourists. The cellar representative (S4) and the hotel representative (S5) both believed that they need to receive more Chinese visitors to formulate suitable strategies for this market.

The cellar representative (S4) mentioned that they started to provide tax-free service in their shops recently, a service they found interested Asian tourists the most, and thus they hope it will prove popular with the Chinese tourists as well.

The wine director (S1) introduced their new wine experience project, which will complement the traditional Port experience by including other types of Portuguese wine, thus giving tourists visiting Porto a more comprehensive wine experience.

The wine shop representative (S2) raised concerns regarding the current tourism infrastructure, which she believes is not ready for the Chinese market. Most notably she pointed out the lack of quality control for tours and tastings, which can lead to tourists having bad experiences and generate negative publicity.

4.1.4 Port Wine Experiences

Port wine experience is about experiencing the destination and adding more dimensions for it, such as a connection with gastronomy, heritage, history, etc. The IVDP representative (O1) suggested that experimenting with food and wine, as well as the appreciation of the heritage in both Porto and Gaia are essential parts of the Port wine experience. He said tourists attracted by wine tourism would end up extending their stay in Douro if they were offered more heritage, monuments and attractions than just visiting the vineyards.

The ViniPortugal representative (O2) found that consumers are often very interested in the history and traditions of Portugal and of the wine regions, as well as hearing stories about the Port wine producers. She also highlighted the importance of social media, as it is a means by which people can easily receive information and give feedback.

The representative from Tourism Association (O3) said that storytelling about the wine and wine regions will be an interesting experience for Chinese visitors and an opportunity for them to learn about the uniqueness of Douro. She claimed the whole service industry should be

better prepared to offer a good experience to Chinese tourists, especially in terms of communication.

In China, tasting is almost the entire Port wine experience. Non-traditional ways of serving were highlighted in the interviews. The Chinese public has different preferences from Westerners, thus, when offering Chinese consumers Port for a tasting, many details need to be adjusted, so as to adapt it to the Chinese taste.

The producer representative (T2) emphasized the importance of serving the wine at the correct temperature recommending it to be chilled below 10 degree Celsius so as to decrease the sensation of sweetness. She further suggested that it should be paired with Chinese food or the main course and not dessert, to enhance the experience. Another representative (T3) shared his experience, which suggests that not all styles of port work for Chinese consumers, with tawny being among the most popular being smoother, softer and similar to Chinese yellow rice wine. He also suggested Port based cocktails for a light and refreshing enjoyment.

For the Port wine experience in Portugal, Chinese tourists' preferences align with traditional tourism offers. Port should be presented in integration with history, culture and of course, gastronomy, offering the visitors a better understanding of Portugal as a whole. Of note, Chinese customers often lack any meaningful knowledge of Portugal and of Port wine.

The tour operator (S6) commented the Chinese tourists are often more interested in sightseeing and taking photographs than anything else. Another tour operator (S7) further commented that the tourists on the tours aren't interested in beach or monuments and often prefer to sleep on the bus only coming out for a short time and take photographs, which they later post on social media.

The two cellar interviewees shared similar opinions that tasting and sensorial experiences are the most important elements for the Port wine experience. The cellar representative (S3) observed that Asian visitors are often more interested in seeing barrels and smelling the aromas rather than learning very detailed information about the Port. She said that visitors would even join guided tour in Portuguese just to have the experience. She found the tasting is the most important experience, with the usage of simple English words, as opposed to complete sentences, to explain everything. The Chinese booklet is helpful as well. It is also important to discover the preferences of the tourists to cater to them.

Another cellar representative (S4) highlighted the importance of having visitors to try the wines before buying, because if they enjoy the taste of the wine and understand what they are tasting, they are more likely to buy, as well as having an overall more enjoyable experience. She found that information presented through visual means like pictures, interactive exhibits and video presentations are most effective.

The wine director (S1) mentioned that harvest and foot treading experiences are always interesting Port experience for tourists. She also said opening Vintage Port with tongs is a unique experience to catch tourists' attentions. The Chinese staff from the wine shop (S2) highlighted the importance of finding out what type of port the customer prefers, and letting them taste. She avoids giving too much information so as to not overwhelm or influence the customers during tastings, only disclosing more if customers show interest.

The representative of the hotel group (S5) suggested various experiences for visitors with different levels of interest in wine: wine festivals for wine lovers to meet producers, masterclass with sommelier in the cellar for people who are interested in wine and for those just want to try some Port, simply a glass at a bar, with a scenic view of the city and the Douro river.

4.1.5 Food Pairings

Since Portuguese food is virtually unknown and hardly available in China, it would be both impractical and fruitless to attempt to familiarize the Chinese customers with Port through it. Instead, familiar foods should be used. In that sense, Port's versatility is an advantage when paired with Chinese food, which is itself very varied.

Versatility of Portuguese table wine and Port is the emphasis in food pairings. The ViniPortugal representative (O2) remarked that Portuguese wine is often promoted by organizing dinners where it is matched with local foods (including Chinese food) to showcase its versatility. The IVDP representative (O1) expressed a similar point, indicating that pairing food with Port is always a good way of introducing it, regardless of what cuisine it is. He further elaborated that Port's many different styles and sugar levels make it a good match for the intensity found in many Chinese food, even if drinking alcoholic beverages during meals is not very common in China.

In general, trade representatives agreed that pairing Port with food is a good tactic to approach the consumers. Traditionally Port is paired with cheese and dessert; however, Chinese

consumers tend to find Port very sweet and often are not very interested in dessert after a meal. Thus, for them, it is better to pair with the main dishes. However, since the Chinese have the habit of having several dishes on the table at the same time, strict pairings would be impossible, therefore, it is best to avoid the concept of particular food pairings.

The producer representative (T1) pointed out that gastronomy is an easy and comfortable entry point for Port, practical for use with both Chinese food and western style outlets. The Chinese media (T4) also agreed, indicating food pairings and gastronomy were good ways to attract the attention of the Chinese customers as well as highlight Port's versatility.

Another producer representative (T3) shared his relaxed approach of food pairings, claiming that since the Chinese love to eat several dishes at the same time, they do not concern themselves much with specific pairings, thus it is important to present Port as a food friendly wine, without much complications. The Chinese importer (T5) shared a similar approach, expressing some concerns that too much focus on food matchings would limit Port consumption.

Another producer representative (T2) explained that the traditional Port pairings with dessert and cheese do not work well in China because on one hand, both dessert and Port wine tend to be too sweet for Chinese tastes, and on the other hand cheese is, like Port, a very niche product in China. Thus, both of these combinations are unsuitable. Pairing with a familiar main course is preferable. She further elaborated that food with umami and salty flavors, both common in Chinese gastronomy, would likely go well with the port.

When Chinese tourists travel to Portugal, they will have the chance to sample local food. Individual travelers or young Chinese tourists are usually more open to new experiences, so for them, pairings with local food can be a new approach to introduce them to Port. However, it is not easy to find pairings beyond the traditional cheese and dessert in Porto.

The tour operator (S6) usually arranged both Chinese and local food for his customers. He mentioned that his customers are more used to Chinese food, and only occasionally enjoy sampling some of the local food, normally having a positive impression of it. Another tour operator (S7) had similar experiences noting that group travelers tend to prefer Chinese food, while individual ones are more open to the local cuisine.

The wine director (S1) shared her experience in food and Port matching, indicating her preference for having different types of Port throughout the whole meal, as opposed to a single

match with dessert. For her, the best approach is starting with varieties with lower sugar level and then, throughout the meal, select varieties with increasing sugar levels. So normally, a dry white port would be paired with the starter, then a full-bodied ruby, LBV or even Vintage would go along with the main course and, to finish, a tawny for dessert.

The cellar representative (S3), on the other hand, found that it was difficult to properly pair Port wine with food, even Portuguese food. Another cellar representative (S4) explained that food safety regulations limit their offer of pairings to non-cooked food products. However, she pointed out they try to offer as much variety to their clients as possible within the confines of such regulations, such as pairings with chocolate, cheese, ham and Portuguese desserts such as pastel de nata.

4.2 Demand Analysis

A sample of Chinese consumers were invited to participate in the survey, in order to study the demand side of preferences and motivations for consuming Port and traveling to Portugal. The Chinese market has low awareness of Port and Portugal as a destination. Integration of Portuguese culture and food pairings will encourage more Chinese consumers to taste Port wine and motivate them to visit Portugal.

4.2.1 Port Consumption

Per capita wine consumption in China is much lower than mature wine markets (Camillo, 2012). Beer and alcoholic beverages fermented from rice and grains are far more popular than wine. Port being a niche category in the world of wine, it is not hard to imagine consumption of Port in China being lower than wine and other popular alcoholic beverages.

Figures 5 and 6 from the survey clearly show the low awareness of Port by the Chinese consumers. Over half of the participants had never drunk Port before, even though 74% of the participants drink wine monthly. More than 60% answered that they do not know the origin of Port wine. Among those knowing where Port comes from, only three participants gave answers of the Douro and the rest answered either Portugal or Porto. Douro is still an unknown wine region for the Chinese consumers, even among people with some knowledge of wine. With regard to the answers about the wine regions visited or would like to visit in the future as shown in Figure 7, France was the most popular country, followed by Italy and Australia. Portugal was to 5th wine country participants visited or consider visiting. Burgundy, Bordeaux and Napa Valley are the top three wine regions named by participants for visiting.

Figure 5 - Frequency of drinking Port wine

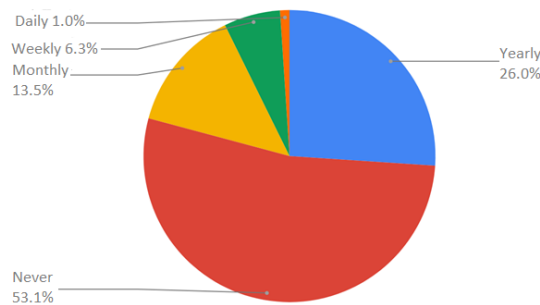


Figure 6 - Knowing the origin of Port wine

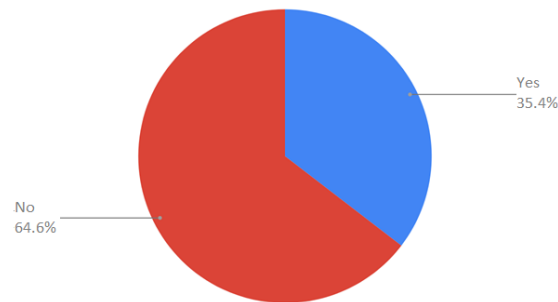
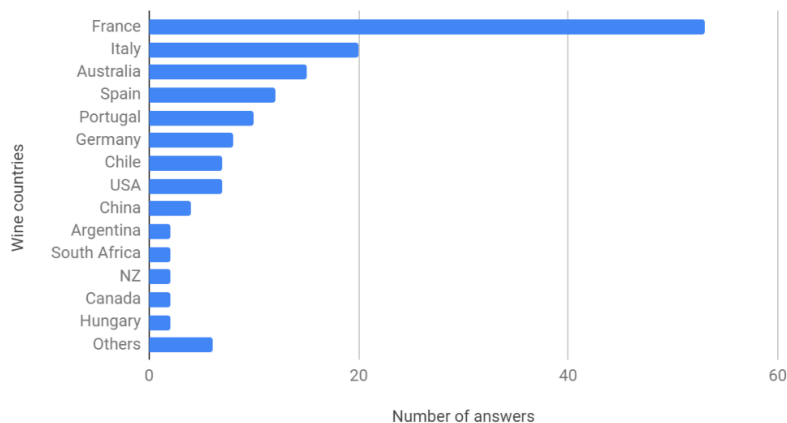


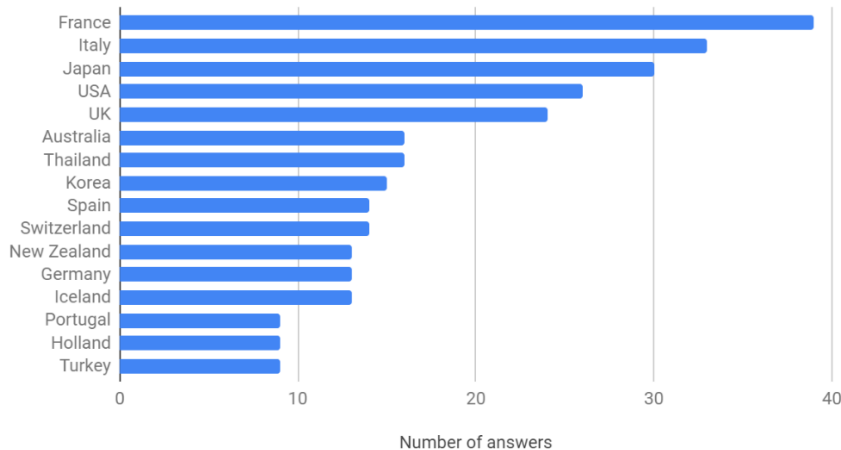
Figure 7 - Wine regions visited or would like to visit in the future



Source: Own elaboration

Over 90% of the participants travel one time or more per year. Portugal is not yet a popular destination for Chinese tourists. Excluding the participants who completed the surveys in Porto, only 7% of participants went to Portugal before. The top five most wanted countries to visit are France, Italy, Japan, USA and UK as shown in Figure 8. Portugal was ranked the 14th position the participants would like to visit.

Figure 8 - Most wanted countries to visit



Source: Own elaboration

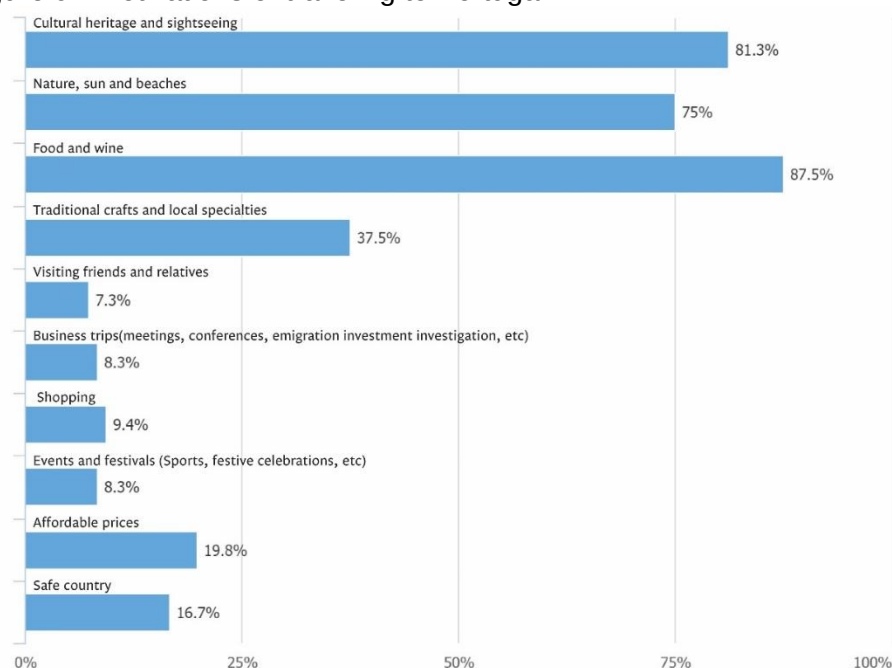
Dining out is very common in China. Almost 80% participants eat out from every day to once a week; however, only 35% of which would go to western restaurants. Currently, Port is seldom included in menus of Chinese restaurants. Being present in Chinese restaurants will increase visibility of the category. Choosing suitable Chinese restaurant partners with effective marketing strategies will encourage Port consumption. Port based cocktails or large bottle presentation applying in western food and beverages outlets can also be considered for Chinese restaurants.

4.2.2 Push and Pull Factors of Visiting Port Wine Destinations

Tasting and food and wine pairing enable consumers to acquire knowledge, which classified as one of the push factors of wine tourism (Alebaki, 2014; Jovanović-Tončev, Jovanović, Malićanin & Dimitrijević, 2016). Camillo (2012) concluded the major push and pull factors that influence Chinese consumers buying and drinking wine. Visiting wineries is a pull factor for wine consumption, and desire to acquire food and wine pairing knowledge is a push factor. The survey aligned with the literature showing Port experiences and destinations are interrelated.

Figure 9 shows that food and wine, culture and heritage and natural landscape are the three main reasons for traveling to Portugal. As Portuguese gastronomy being the main pull factor of Chinese tourists visiting Portugal. Information and food pairing experiences were given to participants to find out how they influenced the interests in Port and destinations.

Figure 9 - Motivations of traveling to Portugal



Source: Own elaboration

Figures 10 and 11 show that both information and food pairings increased the participants' interests in Port wine. The participants were more likely to visit Port cellars and wine producing regions through the tasting experiences. They also had higher tendency to associate Port with Portugal after the tastings. Wine dinners and tasting events are good tools for wine tourism marketing and Port promotion in the Chinese market. Multimedia information was better in arousing the participants' interests in visiting Portugal. There were videos, infographic and article introducing history, styles and production of Port, Porto and Douro regions, as well as typical Portuguese food. The information included all top three motivations of traveling to Portugal. This explained why information was better in arousing the participants' interests in visiting Portugal. Tasting experiences could be a pull factor for drinking Port or even a motivation for wine lovers to visit the wine regions. More pull factors than just Port are needed to attract the Chinese tourists to Portugal. When promoting Portuguese destinations in China, gastronomy, culture and nature should be all included to attract tourists with different interests.

Figure 10 - Influence of food and wine information on destination

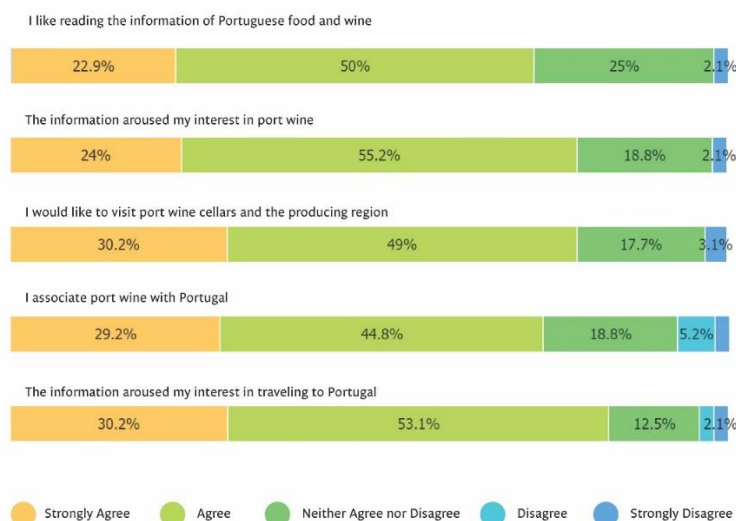
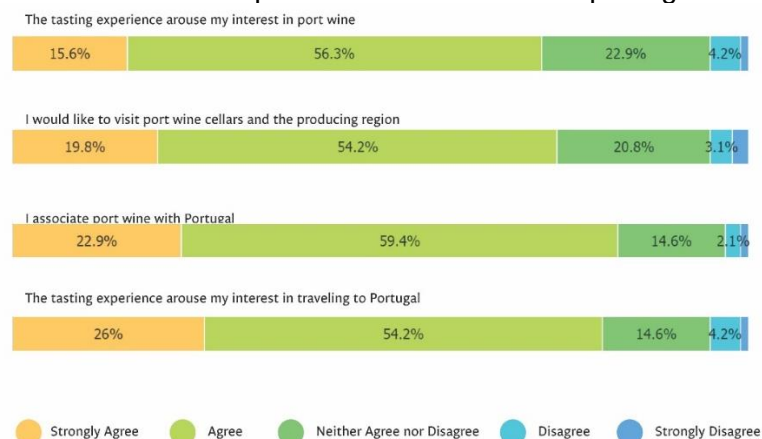


Figure 11 - Influence of experience of Chinese food pairings with Port on destination



Source: Own elaboration

5. CONCLUSIONS, LIMITATIONS AND FUTURE RESEARCH

All interviewees pointed out the problems of the Chinese market not knowing Port wine and lacking interest in traveling to Portugal. Raising awareness is the main goal for both the Port wine trade and Portuguese tourism service providers. Targeting the distribution channels (points of sales for the trade and travel agencies for the tourism industry) is the key strategy to develop the Chinese market. The Port experiences in both China and Portugal should be offered in ways that are more adapted to the Chinese lifestyle and taste preferences. Port wine tastings and pairing with food are the core experiences. Pairing with Chinese food is a practical way to enhance the experience in China, as authentic Portuguese food and cultural products are not easy to duplicate outside the country. When Chinese tourists travel all the way to Portugal, they expect to have a full picture of Portuguese culture, heritage, history, landscape, and gastronomy. Port experiences should integrate with all these elements to satisfy the demand for multidimensional tourism activities.

While this research provides insights from the supply and demand aspects, several limitations must be acknowledged. Only a few organizations from different categories were interviewed, which is insufficient to represent all the stakeholders of the Port trade and tourism industries. The survey sample was relatively small, which may not represent Chinese tourists and consumers coming from different regions. The Chinese food and Port pairings were conducted in several sessions in different places, with varied flavors of food and environments. Thus, the taste preferences of the participants may be difficult to generalize.

Future research needs to examine perceptions on specific experiences related to Port through in-depth interviews with potential Chinese tourists in China and visitors already in Portugal. Studies on how to increase the interest of Chinese tourists traveling to Porto and the DDR should be conducted. Supply analysis should include a larger sample of stakeholders. Port experience in wine marketing and wine tourism should be investigated separately to address the needs of different stakeholders.

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ANNEXES

A1. Survey

A1.1 Questionnaire in English

Survey of Destination Marketing for Portugal

Dear Sir/ Madame, I am a student doing a Wine and Tourism Master Program. I am currently conducting a research on promoting Portuguese destinations through food and wine. I would be delighted to have your participation. Please be assured that this is an anonymous survey and will be treated confidentially. If you complete the questionnaire, it will be understood that you have consented to participate in the project and consent to publication of the results with the understanding that anonymity will be preserved. Kindly take some time now to answer the following questions.

1. City of origin: _____
2. City of residence (if different): _____
3. Have you ever worked in wine industry? ☐ Yes ☐ No
4. Have you ever visited Portugal? ☐ Yes ☐ No
5. How often do you have dinner at restaurant?
☐ Every day ☐ Once a week ☐ Once a month ☐ Once a year ☐ Never
6. How often do you eat western food (excluding fast food)?
☐ Every day ☐ Once a week ☐ Once a month ☐ Once a year ☐ Never
7. How often do you drink wine?
☐ Every day ☐ Once a week ☐ Once a month ☐ Once a year ☐ Never
8. How often do you drink port wine?
☐ Every day ☐ Once a week ☐ Once a month ☐ Once a year ☐ Never
9. Do you know where port wine comes from? ☐ Yes ☐ No
If yes, please state _____
10. How often do you travel?
For leisure: ☐ Never ☐ Once a year ☐ 2 to 3 times per year ☐ 4 times or more
For work: ☐ Never ☐ Once a year ☐ 2 to 3 times per year ☐ 4 times or more
11. Please state 5 countries that you would like to visit in future travel

12. Please state wine regions that you visited in last 5 years or you would like to visit in future travel

Now you will be given some information introducing food and wine from Portugal. Please answer the rest of the questionnaire after reading the information.

Post reading

13. Please check the box which best describes your opinion of each of the following statements

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
					
a) I like reading the information of Portuguese food and wine	☐	☐	☐	☐	☐
b) The information aroused my interest in port wine	☐	☐	☐	☐	☐
c) I would like to visit port wine cellars and the producing region	☐	☐	☐	☐	☐
d) I associate port wine with Portugal	☐	☐	☐	☐	☐
e) The information aroused my interest in traveling to Portugal	☐	☐	☐	☐	☐

14. What would motivate you to travel to Portugal?

- ☐ Cultural heritage and sightseeing ☐ Nature, sun and beaches
☐ Food and wine ☐ Traditional crafts and local specialties ☐ Visiting friends and relatives
☐ Business trips(meetings, conferences, emigration investment investigation, etc) ☐ Shopping
☐ Events and festivals (Sports, festive celebrations, etc) ☐ Affordable prices ☐ Safe country

Now you are about to taste **4** Chinese dishes paired with **3** styles of port wines. Please answer the rest of the questionnaire after the tasting.

Post tasting

15. Please rank the pairings (a,b,c,d) that you have tasted from the most liked to the least liked

1 _____ 2 _____ 3 _____ 4 _____

	Strongly dislike	Dislike	Neither dislike nor like	Like	Strongly Like
16. Please check the box which best describes your liking for each of the pairings					
a) Cucumber 拍黄瓜 + white port	☐	☐	☐	☐	☐
b) BBQ pork 叉烧 + ruby port	☐	☐	☐	☐	☐
c) Steam pork bun (xiaolongbao) 小笼包 + tawny port	☐	☐	☐	☐	☐
d) Spicy tofu 麻婆豆腐 + tawny port	☐	☐	☐	☐	☐
17. Please rate your liking for pairing Chinese food with port	☐	☐	☐	☐	☐
18. Please rate your liking for the overall tasting experience	☐	☐	☐	☐	☐

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
19. Please check the box which best describes your opinion of each of the following statements					
a) The tasting experience arouse my interest in port wine	☐	☐	☐	☐	☐
b) I would like to visit port wine cellars and the producing region	☐	☐	☐	☐	☐
c) I associate port wine with Portugal	☐	☐	☐	☐	☐
d) The tasting experience arouse my interest in traveling to Portugal	☐	☐	☐	☐	☐

20. What would motivate you to travel to Portugal?

a) _____

b) _____

c) _____

21. Age: ☐ 18-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ 66 and above

22. Gender: ☐ Male ☐ Female

23. Monthly income: ☐ Less than RMB 5000 (≈€650) ☐ RMB 5001-10000 (≈€651-1315)
☐ RMB 10001-20000 (≈€1316-2630) ☐ more than RMB 20001 (≈€2630)

THANK YOU FOR YOUR PARTICIPATION!

If you would like to have the result of this research, please leave your email here

A1.2 Electronic Questionnaire in Chinese

× 葡萄牙旅游问卷调查 - 腾讯问卷 ...



葡萄牙旅游问卷调查

感谢您抽空参与这个问卷调查。这是关于以葡萄牙旅游的市场推广策略的毕业论文。本调查采用匿名形式, 问卷将被保密处理。如果你完成了问卷调查, 代表您同意参与这项研究, 并同意公布该项目的结果。请回答以下问题。

↓

× 葡萄牙旅游问卷调查 - 腾讯问卷 ...

01 请问您来自哪个城市? ____ *

02 现居城市: ____ *

03 请问您是从事酒类相关的行业吗? *

☐ 是

☐ 否

04 您是否去过葡萄牙? *

☐ 是

☐ 否

05 请问您到餐厅吃晚饭的频率 (包括各国菜式的餐厅)? *

☐ 每天一次

☐ 每周一次

☐ 每月一次

☐ 每年一次

☐ 从不

06 请问您平均多久吃一次西餐 (不包括肯德基、麦当劳)? *

- ☐ 每天一次
- ☐ 每周一次
- ☐ 每月一次
- ☐ 每年一次
- ☐ 从不

07 请问您平均多久喝一次葡萄酒? *

- ☐ 每天一次
- ☐ 每周一次
- ☐ 每月一次
- ☐ 每年一次
- ☐ 从不

08 请问您平均多久喝一次波特酒? *

- ☐ 每天一次
- ☐ 每周一次
- ☐ 每月一次
- ☐ 每年一次
- ☐ 从不

09 请问您知道波特酒从哪里来吗? *

如果知道, 请填写波特酒的产地 _____

- ☐ 知道
- ☐ 不知道

10 请问您旅游的频率? *

度假

从不	每年1次
每年2至3次	每年4次或以上

出差

从不	每年1次
每年2至3次	每年4次或以上

11 请列出5个您下次旅行最想去的国家: *

please enter

12 请列出过去5年或者将来您想游览的一些葡萄酒产区: *

please enter

接下来, 请看看关于葡萄牙食物和酒的资料, 然后回答下一部分的问卷题目。

13 波尔图视频介绍



14 波特酒和葡萄牙美食简介



15 波特酒介绍视频



16 葡萄牙美食介绍

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Next

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X 葡萄牙旅游问卷调查 - 腾讯问卷

17 请选择每一题最适合的形容 *

我喜欢葡萄牙食物和酒的资料

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

这些资料引起我对波特酒的兴趣

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

我想参观波特酒窖和产区

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

波特酒让我联想起葡萄牙

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

这些葡萄牙食物和酒的资料能引起我到葡萄牙旅游的兴趣

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

Multiple choice

18 哪些原因会吸引您去葡萄牙旅游呢? (可选多于一项) *

- ☐ 当地的历史、文化、古迹和景点
- ☐ 自然风光、阳光与海滩
- ☐ 美酒、美食
- ☐ 传统工艺、特产
- ☐ 探望亲友
- ☐ 商务原因 (出差、会议、投资考察等)
- ☐ 购物
- ☐ 大型活动或大赛 (足球赛事、节庆活动等)
- ☐ 消费水平较低
- ☐ 安全度高

接下来您将会品尝到4款中菜与波特酒的搭配,请在品尝后填写问卷

Next

X 葡萄牙旅游问卷调查 - 腾讯问卷

19 请给刚才品鉴的搭配(a,b,c,d)排序, 1为最喜欢的搭配, 4为最不喜欢的搭配 *

- 1 b) 烧肉 + 宝石红波特
- 2 d) 麻婆豆腐 + 茶色波特
- 3 a) 拍黄瓜 + 白波特
- 4 c) 小笼包 + 茶色波特

20 请选择您以下每一项中菜与波特酒搭配的喜欢程度 *

a) 拍黄瓜 + 白波特

非常不喜欢 😞	不喜欢 😞	一般 😐
喜欢 😊	非常喜欢 😊	

b) 烧肉 + 宝石红波特

非常不喜欢 😞	不喜欢 😞	一般 😐
喜欢 😊	非常喜欢 😊	

c) 小笼包 + 茶色波特

非常不喜欢 😞	不喜欢 😞	一般 😐
喜欢 😊	非常喜欢 😊	

d) 麻婆豆腐 + 茶色波特

非常不喜欢 😞	不喜欢 😞	一般 😐
喜欢 😊	非常喜欢 😊	

21 中菜配波特酒的感受 *

针对味觉, 您喜欢中菜配波特酒吗?

非常不喜欢 😞	不喜欢 😞	一般 😐
喜欢 😊	非常喜欢 😊	

针对整体, 您对餐酒搭配这体验感觉如何?

非常不喜欢 😞	不喜欢 😞	一般 😐
喜欢 😊	非常喜欢 😊	

22 请选择每一题最适合的形容 *

这个餐酒搭配体验能引起我对波特酒的兴趣

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

我想参观波特酒窖和产区

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

波特酒让我联想起葡萄牙

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

刚才的餐酒搭配体验能引起我到葡萄牙旅游的兴趣

非常不同意 😞	不同意 😞	无所谓 😐
同意 😊	非常同意 😊	

23 如果您会到葡萄牙旅游, 请列出3个考虑因素 *

please enter

24 年龄 *

Please select

25 性别 *

☐ 男

☐ 女

26 月收入 *

Please select

感谢您的参与!

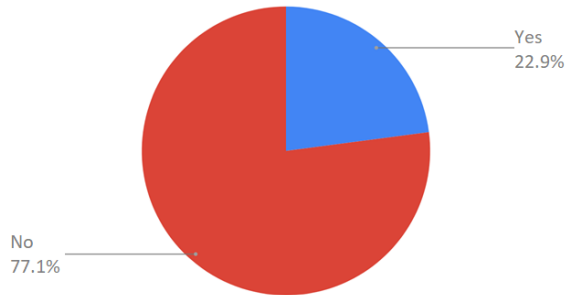
27 如果您想收到这次研究的结果, 请留下您的电邮地址

Submit

A1.3 Raw Data for Analysis

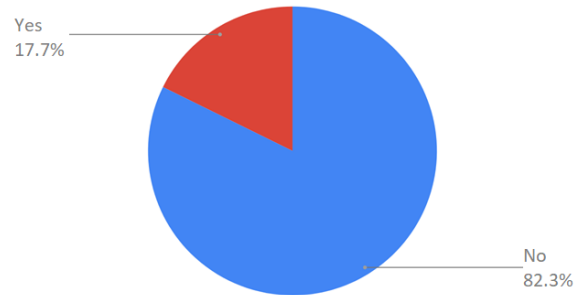
Q3

Working in the wine industry



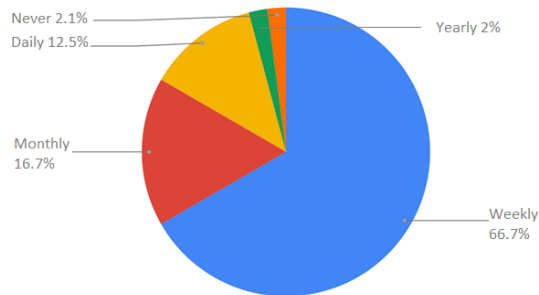
Q4

Visited Portugal before



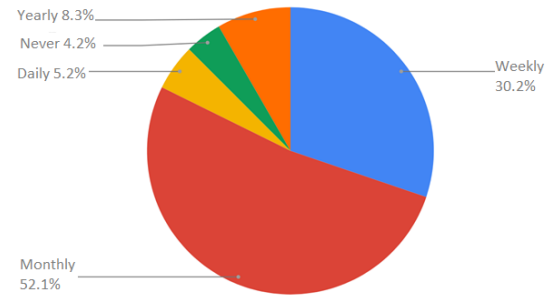
Q5

Frequency of dining out



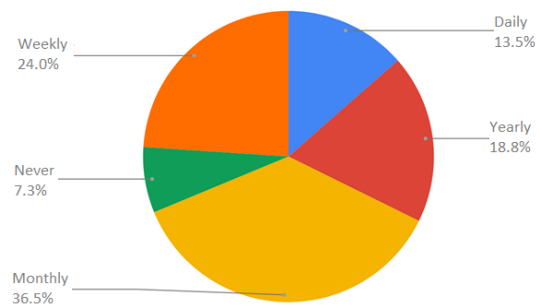
Q6

Frequency of going to Western restaurants



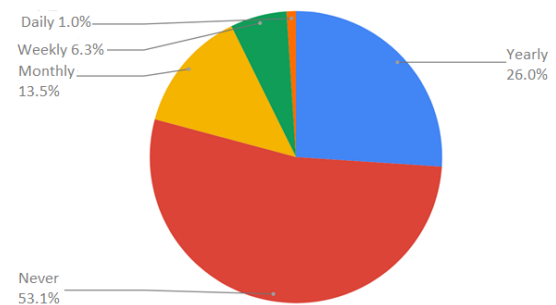
Q7

Frequency of drinking wine



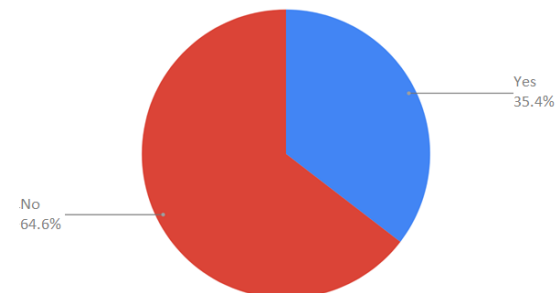
Q8

Frequency of drinking Port wine



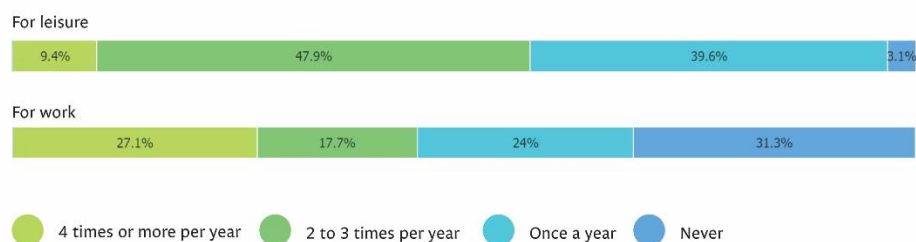
Q9

Knowing the origin of Port wine



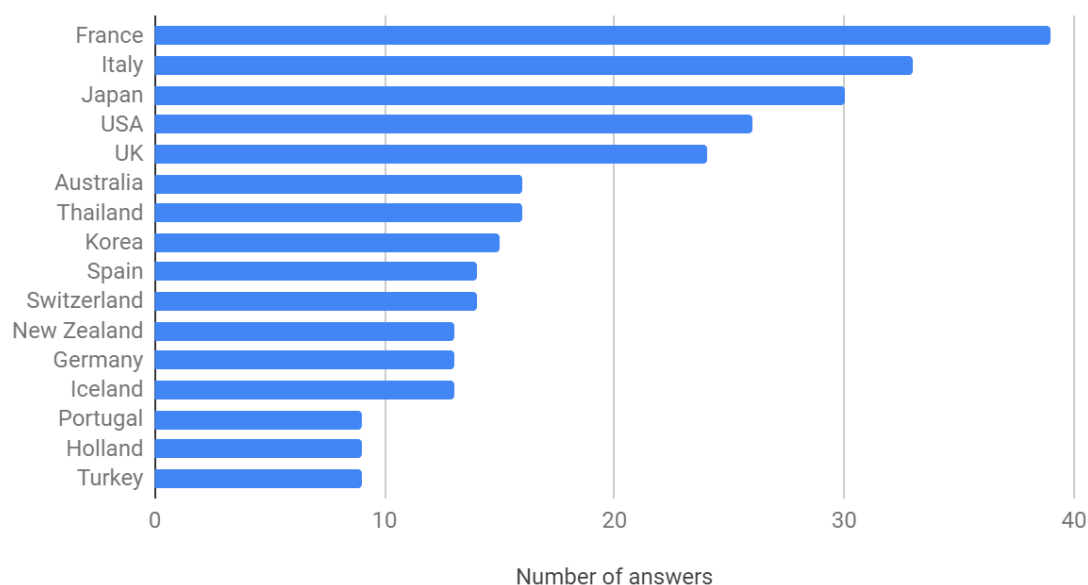
Q10

Frequency of travel



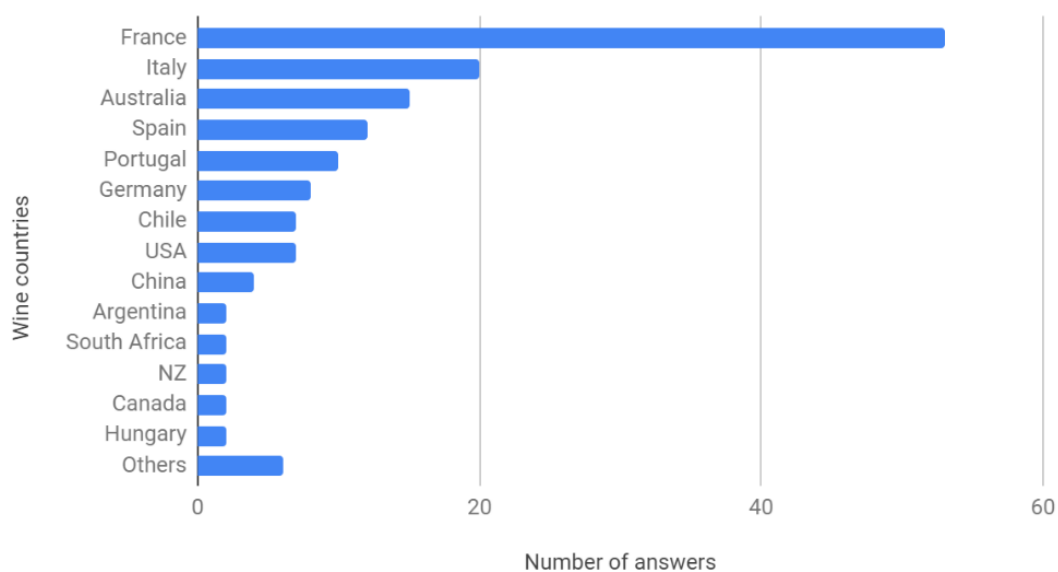
Q11

Top 15 most wanted to visit countries



Q12

Wine regions visited or would like to visit in the future



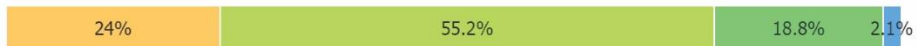
Q13

Influence of food & wine info on destinations

I like reading the information of Portuguese food and wine



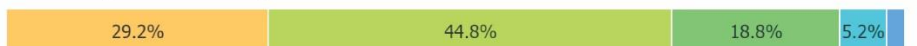
The information aroused my interest in port wine



I would like to visit port wine cellars and the producing region



I associate port wine with Portugal

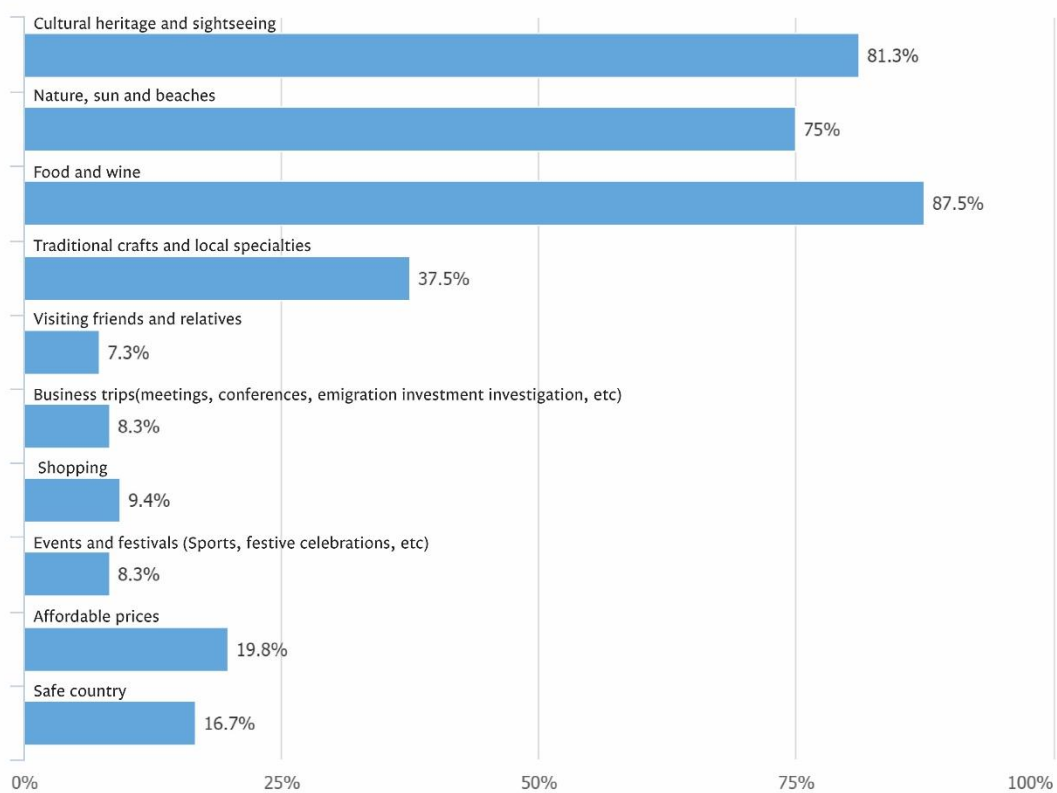


The information aroused my interest in traveling to Portugal



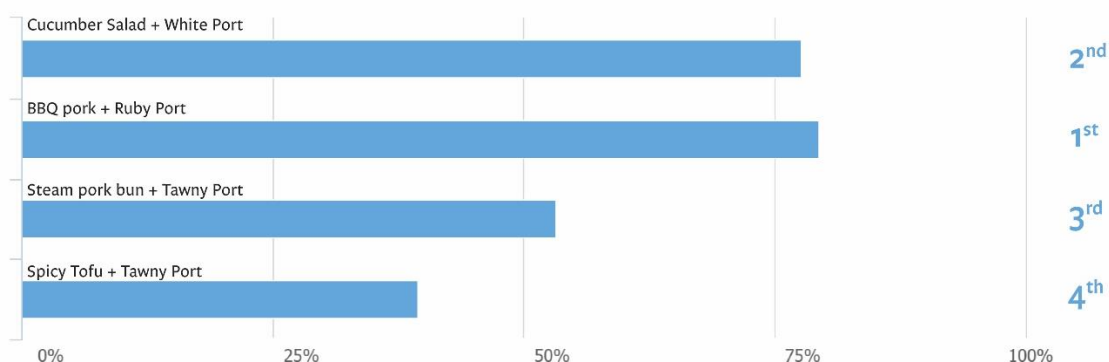
Q14

Motivations of travelling to Portugal



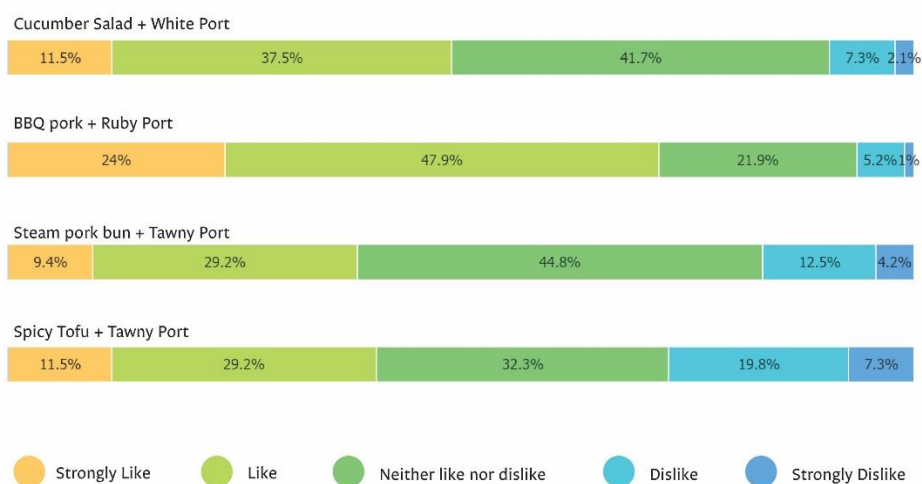
Q15

Ranking of Chinese food and Port wine pairings



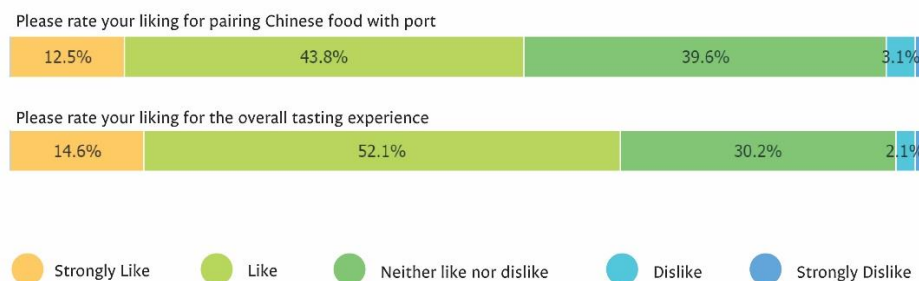
Q16

Liking of Chinese food and Port wine Pairings



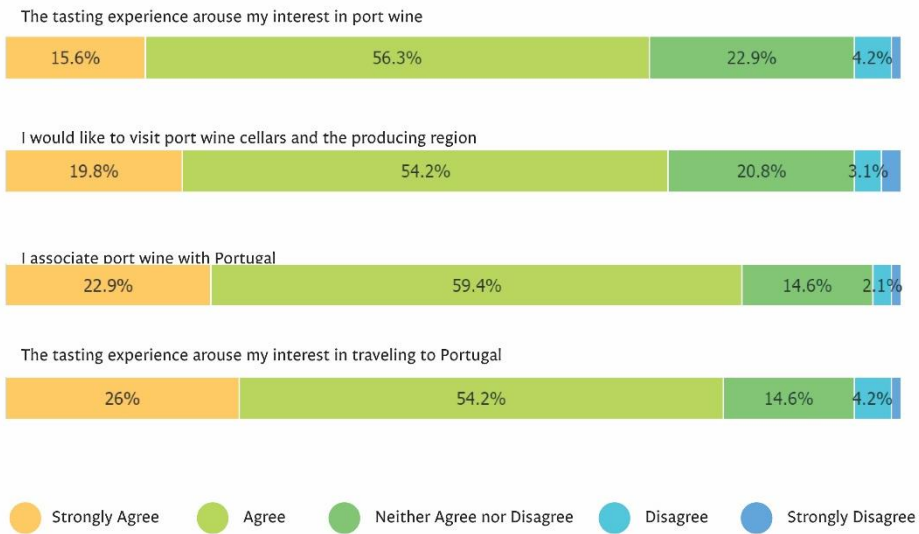
Q17 & Q18

Liking of experiences on food and wine pairings

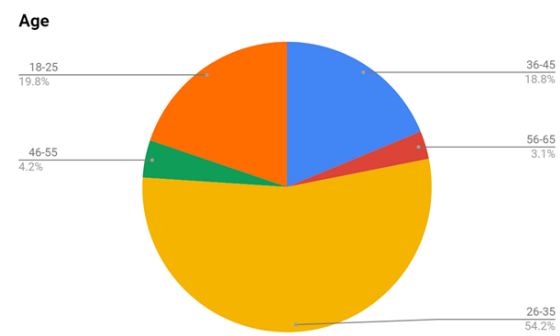


Q 19

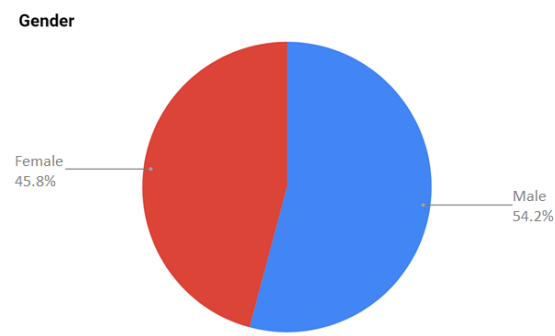
Influence of food & wine experience on destinations



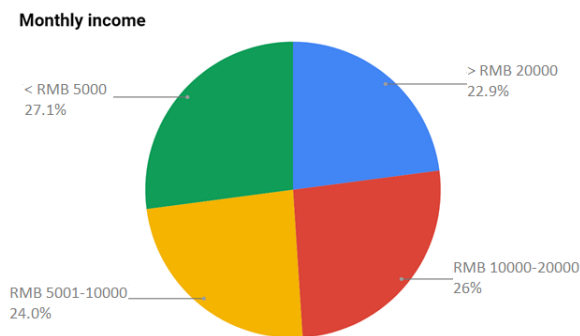
Q21



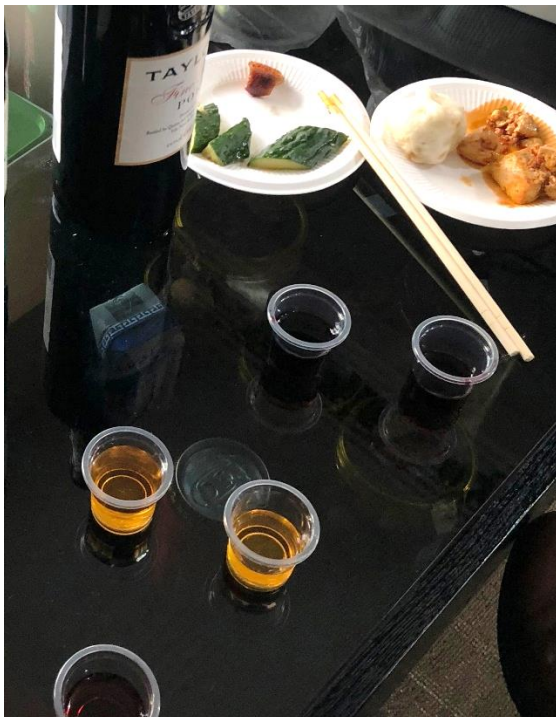
Q22



Q23



A1.4 Photos About the Survey



A2. Interview Summaries

Interview with a representative of IVDP (O1)

1. What are the current strategies for the Chinese market?

We coordinate promotion of port in China as a generic product with all port companies present in the market and partner with them. We are strategically promoting port category in China. Port companies are doing their own promotions and distribution for their brands.

We coordinate with port wine houses and much more focus on education and training activities for importers, distributors and on trade in China, as we know port is not known category and even worse it is not perceived by Chinese consumers. We mainly focus on cities with more distributions, more wine schools, people are interested in knowing port, like the south of China, HK, Macau and Guangzhou, Beijing and Shanghai.

We sometimes collaborate with wine education organizations for special classes about port. But we also have our own events and recruit participants through communication agency. In China, the market is so big and many people are willing to learn. There is no problem for finding audiences.

2. What are the problems dealing with Chinese market?

Besides the limited budget, the biggest challenge is that Port wine is not known and not perceived among Chinese consumers.

The country is so big that varies from region to region. It is very difficult to define the profile of Chinese consumers for port wine, even wine in general. It is not easy to understand the market. Unlike markets in France or UK, which we have already known the profiles of consumers and able to shift the demographic of consumers. In China, there is yet profile of consumers as the consumption is still very low.

3. What are the future or possible strategies to develop Chinese market?

We will keep focusing on education, training the trade (sommeliers, sales staff of distribution, wine educators). We consider them as our gatekeepers to learn about port and make use of the information. So they can find the audiences and channels to deliver the information we gave to them, whether for teaching, distribution channels for clients or on trade. It is more feasible to target the gatekeepers rather than segment different consumers.

Our focus is education, education, education, which started 5 years ago. We started in Hong Kong and Macau where distribution channels are more well established, and ports are more available and familiar there. Then we had promotions in bordering mainland cities like Shenzhen, Guangzhou and Zhuhai. Now we are doing activities in cities further north like Beijing and Shanghai. We won't aim for endusers, but people in trade like sommeliers, top-end restaurants. In the near future, we will keep focusing on the first-tier cities like Beijing, Shanghai, Guangzhou, Shenzhen.

China is steadily growing, but not a lot and not yet the top 15 exporting country by far. I don't think there will be any entry barrier for exporting to China, but the challenge is convincing the traders to import more port than wines.

There is no strategic plan cooperating with Viniportugal specifically for the Chinese market, but we participate in some of their events.

4. Will food pairing be a good tactic to promote port in China?

At the moment, I feel like Chinese people tend to drink tea with meals rather than wine, but they may use alcoholic beverage for toasts or celebrations.

Food pairing is always an opportunity for port with any cuisine. We always try to pair port with food in our events. Port is very versatile with different styles, different sugar levels that pair well with the intense Chinese food. The only matter is whether the Chinese dining culture will incorporate wine or alcohol in their meals. It is easier to start with wine consumers to try port

pairing with food than someone don't have habit drinking during meals. Chinese consumers still find it strange to drink wine with Chinese food.

I wish we can have seminars to talk about food pairings. China is very big, food from different regions are very different. We can propose different styles port with different regional cuisines. We need to learn more about Chinese food like the ingredients, herbs, characteristics, varieties. Chinese food tends to have many flavors in one dish, intense, but still in harmony. The trick to pair with Chinese food is to find the most distinctive or different element in the dish to match with wine.

5. What are the most important aspects for a Chinese consumer or tourist to experience port?

I would say diversity of the port is the most important. Port is an unique product should also be highlighted.

It is also important to show the possibilities of pairing port with food.

For tourism in Porto, we need to offer experience than just selling entry level port wine. It is more important for the whole experiences, experimenting more food and wine, appreciating the heritage in both Porto and Gaia, being a hub for Portuguese and European wines and nearby wine regions, building an image of city of wine, etc.

Tourism in Douro has been developed quite well. We need to keep this authenticity for tourists to experience. However, more heritage, monuments and attractions are needed to extend the length of stay in Douro, rather than just winery and vineyard visits.

Interview with a representative from ViniPortugal (O2)

1. What are the current strategies for the Chinese market?

We have roadshow every other year, this year's roadshow will be the biggest ever with events in Beijing, Guangzhou, Xiamen and Macau for 12 days with 25 producers. We see that producers are more willing to invest in Chinese market.

Also, we actively participate in two main trade fairs in China, namely Chengdu Fair and Prowein Shanghai.

We invite importers to come to Portugal for one-week activities to visit wineries and meet producers.

Currently we focus more on trade promotions rather than consumer events, because we have limited shelf space in mainland China. At this moment we don't have capacity to do consumer event. It will be worse if we have events and don't have the wines available for consumers to buy. Macau is the only city we have some consumer events.

Currently the budget for the Chinese market is around 620 000 euros. Worldwide investment is around 6 million euros per year in 16 different markets, mainly in the US, Canada, Brazil and China.

We also work with PR agency for wechat promotions and other media relations.

2. What problems do you encounter for promotions in China?

China is a big market, thus it is very difficult to obtain results quickly. The investment should be focus on long term. We see the growth steadily, but the big dimension of the market makes the result not so significant. Macau, Hong Kong, Beijing and Shanghai all have different characteristics.

Portuguese wine has many grape varieties, but they aren't commonly known, and often Chinese consumers find it difficult to remember the names. When we do tasting events, Chinese consumers like our grape varieties. The challenge is getting them to try something different than international varieties they are familiar with.

3. What strategies will you use to develop Chinese market in the near future?

Portugal can offer something different than mainstream, that I think Chinese consumers are willing to pay more for the uniqueness. We see that Chinese consumers are eager and focused on learning wines in the recently years. People are more interested in different wines.

We reviewed our strategy and will maintain the current investment for Chinese market until 2023, focusing on trade. We need to open the market, establish more distributing channels, create more shelf space, increase the visibility and let the market know about Portugal through trade shows, roadshows and media.

Tourism will help for promotion of Portuguese wines. Tourists visited Portugal and they will return home to spread the words. That helps to increase awareness of Portuguese wines. People are not only interested in wines, but they are interested in knowing the country, the wine regions, heritage.

4. Will Chinese food pairing be a good tactic to promote port in china?

Portuguese wine has many styles and varieties that can pair well with Chinese food. Yes, we often organize wine dinners matching local food with Portuguese wine to showcase the versatility of our wines around the world. Last year in Macau, we had an event called "Portuguese Perfect Pairing". Unlike Spanish or Italian restaurants widely present all over the world, it wouldn't be strategic for us to find Portuguese restaurants, which is very limited, to do pairings. Since Portuguese food is virtually unknown in China, it is more logical and practical to pair the Portuguese wine with local foods.

We work with PR agency and partners in the market regarding the information of local food, consumer behaviors, market trends to obtain more understand about Chinese market.

5. How to develop a good port wine experience in the market?

We find that consumers are more interested in the history of Portugal and wine regions, and stories about producers. We received more feedback if we post contents about these topics on social media. The consumers are more interested in our traditions. We see some producers take the initiatives to promote the regions and wine tourism to their customers.

We should emphasize our native grape varieties, different wine styles and terroir. This makes Portuguese wines different in the market. The art of blending is something bring to consumers' mind. No other wine has as much blending as Portuguese wines, which need to promote it to let the Chinese consumer know more about.

Interview with a representative from Porto and North Tourism Association (O3)

The association is a non-profit organization representing a group of institutions interested in development and promotion of Porto and the north of Portugal as a tourist destination internationally. The association is the regional agency helps National Tourism Board for international promotions for Porto and the north regions. It represents stakeholders in the tourism sector such as IVDP, attractions, hotels, travel agencies, professional organizers of congresses, congress centres, tourist carriers, farms, Port Wine cellars, restaurants, audiovisual companies, etc. They mainly do B2B marketing targeting tour operators, travel agencies and journalists both in MICE and leisure tourism.

1. What are the strategies for the Chinese market?

We focus on B2B promotion to give a general impression of the north Portugal, as majority of Chinese visitors have never been there.

In the past few years, we invited tour operators and journalists with more and more famtrips to showcase the destination. Representatives of National Tourism Board based in China recruit them and we organize programs here for them to experience. We always have some sections for networking between the Chinese operators and journalists & hotels and DMC (destination management companies) in here.

Last year, we joined the ITB China travel fair in Shanghai the first time. We are going to participate again this year. Portugal will have a booth for the whole country, other regional destinations like us, also other partners are going to be there in order to develop more Chinese market.

We partnership with airlines that have direct flights to Porto like British Airways (via London), Iberia (via Madrid), Finnair(via Helsinki), Emirates (via Dubai), Turkish Airline (Istanbul).

We have a team member works 6 months in Shanghai to understand the market better. We also developed a brochure in Chinese and are currently studying the behavior of the Chinese tourists.

2. What are the existing programs or activity plans for Chinese market?

We usually give general touring around through our famtrips, as it is usually the first time in Portugal for Chinese tourists. Regarding wine tourism, we do not have particular programs for the Chinese market. But wine is always present in the city.

There is no specific campaign or media plans for Chinese market. We still need to figure out how to target the market and finding KOL or representative for promotion. The National Tourism Board has developed a "Visit Portugal" Wechat page.

3. What problems do you encounter when dealing with China?

There is no direct flight to Porto. There was a direct flight to Lisbon from China, but it stopped. Chinese tourists coming to Porto via Spain by some tours combining visits of both countries. Language barrier is always an issue. When we organize famtrips, we always need to have someone able to speak Chinese for communication.

Hotels and restaurants lack understanding of the Chinese tourists and their preferences, such as no water boilers or complementary slippers in hotel rooms, meals often lacking vegetables and fish.

When we organize famtrips, we often need to come up with a two-day program, which is very difficult to showcase many things we have. For going to wine regions like Douro or Minho, it is difficult to organize in such short time frame.

The travel packages offering in the market often include both Spain and Portugal. Portugal can easily offer enough to form a full tour only for Portugal.

4. What are the future strategies or future trends for the Chinese market

We would like to bring more tour operators and organize more press trips, as well as going to more events in China besides ITB for promoting the destination and networking.

We are trying to have direct flight connection, which is essentially for destination development. Promote the whole experience of the wine regions, such as combining cellar visit, boat trip to Douro, farmstays, tasting, vineyard visits, short river cruise and train ride. Chinese tourists are looking for more experiences, and wine will definitely be one of those they enjoy very much. Even combining different wine regions for a program dedicated to wines, like Vinho Verde and Douro.

5. Will food & wine pairing be a focus to sell Portugal as a destination to the Chinese market?

There many experiences available to Chinese tourists. Wine tastings is one of them with a lot of cellars already open to visitors that offer tastings, as well as restaurants and café around Porto doing the same. The experiences are authentic!

A private carriage on train for groups of 20-30 people, having catering and tasting on board to begin the journey to wine region.

6. Any successful program done in the past for other markets, that can be applied to the Chinese market?

We have done some specific famtrips for the MICE buyers, event organizers. We are the member of the International Congress and Conference Association. We work closely with them access to the database to bring events here.

7. What are the most important aspects for the port wine experience?

First, we need to promote and let Chinese visitors know in their home countries to attract them here. Storytelling of the wines and region is always interesting. We should emphasize the uniqueness of Douro for the Chinese consumers.

Cellars, restaurants, hotels and other service providers should be better prepared for receive Chinese tourists, more able to communicate and give them suggestions. Having staff speaking the language will be helpful.

Staff in the tourist offices should be well trained and welcome the tourists.

We have city pass to offer experiences around the city with discounts to give more dimensions than cellar visits.

Interview with Port producer representative, who is in charge of the Chinese market (T1)

1. What are your existing strategies for the Chinese market?

There are two approaches to build up the port category. One way is increasing the awareness of Port in the points of sales where consumers can develop some idea how port can be enjoyed, what it tasted like, where it comes from, port history, etc. Point of sales such as high-end European style F&B outlets, restaurants, lounges, cigar bars and high-end supermarkets where people associated with luxury beverages. Larger cities see more adherence to wine consumption, where we see wine merchants are more knowledgeable and there are more wine dedicated events such as wine dinners, seminars, blind tastings, etc. These activities are points of sales that are important opportunities to reach consumers. However, these channels are only to reach a relatively small number of consumers. Wine consumers are larger in big cities where more business people and people are more familiar with wine. Even in smaller cities we see an increase in interest and people start taking WSET courses. We can see the changing trends in second tier cities that wine stores used to selling luxury traditional domestic products are having wider selections of imported wines and spirits. This transition is happening rapidly. Finding these partners are important in presenting port to consumers and providing information and explaining to consumers. Through all these points of sales, we are developing ambassadors among consumers for developing the market in future, even a small number of consumers. Another approach is through the 2nd tier distribution (wholesale channel) by using volume.

To reach out to both, we are increasing focus in branding, particularly through education in trade and consumer events.

2. What problems do you encounter with the Chinese market?

Language barrier in some case can be an issue in China. It is often understated as an obstacle. The problem is the conversion of loyalty built after some promotion activities like wine dinners into sales. Port is not a mainstream product, the number of occasions for purchase is very small. The challenge is how to close the circuit of recruiting the consumers through events, building some knowledge and interest through those activities, then having that translated into purchase in the point of sales. We have made that we include retailers in our events to make them understand what consumers are interested, then they prepare and stock the suitable products for consumers to purchase. However, retailers often don't do their job properly and consumers cannot buy the products they were interested. This is a classic problem of a market where the category is developing, including China, but China has too fewer points of sales that worsen the situation.

Even relatively small Chinese cities are large in size that require long traveling time. Accessibility of the product, lack of shelf space and immature distribution and retails are some problems we often notice.

For many F&B outlets that are not the high end, they may see port as a service product, which brand doesn't matter, just something to offer upon customers' request. Unlike in whisky category which consumers are more familiar, brands are very powerful.

Chinese consumers are not familiar with Portugal in comparison to France or Italy. They don't have understanding what Portugal represents. That why they have very limited visual imagery of port. It is inevitable as like people in Portugal may have very vague imagery about Myanmar. And port has a mixed identity of Portuguese and English, which probably confuse many consumers in China, unlike cliché of Australian wine with sun and beach or Argentine wine with horse riding, etc.

3. What are future or possible strategies for developing port in China?

China is a large country and has an increasing interest in wine, where wine will get sold anyway even without education and awareness building. The approach dealing with the wholesale channels with attractive packaging, flavor profile, price with the goal putting inexpensive

products to access the market through wholesale channels. This approach won't helping in brand building and recognition of port category. This is not the long-term strategy to create value for port category. However, this does not really fit our company's vision and positioning. We believe that investment in education is the way to create value and build awareness.

The online sales is more widespread in China than the rest of the world, being a possible way to deal with the problem of lacking of physical points of sales. It is quite difficult for product with low awareness, very niche like port. Online sales is better for mainstream products. Also, consumers see online sales as a way to buy cheaper products, rather than a source of information. There are enormous products selling online, consumers won't have time and put extra effort wonder around online and discover something called port. Information about port is like a drop of ocean in the online world.

Port has the ability to transfer itself in the after-dinner context, not only in restaurants, but certain types of home consumptions and relaxation. I think it is possible to promote new ways of consumption, such as cigar bar, more western festival celebrations which suit the lifestyle of consumers in China.

There are stores run by people who really understand wine, enthusiastic about it and good at communicating with consumers. They will organize events and also do the preparation of sales properly. If they are doing successful business this way, such models will attract more entrepreneurs following the same path and adapting it to their customers. That will create a bigger market.

Having Chinese consumers traveling to Porto and Douro will help them create a much more vivid image of what port represents. They will be the ambassadors in the market to increase the awareness of the category. Wine tourism is a way to a method of creating an emotional connection between Chinese tourists and port.

It's important to make Chinese tourists to understand port is internationally recognized. When they visit Porto, they will see people all over the world come here to do winery tours, and want to understand port. Then they will appreciate port more, not just treat it as some funny little Portuguese specialties.

Older consumers are much more conscious about how products reflect their images and status in front of others, so they tend to choose wine are more known. On the other hand, younger consumers are more relax trying new things, and they are more open to learning about port and something niche, but they still want to associate themselves with credible and recognized products, especially those wine knowledgeable consumers. Visiting Porto reassure them port is something internationally recognized and they can introduce to their friends and generate awareness.

4. What are the most important port wine experiences for Chinese tourists in Portugal?

Get all the basics for the tourists facilities: Information in Chinese language (make them feel more comfortable). People often underrate that, even many Chinese travelers speak good English. We haven't really done enough in this sense. The technology should have been done to help.

Once we get the basic right, we should deliver information people find interesting such as how to enjoy port in the context of lifestyle as opposed to technical information (which may make them feel intimidated).

Promote port as an affordable luxury product, which can link to lifestyle.

5. Is food pairing a good strategy for the Chinese market?

Food pairing is an opportunity both in Chinese gastronomy and western style outlets. Gastronomy is always an easy and comfortable entry point for the Chinese consumers.

Consumption of port really developed through the UK market. Then it established as fine wine category, which associated with fine dining restaurants in different parts of the world. It can be associated with French cuisine, even with classic Italian food. It isn't necessary to pair it with

Portuguese food. Port is much more international than just limited to Portuguese cuisine. Pretty much all Michelin restaurants have premium ports in their wine lists.

6. How to promote Port wine tourism in China?

There are a number of things can be done. In China, there are more and more specialized travel agents offering wine tours to better known wine regions like Bordeaux and Tuscany. Sooner or later, these agents will find their customers have already visited all the famous wine regions and want something new and original. That the time for Portugal, offering something still at the top as other famous regions, but off the beaten track. I think we need to build these relationships with those travel agents.

There are more and more individual travelers who rely on endorsement from their friends and word of mouth. When we communicate our brands, we always invite people to visit cellars. This is important for port business and tourism business to reach mainstream travel agencies to have well organized packages for people who have interest coming to Portugal. I think majority of consumers in China will feel more comfortable.

Interview with a Port producer representative based in China (T2)

1. What are your existing strategies for Chinese market?

As representative in China, I am mainly focusing on increase the awareness of our brands and sales, but not much in promoting visits of our cellars to Chinese consumers here. Promotion of wine tourism is not our focus for our activities in China. Using wine tourism to increase sales takes a long time and is a long-term effect for us. We always mention Porto is a beautiful city and invite our customers to visit during our events.

We feed our social media with good content for branding. But we make use of our distributors' social media pages even more to reach the consumers.

We create a presence on high class establishments (hotels and restaurants) to make the Chinese consumer gain awareness of the product. For example: we promote our 4.5L bottles to impress the customers, since the large size would draw the attention of the customers, and make them curious to try a glass.

WSET level 4 has a chapter for fortified wine, which familiarizes port amongst individuals who already have an interest in wine.

We are partnering with another premium port producer to organize academy. It is not only a training for people in the trade, but also create opportunities for importers and their customers to have better connections and relationships.

2. What problems do you often encounter in with Chinese customers in China or bringing them to Portugal?

Honestly Portugal is not marketing the destination as good as France. For example, both Champagne and Porto are famous wine regions, but Chinese consumers are much more familiar with Champagne because French are better in branding their destinations.

Chinese customers expect a fully organized tour for the whole duration of their visits, preferably Porto and Lisbon. They would like to have full experiences including wine cellars, wine tastings, visiting vineyards, staying in fancy hotels and dining at restaurants and sightseeing with major touristic spots both cultural, architectural and natural. I feel people working in port wine industry are more focus on their own areas. They should have more awareness and better prepare for what Chinese visitors need. It is important to keep in mind that unlike the European customer to whom Portugal is a close by country, to the Chinese customer Portugal is an exotic far away land, and after spending 20 hours on a flight they dislike visiting a succession of cellars and not being able to relax and get to know the country. For example, a European customer traveling to Porto, may only visit a few places, but a Chinese customer would like to experience more, like someone can be satisfied with a steak dinner and someone prefers a full course dinner with local delicacies.

I received some feedback from some very famous journalists who were invited officially to visit Portugal and our cellar. However, they didn't enjoy port so much. I think one main reason was the serving temperature not chilled enough or even in room temperature during their tasting. Another reason was tight schedule. They went to vineyard and started tasting after a long flight. It should have been a more relaxing experience for these journalists. We should have paid more attention to small details.

3. What are your future or possible strategies to attract Chinese customers?

Usage of tourism as a promotion tool for port isn't a viable solution for short/medium term. Other strategies are needed. As for wine tourism there needs to be a high end integrated experience with established packages for customers to consider, such can be found in Bordeaux, where chateaux, hotels, restaurants and resort and spa are offered as a comprehensive experience.

If we need to promote wine tourism and invite customers to visit Porto and Douro, we need to have agencies and established programs that take care the full duration of their visits. I think high end travellers don't want to arrange their accommodation, transportation and visits with

different service providers. For Chinese importers traveling to Portugal, they want to make use the trip as incentive or connecting to their customers. For this type of customers, service quality is much more important than ability of speaking Chinese.

4. Will food pairing between Chinese food and port be a good tactic for the market?

Yes. Chinese consumer often feels overwhelmed after the meal, and thus lack interest in dessert. Furthermore, dessert and port wine tend to be too sweet for Chinese people. Cheese is very niche food in China. Port is already a niche product, having it pairing with another niche product like cheese won't work in China. Thus, pairing with main course is preferable. Food with umami and salty flavor would likely go well with the port, and we have a lot of food have such flavors to go with port. I brought some very good chocolate to let a sommelier to try with port, the feedback was just so so.

5. What are the important aspects for Chinese customers to have good port wine experiences?

In China, the serving temperature must be taken good care, I would recommend chilling below 10 degree Celsius, because it will decrease the sensation of sweetness, making it more appealing to the Chinese customers who prefer mild sweet flavors. Should be served along with the main course.

I think pairing with Chinese food, main course, not dessert will enhance the experience for consumers drinking port in China. The common pairings of cheese and port are not recommended, as cheese is not a very popular in China.

In Portugal local experience is important, as well as giving visitors time to absorb the experience, making sure not to rush them.

Interview with a Port producer representative, who is responsible for Asia Pacific markets (T3)

1. What are your existing strategies for the Chinese market?

Port market in China is very small, sales is small but increasing. Currently among all Asia Pacific markets, it is the largest in terms of volume and value. The price is relatively low, and more volume driven. We are not happy with the port market in China, given the size of the country, the population and economic power.

We are one of the port companies investing the most in the Chinese market. We have staff based in Greater China, which none of other the premium port wine company does. Even our company is not into volume sales, I still think our volume is not as big as we would like to be. One of the reasons is the market is small. Another reason is the market is being developed at cheap, entry level wines of standard tawny and ruby level.

We have big focus on branding with events, such as premium wine shows and consumer events like Decanter Shanghai and Black Wine Guide.

We organize academy to train trade staff in China every year.

If we think IVDP has activities with the right audiences, channels and done properly, which is not always the case, we will support. We understand the organization needs to neutral to keep all big and small port producers happy. We also understand that big player has responsibility to promote port in the market.

2. What are the problems in promoting port in China?

The image of Portugal is not strong enough. Chinese people don't know anything about Portugal. This is a problem because at the early stage of wine consumption, wine and culture are deeply connected. For instance, many Chinese believe nata are originally from Macau. A lot of work to be done to cover Portuguese history, culture, food, etc.

The challenge of sweetness make many people don't enjoy port. In terms of taste, the traditional ways of presenting port in the West doesn't suit the Chinese market. Cheese with port or chocolate with port do not suit the Chinese palate. It is better to pair port with what Chinese like to eat. They are unaccustomed to the strong sweet flavor of port, thus the need for serving well chilled to hide it. Customers find the wine lighter and not as sweet as they thought. High alcohol is not an issue for Chinese consumers.

Since consumers aren't familiar with Port they can't recognize or appreciated good port, therefore they tend to consume only the cheapest varieties.

Lack of knowledge on how to consume port.

Not enough producers actively promoting port in China, only a few companies.

3. What are your future or possible strategies to promote port and tourism to Chinese?

Increase visibility through media and Wechat, including a page for the company, more brand specific, which we hope to update more frequently, and more media relations/press coverage. Visibility in restaurants and hotels where consumers will try the wine. It is very unlikely for a consumer to go to supermarket to buy port if they don't know what it is. Use of sommeliers and restaurant managers to promote the product and have customers try it out by themselves. We have the large format only for high end restaurants and hotels in all first tier cities (HK, BJ, SH, GZ) to increase visibility. This is where the brand to be built. Also make the trade easy to sell the product.

Korean visitors are booming in Porto and represent the fastest growing port consumption market, through positive media coverage and social media promotion. Development of Korean market has been very interesting representing an example of how tourism can promote port sales. People look for wine in their home country after visited Porto and cellars. Then importers contact producers to buy their wine and the cycle drives the sales of port. One could hope a similar approach will also work with the Chinese market.

Last year, Portugal became the first country for port wine sales in terms of value, because of booming of tourism in Porto and consumption of port. I think tourism should be promoted more in China.

China is a market without many wine traditions or history burdens how to consume port, we can be creative to try what works for the market. Sadly, we are the only company, not even the IVDP, are communicating the to the trade and market in non-traditional and adaptive ways. We are adapting to the market, but does not mean changing who we are. Chinese consumers look for authenticity, not “Chinesed” the products for them. 10-15 years may work, not anymore.

4. Will food pairing of Chinese food with port be a good tactic to promote port?

I think a few western food like foie gras, venison, beef work well with port. But food and wine are so connected that certain pairings are hard to replace with port like foie gras and sauternes. That's not really port should fight against the traditional.

When it comes to Chinese food, there isn't a particular pairing that gives room to port. As Chinese likes to have many dishes at one meal. The food pairing is an issue for such dining habit, no one cares about. The strategy is approaching food pairing in a very relax way, not taking itself too seriously. Port should be presented as food friendly wine, no matter what you are eating. It is wine for enjoying the meals without too much complexity of matching.

Port is good for toasting “gan bei”, which is not as high alcohol as rice spirit “baijiu”, but stronger than wine. It is super easy to drink, not tannic, not acidity, not harsh, smooth, particularly serve chilled.

5. How to develop port wine experience/wine tourism in Portugal and China?

We realize not all styles of port work for Chinese consumers. Usually tawny works better, because smoother, softer, similar to Chinese yellow rice wine. Ruby is quite big and powerful. We first need to make the consumers enjoy, start something they like, and ignite their curiosity for port and explore other styles. Rather than starting something they don't enjoy and create a barrier for them to discover more port.

Port based cocktails like port tonic is a good opportunity for bartender to bring the product in front of customers, but also a light, refreshing way for consumers to enjoy.

The Chinese visitors to Portugal are not looking for knowledge, but experiences. They are more into food, but not necessary wine. I have to admit that Chinese are mad about food. They expect certain quality of food, service and experiences.

I think that Portugal should develop premium experiences for these individual travellers as opposed to mass tourism. Have the visitors experience the port as opposed to throwing him a wall of knowledge and trivia. Let the clients experience it at their own pace with no rushing. For example, Chinese visitors going to vineyard may be interested in taking oranges from tree and taking pictures. That's experience for them, which is better than telling them knowledge about production or wine. We should impress the visitors with experiences when they visit the country and return home spread the words like , “Wow! I was impressed! Portugal surprised me! The service was great, the food was great. It completely opened my mind a country that I was not aware.” We need these ambassadors to build the country image. Consumers connect Portuguese products with the country. Otherwise, the products won't work in Chinese market.

Interview with a Chinese media promoting Port wine on social media (T4)

1. How consumers perceive port wine in China?

Chinese consumers have extremely low awareness of port wine. There are barely any consumers understand what are port.

2. Problems of port wine often encountered with Chinese market

Since there are very few people know about port wine, the market is very immature. Awareness is too low for Port wine. Promotion of Port is very limited in China as well, both producers or official institutions.

Some consumers are not use to the intensity and sweetness of port wine.

3. Future or possible strategies that you think may be effective to attract Chinese consumers to enjoy port wine or visit port wine cellars

I think some promotional activities should be organized to increase awareness port wine in China. For examples:

- i. Official roadshow promotions in major Chinese cities;
- ii. IVDP and ViniPortugal need to understand more about the Chinese market and consumers to come up with strategies more adaptive to the market;
- iii. More port wine tastings should be organized, such as IVDP organizing port wine day every month;
- iv. Organize more themed consumer events to increase interactions between producers and consumers.
- v. More press activities, such as regular content feeding, providing press kit, famtrips, etc
- vi. Involve in some charity activities in China to increase publicity and give positive impression to consumers

4. Will food pairing with port wine be a good tactic as promotion to the Chinese market

I think food pairing is a good strategy. Gastronomy is very important in China, and our culture is heavily rooted with food, Chinese saying “民以食爲天” which means “Bread comes first”. Food and wine naturally go together, most of wines are paired with food. Through food pairing to let Chinese consumers understand the versatility of port wine, attract their attention through food. This can be good promotion opportunity.

5. Opinions of wine tourism with port

Wine tourism is very niche market.

Interview with a Chinese Port wine importer (T5)

1. How consumers perceive port wine in China?

In China, we are not talking about perceptions of consumers, but awareness. Port wine has very low awareness in China, most consumers have not heard of this category. Probably only a few wine lovers or people working in the wine trade heard of the category, but cannot exactly identify different styles. Also, a few consumers recognize premium port wine for fine wine investment or some chefs using regular port for cooking.

Unlike Bordeaux, Burgundy or some Italian fine wines, consumers know about their fame, heard about them in auctions, they learn more about the regions and grape varieties of the wines. Even complicated as Italian and Burgundy wines, consumers still have interests in learning it. Complex styles of port wines won't be an issues if consumers are really interested in the category. The only problem is that port wine is not yet considered as a fine wine category in the Chinese market.

2. Problems of port wine often encountered with Chinese market

Besides the problem of low awareness in China, some very poor-quality port wines are imported to China through small importers. Consumers cannot distinguish quality of port wines as they have no idea how port wine are like. Regular port wines cannot compete with the low prices, which hurts the sales and prices for regular and premium port wines. This may also ruin the development of the whole port wine category if consumers first encountered some poor-quality port wines and have bad impressions.

3. Future or possible strategies that you think may be effective to attract Chinese consumers to enjoy port wine or visit port wine cellars

There are two directions to promote wines in China. The first one is doing brand communications. Big wine companies like Penfold and Jacob's Creek have a big budget on market communications to create brand awareness through different platforms and distribution channels. Wide exposure attracts consumers to purchase the wines. However, this strategy is more realistic for big producers.

The second promoting direction is through education. By educating the staff in the trade and distribution to promote port wine to targeted markets. Port wine companies need to let distributors and restaurants to see the products giving them margins. Exposure through on trade is a more effective way to promote wines to consumers. Another possibility is through some B2C events. Partner with wine schools for a targeted segment, high income wine lovers. Offer the whole port wine experience such as Age of Discovery, Portuguese culture, tasting. It is effective to make them interested in premium port styles like vintages and single harvest. It is more common for table wine to offer such experiences, not often to see for port wines.

I think that it is better to promote port wine individually, rather than as whole with other fortified wines to avoid overwhelming the consumers and competitions among different fortified wines.

4. Will food pairing with port wine be a good tactic as promotion to the Chinese market

Food pairing should not be too focus on pairing certain dishes, should just mention port as a food friendly wine to encourage people to try pairing with meals or enjoy port as dessert. Some people promote tawny pairing with hairy crabs, but this may limit the consumption of port to certain period and certain food. Instead, companies should encourage people try out to pair with food they like.

5. Opinions of wine tourism with port

Bordeaux or Burgundy are famous enough to attract Chinese visitors going there for wine tours or pilgrim those famous wine estates. However, port wine is not yet a well-known category to

pull Chinese tourist there for wine tourism. It is more realistic for port wine producers using wine tourism as a marketing tool to promote port wine consumption instead of the other way around.

For wine tourism, working with outbound travel agencies to include cellars or vineyard visits in their travel itineraries are more effective to develop port wine tourism. Visitors who visited Porto or Douro are more likely to consume port wine when they return home because of the nice experience.

Some wine educators in China also organize wine tours to different wine regions, this can also be considered for port wine tourism, but it is very niche market.

However, distributors are not effective for wine tourism promotions, as they have focus on selling the products. They may have incentive tours for their customers, but influence on wine tourism will be minimal.

He thinks the best way to promote wine tourism for Porto and Douro will be through tour operators.

Interview with a Wine Director of a corporate group with wine tourism businesses (S1)

1. What are the port wine or wine experiences that you are currently offering that may be interesting for the Chinese market?

Port is often considered as a traditional beverage, for formal occasions or Christmas. I want to transform port wine to be a young, fun and sophisticated beverage. I take a reference of Gin which becoming so popular for cocktails and created a series of port based cocktails that categorized, and named by colors from pale (white port), crimson (tawny), pink (pink port) to purple (LBV), to be launched every season. I hope to shift the port consumers to a new younger demographic. Cocktails are served in our cafe and bar.

I have also worked on the restaurant menus to have port pairing with food, which stands out of the 16 port lodges in Gaia. I do not want port to just appear in dessert, but throughout the whole meal. The tricks are starting from lower level of sugar to finish higher ones. So I usually started with dried white port to pair with starter, then with full bodied ruby, LBV or even Vintage with main course and finish with tawny for dessert.

We work with all the port wine and Portuguese wine producers to offer a wide selection of port and wine choices to help Chinese visitors who do not have much knowledge about port to understand better. It is be interesting education for customers to taste different port houses, styles, vintages.

We can have horizontal tastings among different brands to let the customers compare the different. We offer master class to let customers try different port categories, or compare different brands within the same category for wine enthusiast. Our customers can taste many wines by glass in our hotel and give visitors exposure in the rooms, restaurants, and shop.

Of course harvest experience, foot treading are interesting port wine experiences for tourists to know better about the production.

Opening vintage port with tongs always draw a lot of attentions from all customers.

2. Any strategies in the future or possible strategies for the Chinese market?

We are expecting to launch a mega tourism project in 2020. The project focuses on offering Portuguese wine experiences instead of competing with authentic port wine cellars next door. It will change the scene of Porto's wine tourism completely, which making Porto as a must go destination in Europe. The city will become a more important wine capital drawing much more attention. Currently we are having around 900 000 visitors per year and expecting to reach 1 million. The new project will bring much more tourists, not only for us, but for the whole city.

Porto will be the hub to introducing all the Portuguese wine regions to visitors. Douro, Minhos, Bairrada and Dão are the wine regions close to Porto. If they are interested, easily go for day trips to different these regions.

The tourists will go through a whole wine experience. We will also have wine school to give wine classes to visitors to know more about Portuguese wines. We can relate the international grape varieties or wine styles of tourists' preferences and recommend them Portuguese wines they like. It is important to help visitors to find out what they really like before they leave. Also, we would like to showcase Portuguese wines and give more international recognition for our wines.

3. What are the problems you usually encountered when giving port wine experience?

I always want to show the best wines to customers, which is the best way to engage them. I think using the top notch wines to impress the customers, not the entry level. My challenge is convincing all the port houses to provide me their best products. It takes time to build trust and relationships with all the suppliers to get their top quality stuff.

4. What are your recommendations for port pairing with Chinese food?

I think white port goes well with Chinese cuisine as the food has a lot of umami flavors. Dessert should go better with white or tawny.

Interview with only wine shop in Porto offering port wine tastings in Chinese (S2)

1. How do you usually deal with Chinese customers?

There are very few of them. I search online to prepare wine notes, terms in Chinese. To describe the wine I use unorthodox terminology that speaks more to the Chinese background. During tasting I ask what they usually drink so as to help them find their own preference, as most people don't know it. I will make sure customers know what styles of port they really like. In general, females prefer white port.

2. Any ways to attract Chinese customers?

None in particular, as it is already quite busy with daily work at the shop and customers. I organize the tastings in Chinese because I felt a waste that the Chinese tourist would arrive to Porto not knowing anything about port wine and would leave the same.

3. Any problems encountered with the Chinese customers?

Customers find it hard to understand different styles of port, such as cannot distinguish ruby and tawny. Many customers do not understand much about port. They are often not familiar with boutique port wines, being only familiar with the big brands and not trusting the quality of some less famous producers. When tourists buy port to bring home as gifts, their friends or relatives do not know about port and do not show much appreciation and don't know how to drink the wine.

4. Future possible strategy for the development of port wine experience?

Government promotion is necessary. The current tourism infrastructure, preparation and supporting are not ready for the Chinese market, for example in the way there is an almost complete lack of Chinese language materials and no Chinese speaker in any cellar to welcome Chinese tourists.

There is no quality control for tours or tastings. Anyone can do tastings, anyone can be tour guide. That may affect the future if tourists had bad experiences.

5. Will Chinese food with port be a good experience for tourists?

There are too many food variations, proper combinations require a lot of trial and error. It is better we can suggest more pairings for customers to try possibilities. My customers told me that port remind them of Sauternes, to pair with foie gras or pâté. I think LBV pairs well roasted duck or goose and white goes well dim sum.

6. What is the most important port wine experience?

Finding out what type of port the customer prefers, and let them taste. Customers often ask for my recommendation, but it isn't about my taste, it's theirs.

It is also very important to let them know the sweetness is natural, and not the result of added sugar.

Don't overwhelm customers with information. If they show interests, I will explain more to them.

Many Koreans visit Porto because of the Caminhos de Santiago. Christianity is very popular religion in South Korea.

Interview with a representative from a cellar's visitor center (S3)

1. How to deal with Chinese tourists?

There are not many Chinese visitors at the moment. Asian visitors are more difficult to connect and we should not treat all Asians tourists the same way, because they have very different cultures. We receive more Korean and Japanese visitors, while Korean being the highest number from Asia. Koreans smile a lot, but don't understand English well. Japanese are very polite and understand more English.

Chinese visitors usually come in family with old people and kids. Old people don't speak any English, but younger generations do. It is useful to learn a few words to welcome them and they will feel happy and more connected to the cellar.

Chinese visitors are more interested in sensory and visual experience than some technical knowledge. They prefer to take pictures than listen to some details in production. It's best to give them some space and time for themselves to explore on their own and not bog them down with info they lack interest in.

2. Are there any strategies or activities targeting the Chinese market?

There are currently audio guide and booklets in Chinese. But other than that no. They do not have special promotions for the Asian markets. The cellar does not offer free tour to operators to attract Chinese groups as some other cellars do. They receive more individual visitors than groups. For Chinese visitors, they come as family.

Even there are many Korean visiting; it was not because of any special promotion in Korea. Mainly because some Korean social media recommended the cellar and visitors follow the recommendations to visits.

The manager mentioned that there is a growing number of Asian visitors, especial in January, but Chinese is still a small portion.

3. What are the problems often encountered with Chinese visitors?

Language barrier is often a problem with Chinese visitors, as none of the staff can speak the language. Only simple English words can be used to explain.

Chinese tourists behave differently. The tourists ate their own food during tasting without asking for any permission. Asian tourists do not aware of privacy and do not realize that taking pictures of other people are unappropriated.

Asian visitors usually don't order cheese to pair with port during tasting. Some were interested when they see other visitors having. As they are not familiar with the local food, they may not want to try.

There are many differences in food and culture, especially food. It is important to explain in Chinese language for something not common in China.

4. Future or possible strategies that you think may be effective to attract Chinese consumers to enjoy port wine or visit port wine cellars

Having the menu in Chinese in the restaurant would be helpful. Chinese customers may not be familiar with Portuguese food and not easier to understand the description in English. It would be the best to have staff explaining to them how the dish is made and what ingredients inside. If staff cannot do so, having description of the menu in Chinese will make visitors more interested in trying the food. Many tourists don't know what they are eating, which is a pity and not a good experience for them.

Western style garden and the tranquility gives Asian visitors experiences that they don't have at home. The peacocks and rooster are also very interesting for Asian visitors, especially taking pictures and sharing on social media.

5. Will food pairing with port wine be a good tactic as promotion to the Chinese market

No, because Portuguese pride on their food will be a great obstacle, as restaurants won't be interested in adopting Chinese cuisine. However, could be a special event occasionally in restaurant or used as a promotional tool in China to gather interest and promote Port, as the Chinese consumer is largely unaware of both port and Portuguese food, thus would likely be more open to port should it be presented along with foods they are already familiar with. Port wine pairing with food, even Portuguese food is difficult though. People enjoy Portuguese wines with Portuguese cuisine.

6. What's the most important Port wine experience for tourists?

Asian visitors are more sensorial, interested in seeing barrels and smelling the aromas rather than learning very detailed information about port. She said that visitors would even join guided tour in Portuguese to just have the experience.

The tasting is the most important experience, with the usage of simple English words, not phrases to explain with help of the Chinese booklet. It is also important to discover the preferences of the tourists to cater to them.

Friendly staff with enthusiastic attitude, enjoying working and welcoming tourists are also important to give positive experiences to tourists.

Vintage port opening with tongs is also popular to demonstrate tradition and offer a unique experience, which no other wines can offer.

Interview with a representative of tourism department of a cellar (S4)

1. How do you deal with Chinese visitors?

Upon requests we provide Chinese language tours. It will improve Chinese visitors' experience as they will understand more and when they return home as ambassadors.

We offer experience combining fado shows, tasting and cellar tour, giving tourists an experience of Portuguese culture.

2. What is the existing strategy for the Chinese market?

We are betting on the growth of the Chinese market. We recently started the Chinese language tours, so we are still trying to understand what are the needs of the Chinese tourists, and if what we are offering is well accepted by them. We hope that as we receive more we will know better and have a strategy defined.

We have invited several tour agencies to inspect our Chinese tour in an effort to get more tourists through them. The agencies thought that the fado show is an unique experience that Chinese tourists will be interested in.

3. Problems encountered when dealing with Chinese tourists?

Language barrier is the biggest problem.

Many visitors are not used to the high alcohol content of port. We remind them about the alcohol. But they don't seem to mind the sweetness of port that much. Usually Chinese tourists choose to buy white and rose that are lighter.

4. Future possible ways to attract Chinese tourists?

For the time being, we are mostly working with travel agencies to make them interested and bringing more clients. Once we can maintain a good number of Chinese tourists, then we can hire a Chinese speaking staff to develop strategies better. Offer tailor made tours for VIP guests.

We started provide tax-free service in our shops last year, which interests Asian tourists the most. This should work well for Chinese tourists too.

5. What is most important for port wine experience?

It is important for visitors to try the wines before buying. If they try something they like and understand what they are tasting, they are more likely buying. This makes the whole experience more enjoyable for them.

To let people, know about the history and production of port, and encourage them to visit Douro, cellars and take boat trip. Knowing different categories of port and find out what they like.

For visitors don't have much idea about port, we have the museum and 5D cinema to get introduction before the tour. Visual information is important as well, using pictures and visually appealing colors as well as video presentation.

We also provide artisanal sangria made with port for people not used to strong alcohol

We are going to have a workshop to teach people to do cocktails with port.

Besides standard and premium tastings, we also have tasting pairing with chocolate, cheese, ham, Portuguese dessert such as pastel de nata.

Interview with a representative of a hotel group, including a wine hotel (S5)

1. What are your existing strategies for the Chinese market?

We are establishing distributions mainly through Booking and Ctrip.com because it is low cost and based on commission. These online distributions are important to reach a lot of target customers quickly. At this stage, building distributions is the strategic step for the Chinese market. The second phrase will be hiring agency to increase publicity and build brand in China. We will be proactive in press trips since we already started the distributions in China.

For the global strategy the hotel always tries to promote destination, for our long strategy is to make the market bigger as opposed to simply increasing the market share. We are more PR based than doing advertising, so we use more press trips and key opinion leader for publicity. We find that word of mouth publicity is worth more than advertising. When you are talking about destination or experience, third party approval is important in communication and conveying the messages. Since we opened the first hotel, we have invested a lot in PR agencies and press trips promoting the hotels, Porto and the north Portugal as destination.

2. Problems developing the Chinese market?

Language barrier and limited distribution are two main issues for the Chinese market.

Porto is not as famous as Lisbon for Chinese, that makes it a lesser popular destination. But that's normal. The emerging markets first travel to all major cities and expand their destination options.

I think wine marketing has an issue that people tend to overcomplicate things. For wine lovers, it may be great. However, it can be frightening for people don't understand wine.

3. What is your future and possible strategies?

We can give the whole experience to Chinese visitors. We have a few press trips trying out such experiences. For example: First day, we arrange the journalists stay in our historic hotel in center of Porto to experience the authentic Porto feeling. Day two, they travel by train or boat to our hotel in Douro Valley and experience the rural luxury. They can take river boat from the hotel to vineyards and understand the port wine better. Last day, they have a full luxury experience in the 5-star hotel with vinotherapy spa, dining in 2-star Michelin restaurant and visiting wine tasting depending on the audiences.

Even as a wine hotel, wine tasting and knowledge is important for the hotel, but cannot be the only focus. As a luxury hotel, we offer guests experiences beyond wines. We want to provide wine experiences to our guests at the levels they are comfortable with. For example, we have 4 different wine lists of wine book, wine magazine, light hearted wine list with how to taste wine cartoon and a simple wine list for people just want to have a glass of wine. I think that the Chinese visitors are more likely to join master class and experiences that.

Partnering with airline for promotion. And working with strategy partners for target customers.

4. What are the important port wine experiences you would recommend to your guests?

I would recommend them to visit some of the cellars, which amazed me when I first visited a cellar. Visitors can get a sensory experience in the cellar, such as the aromas of the barrels, flavors when tasting, knowing about how port is made, interactions with staff, etc. Port wine is the historical foundation of Porto.

Wine festival for wine lovers to meet producers, masterclass with sommelier in our cellar are experiences for people who are interested in wine. For those just want to try some port, they can have a glass at the bar, enjoy the great view of the city and Douro River from the terrace. This can also be a good experience.

Many people are coming to Porto the first time, I think they need to see the great view of the city.

Interview with a tour operator receiving Chinese tourists in Portugal (S6)

1. What means do you employ to attract Chinese tourists?

Mostly customer referrals as well as cooperation with travel agencies in China.

2. Do you think Chinese tourists are interested in Port wine or the region? How much do they know about port?

They show interest but seem to lack any knowledge other than the awareness Port wine is famous.

3. What are the major problems faced for promotion and organization of tour to wineries and cellars?

Usually we don't face many troubles. Normally in the tours the wineries organize a meal at the end of it. However most tours stay in Lisbon and don't go to Porto.

4. Are the Chinese visitors interested in the local food or do they prefer to stick with their own cuisine?

Normally both types are provided during the tour. They are only used to Chinese food, but enjoy occasionally sample some of the local food, and normally have a positive impression of it.

5. What do Chinese tourists enjoy doing in their visit to Portugal?

Sightseeing, and taking lots of pictures

Interview with a tour operator receiving Chinese tourists in Portugal (S7)

1. What means do you employ to attract Chinese tourists?

Through the travel agencies in China, that offer tours, usually including both Portugal and Spain. Sometimes we offer tours to individuals on business trips as well.

2. Do you think Chinese tourists are interested in Port wine or the region? How much do they know about port?

Only a few customers show interest in it, with the majority not knowing anything about it. They often have awareness of wines produced by other European countries like France and Italy.

3. What are the major problems faced for promotion and organization of tour to wineries and cellars?

Time. Visitors usually take a 7-day tour of Portugal and Spain, and only spend 1 or 2 days in Portugal, most of which are spent on Lisbon. Only those tourists with the most in-depth tour have time for winery visit.

The cancelation of the direct flight between Beijing and Lisbon also caused a decrease in the flow of Chinese tourists to Portugal.

4. Are the Chinese visitors interested in the local food or do they prefer to stick with their own cuisine?

Group travelers tend to prefer Chinese food, while individual ones are more open to local cuisine.

5. What in Portugal appeals the most to Chinese tourists?

Most don't know anything about Portugal only the young generations know about Cristiano Ronaldo and may therefore know some things about the country. The oldest only come here because the tours include both Portugal and Spain. People on the tours aren't really interested in beach, churches and prefer to sleep on the bus and come out for a bit and take a few pictures, so they can post on Wechat.