



MASTER THESIS

DEVELOPMENT OF A WINE TOURISM STRATEGY AT CHÂTEAU CHAUVIN

– GRAND CRU CLASSÉ SAINT EMILION

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June 3rd 2020

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ABSTRACT

For the last decade, wine tourism started to be a major department at a winery, having a direct impact on its marketing and communication strategy, and its direct sales. Acquired recently in 2014 by Sylvie Cazes and her children, Château Chauvin is undergoing a major renovation project. With the new face of Chauvin, the owners felt the necessity to enter the wine tourism industry. The objective of this project is to develop a wine tourism strategy at Château Chauvin. As the project manager, the author of this study did a benchmark of 42 Châteaux of the main Bordeaux wine regions, based on the touristic offers they are providing, to have a general idea about the wine tours found around Château Chauvin and be able to position Chauvin strategically. An online questionnaire targeting wine consumers was spread via different channels in order to collect information related to the demand and needs of wine tourists. This project shows the potential of creating a concept behind Château Chauvin that can differ from the neighboring offers by giving the visitors an experience while learning the technical part and enjoying the landscapes in a relaxing environment.

Key words: Wine tourism, wine tours, experience, visitors

DEDICATION

I dedicate this thesis...

To Whom guided every step and opened for me big doors

For my parents and sister that believed in me

For my friends and special WINTOUR people who supported me along these two years

I am indebted to you for who I am today

Chapter I: Introduction

Wine is being categorized as a lifestyle drink and a product desired by a wide range of consumers. To better immerse these consumers in this new behavioral style, retain them as loyal clients and find a new sales channel, wineries felt the need to create a new product: Wine Tourism (Okech, 2016). Wine tourism can be defined as “a *visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factor for visitors*” (Hall & al., 2000). More precisely, it is “a *bundle of activities, services and benefits that constitute experiences*” (according to Medlick & Middleton, 1973, *cit.* by Okech, 2016). This experience is what will make the visit to a winery engraved in the visitor’s memories and will help strengthen his loyalty to the brand.

For the past years, wine tourism gained more importance and started to grow in many regions over the world. It is an activity targeting a wide range of market segments and it is not oriented anymore to wine connoisseurs or wine lovers only. Visitors are attracted to the landscapes and authenticity of the place more than the quality of the wine (Sigala & Robinson, 2019). Wine tourism is also a main point of direct sales as shown in the results of the study lead by VinterActive LLC in 2018, where 32% of direct sales in the United States of America are related to the tasting room sales compared to 10% for the e-commerce. Same result was obtained after a study done by Great Wine Capitals in the main worldwide wine capitals, where 32.1% of the questioned wineries said that their most important distribution channel is the direct sale at the winery.

Bought in 2014 by Sylvie Cazes - owner of Bordeaux Saveur wine tourism agency, le Chapon Fin gastronomic restaurant and co-owner of Château Lynch-Bages - Château Chauvin is enduring renovations during 2021 after the acquisition of new vineyards and the necessity of more space for the constantly increasing production volume. In the frame of the importance of the wine tourism department within a winery, to increase its visibility, consumer’s loyalty and sales, Sylvie Cazes and her family took the decision of creating a wine tourism activity at Château Chauvin. This product will allow the visitors to immerse in the experience of the path taken by the grapes from the vine to the bottle.

Château Chauvin is located to the north-west of Saint-Émilion, close to the Pomerol appellation. The history of Chateau Chauvin started in 1852 when it was acquired by Jean Fourcaud-Laussac, after the ancient grand fiefdom of Corbin was divided into multiple properties at an auction. Mr. Fourcaud-Laussac also bought what became nowadays Château Cheval Blanc.

In 1891, the chateau was bought by Victor Ondet who was searching for a village residence - "Folie". Under the ownership of Henri Ondet, Chauvin was selected to be among the estates that entered the Saint Emilion 1954's classification and preserved its ranking till present as a Grand Cru Classé.

Chateau Chauvin stayed with the Ondet family until 2014 when Sylvie Cazes and her children acquired the estate and are continuing the work carried out by the Ondet family while giving Chauvin the assets needed to succeed in this new page in its history.

From February till June, the internship took place at the headquarters of Domaines Sylvie Cazes in Bordeaux and at Château Chauvin in Saint Emilion. The main duties were divided among several departments (marketing, communication, commercialization, wine tourism) all related due to their parallel tasks and similar objectives. As the project manager of wine tourism, the tasks done were brainstorming with the owner Sylvie Cazes to understand what are her needs and opinions, studying the architectural plans of the new cellar and the vineyards plans to project in the future estate, visiting other Châteaux with varied wine touristic offers to get an idea about the provided activities, and reading references to understand better wine tourism in general.

Along with creating a wine tourism strategy for the Château, other main duties of the internship were to help managing the "en primeurs 2020" campaign by working on the marketing tools (flyers, technical sheets, wine samples in tubes...), and on the commercialization part related to professional tastings with *négociants*, preparing a sales argument and sharing with them all the marketing tools useful to promote the wines of Château Chauvin. In addition, communication was an important part of the internship, where the intern had to manage all the social media platforms of the company, set a strategy and a posting calendar, and develop scenarios in collaboration with the videographer to promote the new vintage 2020 and other food and wine pairing videos.

And to have a fully fruitful experience in the Bordeaux wine industry, the internship was also focused on preparing all the recommended application for the 2022 Saint-Emilion Classification that is done every 10 years categorizing the participating Châteaux into classes: Premier Grand Cru Classé A, Premier Grand Cru Classé and Grand Cru Classé.

Working in these departments allowed the intern to understand and deepen the knowledge in the special Bordeaux wine sector from the typical “en primeurs” system to the historical classification system.

Château Chauvin does not have a wine tourism department, and with the renovation plans and the importance of having a direct relationship with its clients, the Château set an objective to develop its touristic part. For that, the intern was assigned the role of Wine Tourism Project Manager, where 5 months were dedicated to analyse the situation and the market, in order to create an adequate wine tourism activity suitable for Château Chauvin and its visitors.

This report starts with a literature review that defines wine tourism and shows numbers around the world and specially France with a zoom on Bordeaux, and explains the impact of COVID-19 pandemic on the wine tourism sector. Second, the current situation of Château Chauvin was analyzed and the results of the benchmark grouping several Châteaux from the Bordeaux region was presented. After this section, the new wine tourism strategy proposed follows based on a quantitative survey targeting any potential wine visitor, and developing the necessary parts for the project's implementation.

Chapter II: Context

LITERATURE REVIEW

1. Wine Tourism

1.1. Definition and importance of wine tourism

Research focused on wine tourism and the development of this sector, date back to the 1990s (according to Carlsen, 2007, *cit.* by Vesela and Malaka, 2015). The history of wine tourism is considered recent (Potevin, 2020). It started in Europe in the early 20th century (Tannhauser, 2013) and grew fast in the Nappa Valley in California after the creation of the first wine tourism experience in 1966 (Marty, 2020). But in fact, it started way before the 20th century, the description of vineyards was found in medical books from ancient Greece and Rome. And later in the 16th century, women, of the european aristocratic class, were doing educational trips around Europe's vineyards (Marty, 2020). Wine tourism is an important element in gastronomy tourism and is considered as a strength in the diversification of the touristic strategy of many destinations (UNWTO, 2016). It is more than a winery tour, it is defined as being an experience related attraction (according to Getz and Brown, 2006, *cit.* by Sigala and Robinson, 2019). It put forward the identity of the destination, its cultural, economic and historical values (Rifai in UNWTO, 2016).

The purpose of the wineries is to attract, educate and build a long-term relationship with their visitors (Marty, 2020). Wine tourism is used as a marketing tool to promote the brand and increase its financial benefits (Sigala and Robinson, 2019). It impacts the revenue of the winery and can be a key sales channel for many regions (according to Rüdiger & Hanf, 2017, *cit.* by Remeňová & al., 2019). Wine tourism also has an impact on the economy of all the region, boosting many other businesses such as restaurants, hotels and shops contributing indirectly in the increase of employment (according to Lekić et al., 2018, *cit.* by Remeňová & al., 2019). People are searching more for short term stays' holidays, and wine tourism is part of this category and thus it is becoming increasingly popular (according to Govindasamy, Kelley, 2014, *cit.* by Vesela and Malaka, 2015).

1.2. Wine tourism in numbers

Wine tourism is rising and it is leading the growth of all the tourism sector. It is reaching a growth of 5 to 10% per year (Potevin, 2020). This mainly happened with the increase of the New World wines: in the United States of America during 2014, fifteen million travelers had a wine related trip. Wine tourism accounted in the world economy in 2016 for 20 billion euros of direct revenue, and is worth now more than 50 billion euros (Angelillo, 2018 ; Potevin, 2020).

Wine tourists spend more money usually than the average traveller and they spend around six days longer exploring several regions of the country (Novakovich, 2019). Wine tourism is an activity that affects the increase of the turnover by 20% for wineries (Potevin, 2020).

2. Wine tourism in France

France is the second wine tourism attraction having 10 million wine tourists per year (pre-covid), after the United States of America (15 million wine tourists) (Potevin, 2020). In France, wine tourism generates 5.2 billion euros of annual revenue, and the number of tourists visiting wineries is increasing by 4%. As for the profile of wine tourists, 40% are foreigners coming mainly from neighboring European countries (FNCA, 2019). The number of foreign wine visitors increased by 40% from 2009, compared to 29% of French clients (Charel, 2020). Belgian and British accounting for half of these visitors. But France is also receiving waves of wine tourists from other continents such as Asia (Atout France, n.d). Wine tourism demand in the country has grown by 50% in the last 10 years (Narby, 2021).

France has several wine regions and the percentage of visitors in 2016 was distributed as shown in the figure 1 below.

2021). The busiest months are between April and September grouping 72% of the tourists (Gironde Tourisme, 2020).

The regions of Saint-Emilion, Pomerol and Fronsac attract 44% of the wine tourists arriving in Bordeaux. In other words, this is equivalent to 4 visits over 10 (Gironde Tourisme, 2020). Saint Emilion is a medieval city, the oldest wine producer region, and its landscapes of vineyards are the first to be listed as a UNESCO World Heritage site (Les vins de Saint-Emilion, n.d). It is well-known for its prestigious red wines and its reputed classification of Grands Crus Classés (Rue des vigneron, n.d). With 7500 hectares, Saint-Emilion is one of the biggest Bordeaux wine regions producing 2.4 million bottles of wine per year divided between more than 800 estates. Saint-Emilion created its own classification system and this system is updated every 10 years (The wine cellar insider, 2020).

Unfortunately, these figures saw a decrease in the early months of 2020 with the propagation of the Coronavirus (COVID-19) pandemic.

4. COVID-19 Impact on the wine tourism sector

Coronavirus (COVID-19) was identified for the first time in 2019 in Wuhan, China (WHO, n.d). This virus created a worldwide economic crisis affecting the loss of many jobs and putting millions of livelihoods at risk (Chriscaden, 2020). The tourism sector has not escaped the norm of being directly targeted by the border closure, along with all the confinement restrictions banning hotels, restaurants, events and gatherings. This put 100 to 120 million jobs at risk (UNWTO, 2021).

The UNWTO shows in the graph below (Figure 2) how the pandemic affected the number of tourists that dropped between February 2020 and December 2020 (UNWTO, 2021). Compared to the previous years, the numbers of tourists decreased by 74%, a decline of 1 billion, whereas in 2019 the international arrivals reached 1.5 billion (Figure 3) (Richter, 2021).

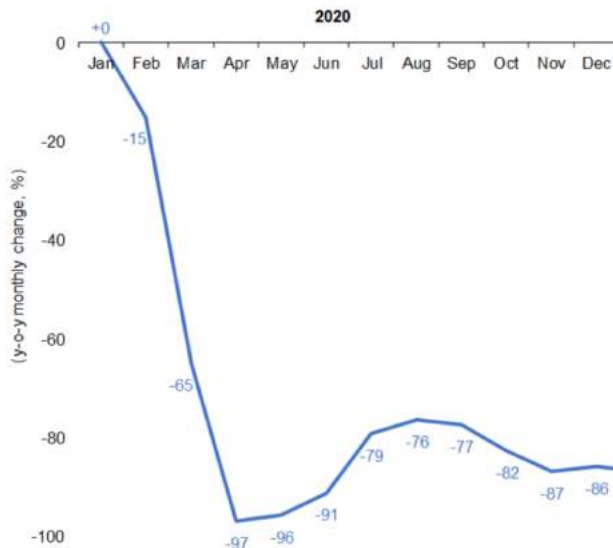


Figure 2. International tourists' arrivals in 2020 (Source: UNWTO, 2020)

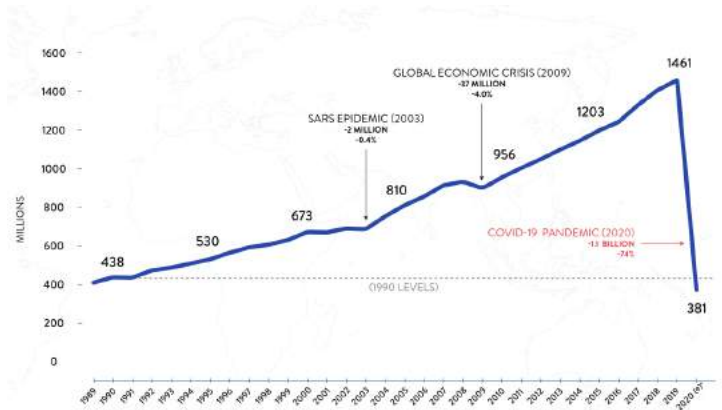


Figure 3. International tourists' arrivals from 1989 till 2020 (Source: UNWTO, 2020)

Being a sub sector of tourism, wine tourism was also impacted by the COVID-19 pandemic. Based on a study done by Winetourism.com, 53% of the wineries lost more than 50% of their wine tourism activity's income, with 83% of them dealing with a decrease of more than 50% of international visitors (Winetourism.com, 2020).

In France, and mainly in Bordeaux, 65.5% of the wineries questioned, lost more than 50% of their wine tourism activity's income, and 79.3% saw a decrease of more than 50% of international visitors (Winetourism.com, 2020).

These numbers point out the drastic impacts that the pandemic caused on the tourism sector in general, and the wine tourism activity specifically. But despite this situation, wineries worked on alternative wine touristic activities such as using the digital tools to keep the contact with their clients and engage their followers through online tastings, online classes and many other online activities (Great Wine Capitals, 2021).

For the last decades, the development of wine tourism was increasing (Great Wine Capitals, 2021). Wineries have faith in the relaunching of tourism and they are preparing for this new wave to bring back wine tourism as an essential "to-do" post-COVID trip.

5. Wine Tourism post-COVID

With a positive mindset, wineries are preparing for the launching of the wine tourism activity after the COVID-19 crisis. 80% of the surveyed wineries by Winetourism.com, believe in the growth of wine tourism during the upcoming years, and 32% are willing to increase their investment in the wine tourism department (Winetourism.com, 2020).

The sector already adapted to the crisis and started to innovate digitally. But having also the advantage of taking place outside, between the vines and in small groups, will make the visitors more comfortable to go and physically visit the winery (Charel, 2020).

With the increase in the interest of people towards sustainability, this pandemic will help the wineries to rethink their wine tourism strategy by working and creating sustainable products, services and processes. They should be more focused on the environmental impact, the safety of their employees and the social responsibility, in order to attract more future concerned visitors. These trends have arisen among all the actors of the wine tourism chain, from the agencies, distributors, public sector to the consumer, and will be one of the essential criteria for choosing their wine destination (Great Wine Capitals, 2021).

The majority of the wineries (58%) believe that wine tourism will recover by 2022. French wineries are the most optimistic, 41% believe in an early boost of the sector by 2021. This is mainly due to the increase in domestic visitors in France. In Bordeaux, 96% are divided between both good scenarios of 2021 and 2022, and 79.3% see a growth in wine tourism (Winetourism.com, 2020). With only 20% of the potential of wine tourism exploited in Europe, and France being an important wine touristic region (Potevin, 2020), the post-COVID's comeback of wine tourism will be flourishing.

PROBLEM STATEMENT & OBJECTIVES

Wine tourism has been a trending tourism activity for the last decades. It is spread in all the wine regions worldwide among small and big producers. It does not only profit the winery, it helps grow all the region by initiating the visitors to spend more days in the place and thus spending money in several activities, hotels, restaurants, and other rentals.

Wineries realized the necessity of having another product to offer to their clients. They needed to be in direct contact with their consumers, understand what they want and show them the history, the values and the *savoir-faire* of their winery. On the other hand, the interest of the consumers in learning and deepening their knowledge in wine, increased, motivating them to go beyond the bottle of wine and to discover the secrets behind this fermented grape juice. These two needs met within the activity of wine tourism.

Wine tourism did not only create a new source of income to the wineries, but also increased their direct sales, built strong relationships with the final consumer, increased their brand loyalty, and created brand ambassadors.

With the importance of wine tourism, the coming back of tourism after the COVID-19 pandemic and the renovation of its cellar before the upcoming vintage, the owners of Château Chauvin, Sylvie Cazes and Julie Regimbeau, took the decision to implement a wine tourism department. Being located in Saint-Emilion, the most visited wine region in Bordeaux, near the prestigious Pomerol Appellation, and surrounded by famous worldwide Châteaux such as Cheval Blanc, are important opportunities for Château Chauvin to rely on and define its location as a must visit wine tourism site.

From this challenging project, many questions may arise:

- How to differentiate the wine tourism offer of Château Chauvin from neighboring Châteaux?
- Who is Château Chauvin's targeted wine tourists?
- Being a small château with limited structures, how will Château Chauvin attract visitors?
- What are wine tourists searching for in a wine touristic offer after almost 2 years of pandemic?

Hence the following problem statement: **“Development of a wine tourism strategy at Château Chauvin a Saint-Emilion Grand Cru Classé”**.

The objectives of this project are to create a wine tourism activity adapted to the resources of Château Chauvin while being distinguished from neighboring offers, in order to promote the Château and its wines among final consumers, increase direct sales from the boutique, and understand who are Chauvin’s clients for a better promotion strategy.

To answer the problem statement stated above, a preliminary study has to be done to understand the wine tourism concept, its importance around the world zooming in to France and more specifically Bordeaux and Saint-Emilion, ending it with an overview about the COVID-19 impact and what are the expectations of the wine tourism sector after this pandemic. Second, the actual situation of Château Chauvin was explained and a SWOT analysis established to better frame the situation. In the last section, a wine tourism strategy was proposed to be implemented at Château Chauvin meeting the objectives and needs of the company.

Chapter III: Situation Analysis

3.1 Current wine tourism situation at Château Chauvin

Since the acquisition of the Château by Sylvie Cazes in 2014, Château Chauvin has been open to visits for professionals in the sector and for individuals. Visits to the estate are carried out either by the owners - Sylvie Cazes and Julie Régimbeau - or by the Château Chauvin technical team. At the moment, there is no service dedicated to wine tourism. The objective of the owners is to share the history and know-how of Chauvin with people involved in the daily life of the estate.

Currently targeting professionals of the wine sector, and being part of the Domaines Sylvie Cazes group (a group formed of Château Chauvin, Chapon Fin and Bordeaux Saveurs), Château Chauvin organizes some of its receptions in collaboration with Le Chapon Fin - a gastronomic restaurant located in the historic center of Bordeaux. The Domaines Sylvie Cazes group also owns two apartments located on Place des Quinconces in Bordeaux, an elegant and intimate place to discover the wines of the Château during private lunches and dinners.

In 2020, the owners decided to launch an ambitious cellar renovation program in order to have a production tool that meets their qualitative ambitions for the wine. With this renovation, a space will be dedicated to tastings, visits and the sale of wines.

The current situation of Château Chauvin shows the non-existence of a wine tourism department and the need of implementing it.

3.2 Benchmark

3.2.1 Methodology

In order to know how to position the wine tourism activity at Château Chauvin, offers provided by other Châteaux were needed to be analyzed. To do so, a benchmark targeting Châteaux from the main Bordeaux wine regions took place: Saint-Emilion, Pomerol, Fronsac,

Medoc, Graves and Sauternes. The Châteaux were chosen based on their notoriety and their wine touristic offers. The benchmark tables can be found in Annex I.

To understand the offers available on the market, the benchmark targeted the activities, their availability over the week/year, the languages available for the visit, the number of wines tasted, the visit duration and the price. The activities were grouped under 15 categories to better frame the different propositions. The information was collected from the website of the Châteaux studied.

3.2.2 Results and discussion

The first graph shows the categories of wine tourism activities provided by the 42 Châteaux studied (Figure 4). The number of total activities in this graph is higher than the number of Châteaux because one Château can have several wine touristic offers.

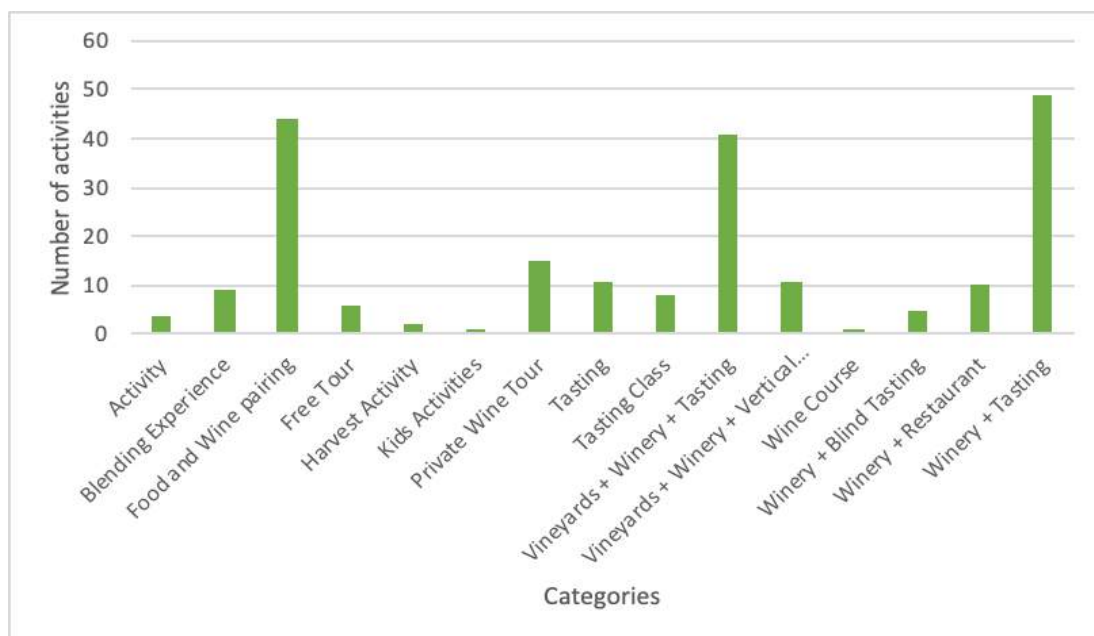


Figure 4. Categories of wine tourism activities provided by Châteaux

49 offers consist of a winery visit followed by a tasting. 44 integrate food to the wine tasting and provide a pairing session, while 41 activities start mainly in the vineyards before visiting the winery and ending by a tasting. Among the other touristic offers, “private wine tours, vertical tasting, only tasting and blending workshops” were also present.

The opened days per week were taken into account in order to help know the demand preference of the visitors. For example, figure 5 highlights that 20 of the Châteaux are open 7 days, in other words, visitors are planning winery tours also during the weekends so Châteaux should be available for their reception on Saturdays and Sundays. Note that with the pandemic, most visits should be scheduled over an appointment.

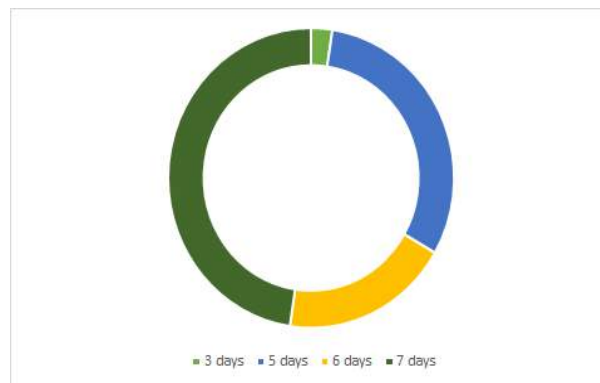


Figure 5. Number of opened days per week

All the Châteaux studied in this benchmark, propose their offers in French and English. The third most used language is Spanish (by 8 Châteaux), and other languages spoken by less than 2 estates are German, Norwegian, Dutch, Italian, Portuguese, Russian, Chinese and Japanese. In addition, digital tours done using a tablet are given in several languages.

Regarding the number of wines, the majority of the activities (72) offer 3 wines during the tasting as shown in the figure 6 below.

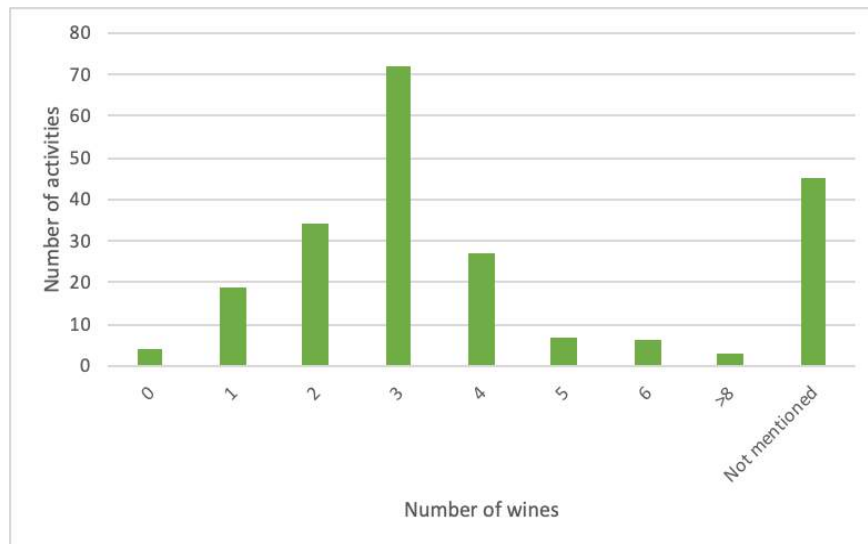


Figure 6. Number of wines offered for the tasting

98 of the wine touristic activities have an average duration between 1 hour and 1 hour 30 minutes.

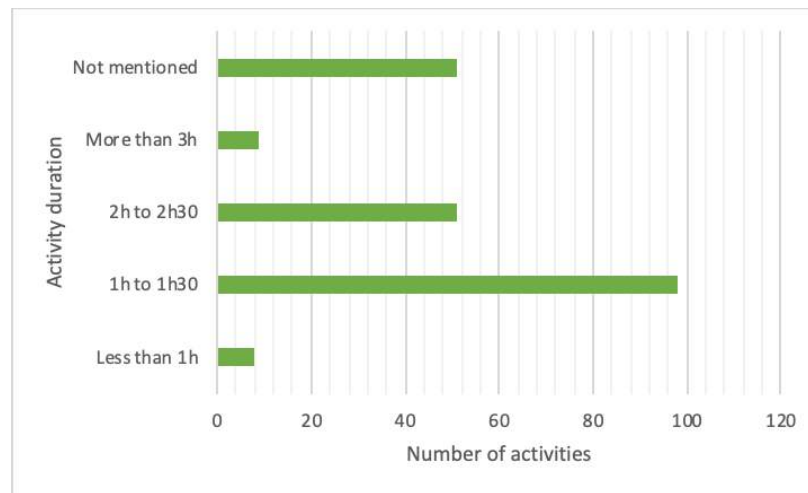


Figure 7. Wine tourism activity duration

The price of the wine tourism offers differ between wineries based on their classification, the number of wines tasted, the activity and if it is privatized. One activity can have many prices depending on the number of people - more people per group, cheaper the price. Or they can have a fixed price per activity for a specific number of people, and this price will be divided among the participants; for example, one activity costs 320 euros for a group between 1 and 19 people, so no matter the number of visitors, the Château will charge his service 320 euros. And others do a special price for kids under a certain age, or change the price between weekdays (Monday to Friday) and weekends (Saturday and Sunday).

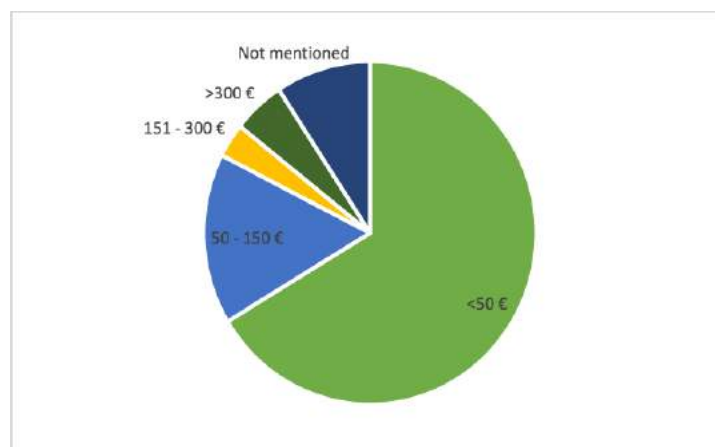


Figure 8. Wine tourism activity prices

66% of the activities offered by the 42 Châteaux have a price less than 50 euros, compared to 24.5% more than 50 euros.

3.2.3 Partial Conclusion

From this benchmark that targeted 42 Châteaux from the most important Bordeaux wine regions, the following can be highlighted:

- The main offers are a winery tour followed by a tasting, to that a vineyards visit can be added and some food and wine pairing sessions;
- The majority receive visitors all week round (7 days);
- The tours are provided in French and English and most of them offer 3 wines to taste after an average visit of 1 hour to 1 hour 30 minutes;
- Prices vary based on many criteria but the larger number of activities is under 50 euros.

3.3 Quantitative Study

3.3.1. Methodology

Quantitative study is a data collection technique that allows the researcher to analyze behaviors, opinions, or even expectations in quantity. The objective is often to deduce statistically measurable conclusions. Quantitative study makes it possible to prove or demonstrate facts by quantifying a phenomenon. This study technique uses the questionnaire or panel survey to collect data for analysis. The results, expressed in numbers, take the form of statistical data that can be represented in graphs or tables (Claude, 2019).

In order to analyze the needs of the wine tourists, a quantitative survey (Annex II) was prepared using Google forms, and was spread online (LinkedIn, Facebook, Whatsapp) among different types of people, from different backgrounds and ages. The questionnaire method was used with closed questions in a multiple-choice format for some questions. To better know the sample, personal questions were first asked: age, gender, country of origin and type of consumer. The questions were short and pointing at specific subjects. The population sample was chosen randomly. The results group 106 responses. Since some questions were eligible for multiple

answers, the actual total result was higher than 106. To better interpret the answers, these results were transformed into percentages by dividing the total of each answer over the sum of all the answers for this question, and multiplying it by 100. In this case, the total obtained is 100%.

The objective of the quantitative survey is to know the expectations of the wine tourists regarding a winery tour. The results helped develop the wine tourism strategy at Château Chauvin.

3.3.2 Results & Discussion

The first graphs help introduce the population that answered the questionnaire by showing the age groups, their gender and their country of origin.

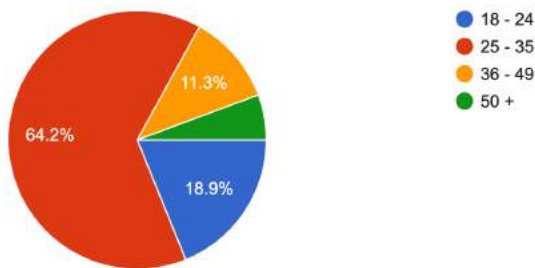


Figure 9. Age groups

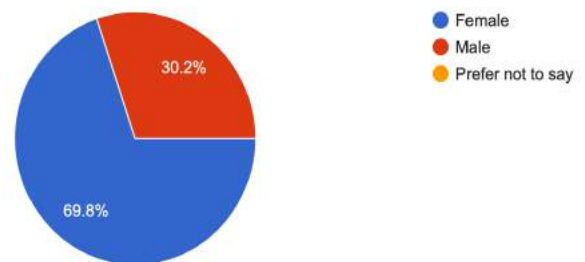


Figure 10. Gender

The results show the diversity of the sample that has a positive impact on the study to get different opinions from a wide range of cultures around the world. The main countries represented were Brazil, Canada, France, Georgia and Lebanon, along with the minorities from Argentina, Armenia, Belarus, India, Italy, Kazakhstan, Mexico, Montenegro, Nigeria, Philippines, Portugal, Russia, Spain, Slovenia, the United States of America and the United Kingdom. 64.2% belong to the age group 25 to 35 years old. Representatives were mainly females (69.8%).

The sample is represented by a majority of wine drinkers (42.5%) (people that drink wine but do not have knowledge about it), followed briefly by wine experts that work in the wine field or have deep knowledge about it (36.8%). This is also a sign of the diversity of the population and the heterogeneity of the results being representative of several types of wine tourists.

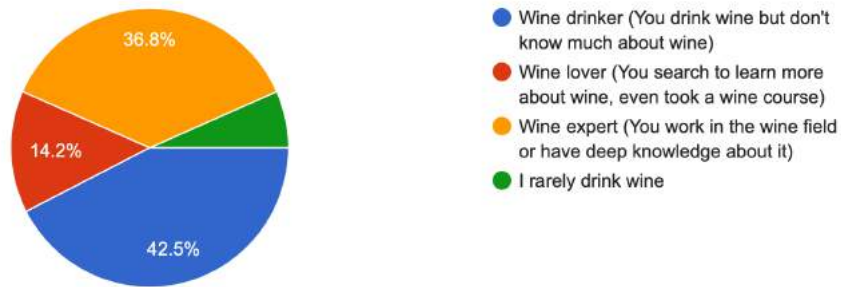


Figure 11. Type of wine consumers

After having an idea about the population represented in this questionnaire, another category of questions related to their wine tourism expectations and needs was exploited. Six questions are grouped under this category.

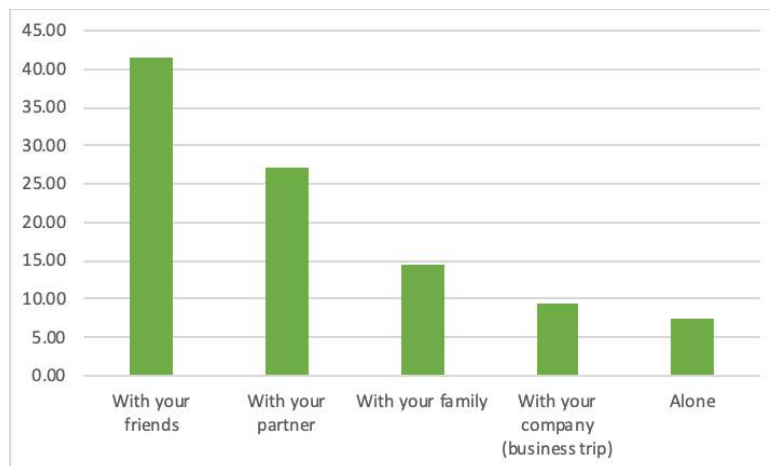


Figure 12. Company preference

Doing a wine tour with friends was the preferred option among the others (41.6%). The second option being with a partner (27.1%), followed by the family (14.5%), business colleagues (9.35%) and 7.5% prefer to visit alone. These results show that wine tourism is more about sharing the experience with others, enjoying the tour in a convivial spirit.

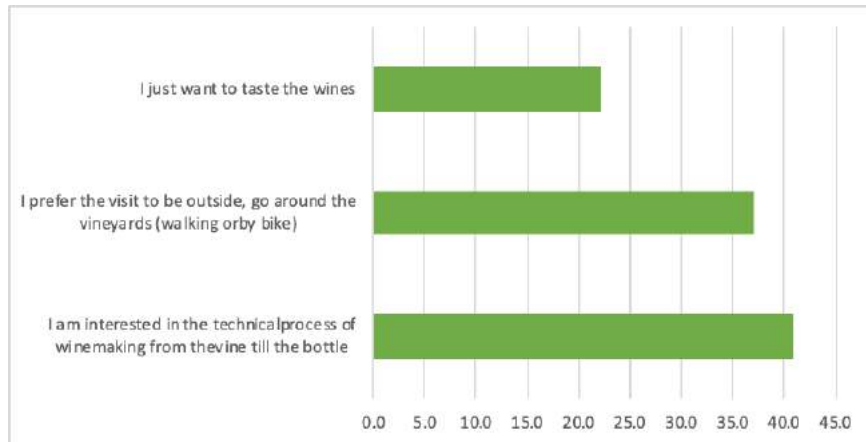


Figure 13. Theme interest

The interest in the technical process from the vine till the bottle (40.7%) and the preference of having the tour outside (37.1%), share an approximate result. 22.2% do wine tours just to taste the wines. Visitors are interested in learning about the processes that take place at a winery, they do a wine tour to deepen their knowledge in this field, and probably the COVID-19 pandemic solicited them to be more outside after spending months inside their place.

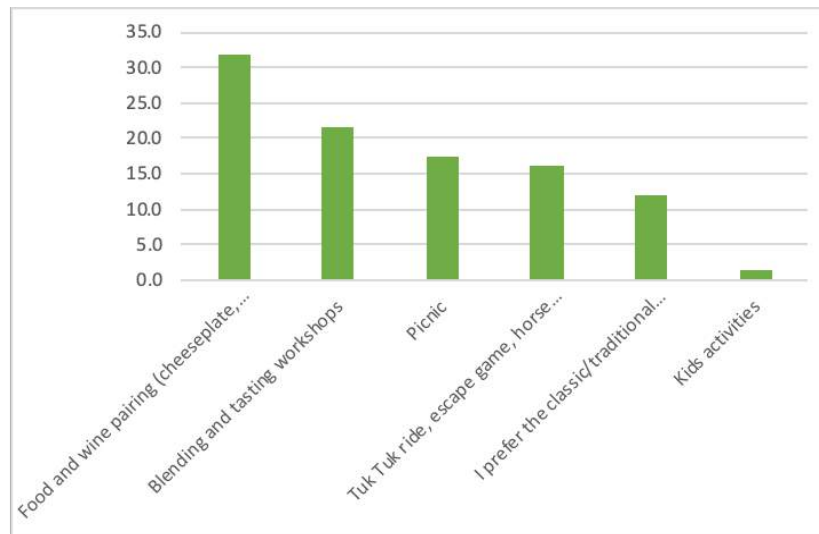


Figure 14. Interest in additional activities

The figure 14 shows the additional activities visitors are interested in and might add to their winery tour. Food and wine pairing received the highest rate of responses (31.7%), followed by blending and tasting workshops (21.5%), picnic (17.3%), other activities such as horse riding (16.2%), and 12% are not interested in additional activities. Regarding the kids' activities, the rate

obtained is very low (1.4%) and can be explained by the profile of the sample, having a low number of parents with small kids that participated in the questionnaire.

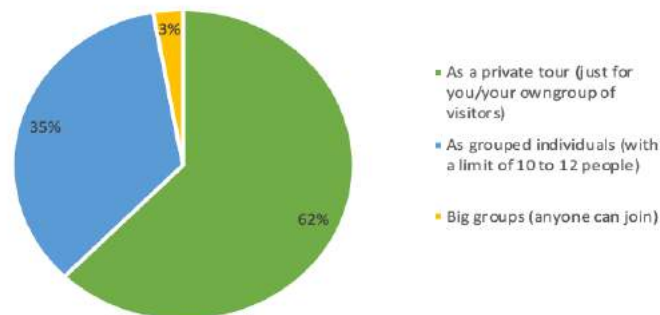


Figure 15. Type of wine tour

62% prefer to have a private wine tour dedicated to their own group (alone, couple or group), while 35% do not mind being grouped with strangers as long as the total number is limited to 10 or 12 people. This preference can be explained, first, by the pandemic situation where people are afraid to mix with others that they do not know, second, they belong to the same type of wine consumers or have the same objectives while visiting a winery, so they prefer to stay together without the intervention of another wine tourist style.

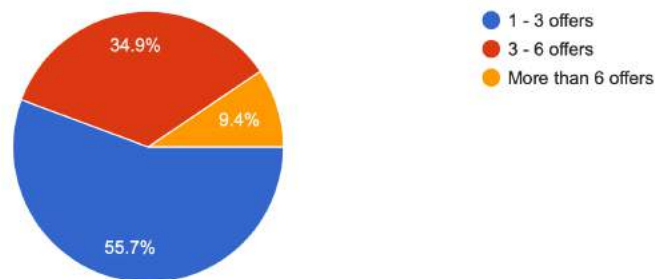


Figure 16. Number of wine tourism offers available at a winery

Each winery proposes several wine tourism activities. For some people the more the list is bigger, the more it gets confusing to choose. As proven by the above diagram, 55.7% of the questioned people prefer to have 1 to 3 offers to choose from, at the opposite of 44.3% who want to choose between more than 3 offers.

The last category of questions was related to the booking section. Two questions were asked: where they find the wine touristic offers and how do they book their winery tour.

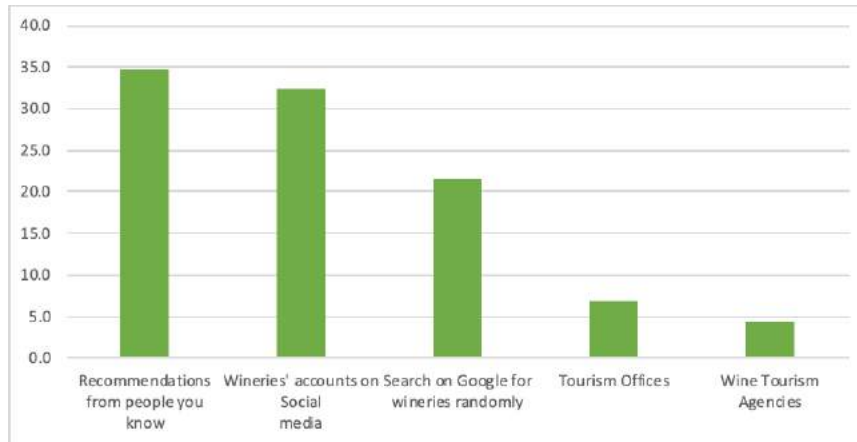


Figure 17. Channels used to find a wine tourism offer

With approximately the same result, wine tours recommended by friends or family (34.6%) and offers found on the winery's social media accounts (32.5%) were chosen by most of the answers. This highlights the importance of brand reputation and brand e-reputation. In fact, word-of-mouth in the online and offline worlds is getting powerful, a customer's feedback can lift the brand's notoriety as it can also destroy it. This is why wineries should manage their social media accounts and keep followers posted about new offers, and during the visits they should ensure a great experience to the visitors so they can talk about it and share this experience with their entourage.

Google also plays a role in wine tour research (21.6%). For that reason, wineries' website should be built with an adapted Search Engine Optimization¹ in order to increase their chances to appear on the first and most visited page of Google.

Tourism offices and wine tourism agencies were the least selected by the sample. This might be explained by the majority of the population that did the questionnaire, being mainly millennials (25 to 35 years old), and this generation is more internet oriented and used to reserve everything online by themselves.

¹ Search Engine Optimization: the process of improving the site to increase its visibility for relevant searches.

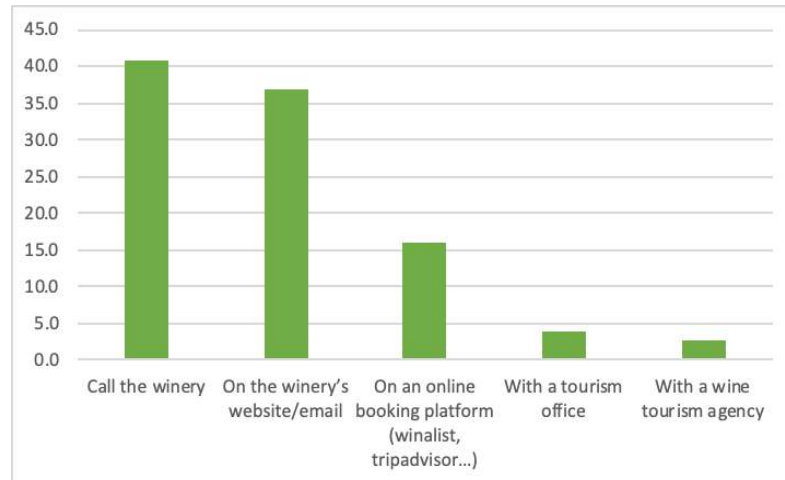


Figure 18. Channels used to book a wine tourism offer

40.6% prefer to book by calling the winery while 36.9% book online via the winery's website. Online booking platforms specialized in wine tourism or even internationally known platforms (16%), are getting popular lately due to their ability of grouping all the information needed regarding rentals and offers in a region or even a country, while also being capable to inform the visitors about a specific company or place. As in the previous graph (figure 17), few questioned people book through a wine tourism office (3.7%) or a wine tourism agency (2.7%).

3.3.3 Partial Conclusion

This questionnaire helps understand the expectations and demands of wine tourists. Despite the modest number of responses received, the results still show interesting information. The majority is between 25 to 35 years old and belongs to the types of wine drinkers that do not have knowledge about wine, and wine experts. Both types prefer to visit wineries with friends as a privatized tour just for their group, and are interested in the technical process of wine making while also wanting to spend time in the vineyards. They prefer to choose between three wine touristic offers and would opt for a food and wine pairing. Usually they search and choose their wine tours based on close people's recommendations and the social media accounts of the winery. They book the visit via a phone call or use the online booking option on the winery's website.

3.4. SWOT Analysis

Strengths	Weaknesses
• Classified Grand Cru Classé • Located in a well-known wine region: Saint-Emilion • Surrounded by important Châteaux: Cheval Blanc, La Dominique, Figeac • 40 minutes by car from Bordeaux •	• Small estate • No guestrooms • No restaurant • Not located in the middle of the village of Saint-Emilion
Opportunities	Threats
• Saint-Emilion attracts the majority of wine tourists in Bordeaux region • People can access by car, walking or biking • Direct train from Bordeaux • Presence of an airport near (Bordeaux's airport)	• High competition from all the Châteaux of the region

From this SWOT analysis, it is shown that Château Chauvin has many strengths to rely on and opportunities to profit from. Regarding the weaknesses, they should be decreased by turning them into positive impacts and avoid the threat by offering a different concept from the neighboring wineries.

Chapter IV: System Implementation

4.1 Overview

Château Chauvin is a Grand Cru Classé of Saint-Emilion Appellation located on the North East of Saint-Emilion near the Pomerol Appellation. It is surrounded by well-known estates such as Château Cheval Blanc, Château La Dominique and Château Figeac. Chauvin does not have historical French architecture or even big cellars and barrel rooms, or underground tunnels like most wineries in the region. It also does not have guestrooms, nor a restaurant. The Château is currently undergoing renovation and construction works where new cellars and barrel rooms will be added, along with a tasting room and a shop facing the vineyards.

With the launching of its new cellar, Château Chauvin will start to welcome visitors to its new wine tourism activity. Being located in the middle of vineyards and surrounded by small villages, Chauvin is considered at the heart of the landscapes. Its location along with its small country house architecture, make Chauvin a village inside a village. This confers to the estate a characteristic not found within its neighboring Châteaux that, on the contrary, have new big cellars or magnificent old buildings dating back to two to three centuries.

From this typical situation, an attractive wine touristic offer had to be developed that would stand out in the region and make Chauvin knowable. To do so, several questions were listed: what is the objective of the wine tourism offer? What are the assets of Chauvin? What is the availability of means and resources? What can be offered?

4.2 Objective

This project aims at creating a wine tourism department at Château Chauvin with an attractive wine tourism activity, in order to increase the Château's notoriety among wine consumers, attract 500 visitors per year, increase its direct wine sales by 10% the first year, develop the portfolio of loyal clients, and get to know its clients for better targeted communication and commercialization processes.

4.3 Targeted Market

Chateau Chauvin wants to be accessible for all. No matter the age, the social class, with kids or in groups, bikers, hikers or even by car, wine lovers or experts, everyone is welcomed at Chauvin. The Château is composed of a one level ground floor and it is easily accessible by disabled people too.

The owners want the Château to be free from fences or big doors. Visitors will be welcome to enter freely. This is the spirit that will be implemented and will represent the image of the Château.

4.4 Proposed wine tourism attraction

In the history of Château Chauvin, a country house "Folie" was mentioned by one of its owners Victor Ondet in 1891. The château has this characteristic embodied in itself from the 19th century. In addition, six church bells surround the château belonging to the villages neighboring the place: Pomerol, Néac, Montagne Saint-Emilion, Saint Georges, Saint Christophe des Bardes and La Collegiale. Based on all the previously described situations, it was decided to position Chauvin as a village inside a village.

Château Chauvin will be promoted as an estate where visitors, coming to Saint-Emilion and Pomerol regions, can have a break to relax and refresh in the small yard of the château and around the vineyards. Bikers will be able to fix their bike if needed, fill up their water bottles and gather back their energy. Visitors searching to spend time far from the noisy city, will be pleased to grab their book and reserve their hammock leaned between two rows of vines. People looking for a place for their picnic, will also be served. Groups going around walking can gather and meet in front of the new modest cellar over a glass of Château Chauvin.

To be "Chauvin" in French, is to be proud of its land, and this is what will be shared with the visitors. As proud villagers, people will experience the serenity of the environment and the ambiance of conviviality and sharing. Chauvin wants to be simple and accessible to all.

Along with the village spirit, as the Château has a limited investment capacity the first year, a free tour in the vineyards will be proposed that can be taken walking or by bike. This free tour will feature stops around the estate explaining the main characteristics of the terroir, the varieties, the environmental approach, the winemaking techniques and the ageing process. The stops will be marked by a “totem” (piece of contemporary art or handcrafted item that attracts the attention) and arrows will help visitors go around. To make it more interactive, a recorded voice of the Technical Director explaining the steps can be built in each stand. Or visitors can scan a QR code using their personal phone, and be redirected to informative videos presented by the owners and employees. Visitors will in this case read the information provided but also hear the explanations via an audio or a video. This visit will be free of charge and no wine tasting is included. The purpose of this activity is to make people familiar with the place while having their stop at Chauvin to relax.

If people visit Chauvin during the working days of the employees (Monday to Friday), and want to taste the wines, they are welcome to do the tasting. Also, the shop will be open during the week proposing the available vintages of the two wines: Château Chauvin and Folie de Chauvin.

Once the Château will be available for higher investments and the demand for tours increases, the department of wine tourism will develop by hiring necessary human resources to cover the needs and objectives of the estate. And if necessary, the Château will be open 7 days a week. In the following part, future activities that fit the Château’s situation, will be recommended for the development of this department.

- *Activity 1: Classic tour*

Still preserving its popularity among wine tourists, the traditional classic tour based on a guided tour of the estate followed by a wine tasting is always a good offer to provide. The visits will be on appointment and can be privatized, if requested, for a supplement. Not to have the same technical speech, a storytelling should be built around the village spirit and the location of Chauvin surrounded by the five church bells. The visit’s duration being 1 hour and kids are welcome to join and will be served a juice during the tasting.

The benchmark (Annex I) of some Châteaux in Saint-Emilion shows that the price for a classic tour varies between 10 and 30 euros depending on the visit’s duration, the Château’s

classification and the wines offered during the tasting (vintage, magnum, number of wines...). Having a small estate, two wines and being a Grand Cru Classé, Château Chauvin can fix the price for this visit between 10 and 13 euros.

- *Activity 2: Winery tour and Picnic*

Along with a winery tour, visitors can reserve a table or spot at Château Chauvin for a picnic in the vineyards. They can bring their own food basket or order one prepared by the Château, in addition, they will receive a glass of wine from the Château while enjoying a game of “Pétanque” in this village spirit. Visitors can later relax on a hammock in the vineyards and walk around the estate.

Using the benchmark to position the price of this activity, Château Chauvin can offer this activity at 20 euros for the option without a basket, and at 30 euros including a prepared food basket. The prices include the winery tour, tasting, picnic spot rental and a glass of wine. Kids are welcome.

- *Activity 3: We need your help!*

In a village, people help each other! Visitors will be able to check on the website of Château Chauvin the upcoming tasks at the vineyards or at the cellar, and reserve their “working shift” in order to participate in one of the winemaking processes that occur over the year. During two hours, they will help the team under the supervision of the technical director in an activity such as pruning, leaf stripping of the vine, racking, labeling... Visitors will be able to learn more by doing and the concept of this activity is integrated within the general image of Chauvin: village inside a village. Only adequate activities that do not require special experience and will not affect the safety of the visitors, will be chosen. At the end, a tasting of the wines is offered. This activity is only for visitors above 18 years old and the number of participants is limited depending on the demand and the task available. To participate in the wine tourism offer, a fixed rate of 120 euros for up to 4 people is proposed.

As preferred by the questioned people during the questionnaire, one to three offers are enough to choose from. In addition, for a small estate as Chauvin, managing three activities is adequate to its structure and resources. The activities can change every year or have some modifications based on the feedback of the visitors, their new demand and trends in wine tourism.

Along with these wine touristic offers, special events can take place at the Château during specific periods. For example, an egg hunt game for families with kids during Easter, a competition of “Pétanque” between couples, groups of friends or families, or a big picnic where food is prepared by the participants and shared with everyone participating, paired with Château Chauvin’s wines. A bonfire night targeting young wine drinkers and lovers can also be organized. These events are to spread the spirit of conviviality and gather people in the yard of the Château as in a village festival.

4.5 Human Resources Needed

During the first year of implementing the free tour in the vineyards, Château Chauvin does not need to hire new personnel. For any tasting taking place during the week, the technical director or the administrative responsible can welcome the visitors and animate the tasting.

For the elaboration of the three recommended activities during the upcoming years, a wine tourism responsible should be hired to ensure the management of the bookings, organize and lead the visits and tastings, and take care of the shop. In the high season, if the number of visitors increases, an intern can join the wine tourism responsible to help organize the visits and activities.

4.6 Communication Strategy

In order to promote the wine touristic activities and build the brand image around the idea of being a village inside a village, online and offline channels will be targeted. All the channels should convey the same message to respect an integrated marketing communication strategy².

Based on the survey conducted, the majority of the people use social media and websites to search for information about a brand. These channels are assets for communicating about any upcoming project, activity, idea and event. Château Chauvin is already present on Instagram, Facebook, LinkedIn and Twitter, and has a good number of followers. This facilitates the spread

² Integrated Marketing Communication: is a concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear and consistent message.

of the news among the digital network. In addition, to increase the visibility, a WIFI network free of access to the visitors will be placed near the boutique space so visitors can use it to upload pictures and stories regarding their visit at Château Chauvin while tagging and mentioning the château. In the main strategic spots to take pictures, signs mentioning the château's name with its slogan "Proud of its land", will be positioned to be able to appear in the visitors' pictures.

The website of the château will also be updated with a wine tourism section to allow the visitors to better understand the offers, check all the needed information and make online bookings. After the COVID situation, bookings should be with a flexibility option to help travelers feel more comfortable (free cancelation in case of lockdown, partial reimbursement if they canceled before 1 day...). To also get more visibility and increase the bookings, partnerships with national and international wine tour booking platforms such as "winalist, wine tour booking, winetourism.com or Airbnb experiences", will be established.

Being part of the group Domaines Sylvie Cazes, will help reach more people online by sharing the information posted on Château Chauvin's accounts, on the Domaines' accounts.

As offline communication, the group Domaines Sylvie Cazes owns the luxury wine tour agency "Bordeaux Saveurs". The link with the agency will allow Château Chauvin to host privatized events for niche market wine lovers, giving the Château more notoriety among this target. The wine tourism offer of Chauvin will also be shared and promoted through wine tour agencies and wine tourism offices in Bordeaux and Saint Emilion.

Chapter V: Conclusion

Wine tourism is a trending topic in the wine industry for the past decades. Wine consumers are getting more interested in learning about wine by being on field, to be confident in choosing their bottles and not fear a discussion about the wine subject in public. They want to understand what they are consuming and what differs a wine from another. More people are planning wine tours to be immersed in the wine world while enjoying their visit tasting new wines.

After COVID-19 pandemic, people are waiting to go outside, visit new places and organize trips. Wineries in Bordeaux understood this post-covid potential and some of them took advantage of this “touristic break” to renovate their cellars and rethink their wine touristic offers to get prepared for the new wave of tourists.

The owners of Château Chauvin saw this touristic potential too and invested in a renovation project while preserving the village and country house style of Chauvin. In addition, they decided to implement a wine tourism department to get to know their clients, build long-term and loyal relationships with them, and better promote the wines.

The benchmark of some Châteaux in the Bordeaux region, helped getting a global view of the offers provided to wine tourists. The categories of the activities showed what visitors are most interested in, the languages are a sign of the presence of many international wine tourists, and the prices helped positioning Château Chauvin’s offers based on the wines presented, the classification of the châteaux and the brand notoriety. This benchmark is important to understand the flow of wine tourism in the region to better orient the development of the new wine tourism strategy at Château Chauvin.

On the other hand, the questionnaire spread among different types of wine consumers, gave an idea about the demand and expectations of visitors. Being a wine expert or just a wine drinker, people are interested in learning more about wine and deepening their knowledge around wine making techniques while also getting to know the vineyard and share the visit for the majority with friends. Many important points are to highlight from these results. In fact, wine tourists visit wineries to interact with personnel from the company, a personnel that will create the experience visitors are waiting for by telling an inspiring story about the place and people behind the product.

For Château Chauvin, this experience is important and will be developed later after dedicating the adequate budget to it. Another point is related to communication. The questionnaire pointed out the increase in the importance of online presence. Visitors check social media accounts and websites before purchasing. Even though the majority book by calling the winery, more people prefer to book online now. In addition, a visit recommended by their entourage has a major impact on their decision of a wine tour. For that, Château Chauvin should keep controlling its e-reputation, managing and updating its social media accounts, making its website accessible for easy wine tours bookings, and ensuring their visitors are receiving the most from their visit to Chauvin in order to recommend the wine tourism offers of the Château to their family and friends.

The renovation works at Château Chauvin limited the implementation of the first activity of wine tourism - the free tour in the vineyards - by the tourist season of 2021. The pandemic was also a main limitation for the advancement of these works.

Regarding the study's limitation, the number of responses received compared to the world-wide wine interested population, is small due to the time limit of the internship project and the ability to reach people within these circumstances. In order to refine and improve its wine tourism offer by better identifying the visitor's needs, Château Chauvin can then prepare a satisfactory survey to be filled at the end of the visit, and in this way gather the visitors' feedback for future ameliorations.

Wine tourism is a crucial tool to develop the brand's image and notoriety. Château Chauvin has a potential to attract wine tourists visiting Saint-Emilion. With its village spirit and concept, it can be promoted as a must stop to gather, relax and recharge energy.

ACKNOWLEDGMENT

This thesis is the fruit of a work that has led to the collaboration and support of several people and to whom I am grateful.

First, I would like to thank the WINTOUR consortium represented by Professor Gemma Beltran Casellas, Professor Pierre-Louis Teissedre and Professor Jorge Queiroz, for accepting me in this Master's program and for ensuring us the best study conditions.

I would also like to thank Mrs. Cinta Sanz-Ibáñez, Mrs. Agathe Lairy and Mrs. Julia Galli, for their continuous administrative support despite the hard times during the pandemic situation.

My acknowledgement also goes to my academic supervisor, Prof. Pierre-Louis Teissedre, for his advice and his time.

I express my gratitude to Mrs. Sylvie Cazes and Mrs. Julie Regimbeau - owners of Château Chauvin, for the invaluable opportunity and fruitful experience they offered me and their trust in me.

I also extend my thanks to Mrs. Caroline Defives, Mrs. Audray Pujol and Mrs. Laure Canu, for their warm welcome within the team and for their readiness at providing me with any information needed for the advancement of my thesis.

Finally, I express my deep gratitude to my parents and sister, for their very important emotional support at every stage of this master degree, and for believing in me.

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ANNEX 1

Château	Region	Offers	Category	Opening days	Languages	Number of wines included	Duration	Price/Person
Château Pape Clément	Gironde	La visite à 0 (table)	Free Tour	7 days	8 languages	0	1h	5 to 10 €
		Visit and wine tasting	Winery + Tasting			3	1h30	20 €
		The four seasons tour	Vineyards + Winery + Tasting			5	2h	40 €
		The 5 senses	Tasting Class			Not Mentioned	2h	49 €
		The Quartet (Grands Crus Classes)	Vineyards + Winery + Tasting			4	2h	99 €
		Discovery of Bordeaux Wines	Vineyards + Winery + Tasting			4	2h	20 €
		Wine tasting class: the basics	Tasting Class			8	2h	49 €
		Cheese and wine pairings workshops	Food and Wine pairing			8	2h	69 €
		Canal and wine pairings workshops	Food and Wine pairing			3	2h	99 €
		B Winemaker workshop	Blending Experience			Not Mentioned	2h	49 to 129 €
		The secrets behind a legend (Vertical Tasting)	Vineyards + Winery + Tasting			6	2h	195 €
		The wine tasting class: perfecting your skills	Wine Course			30	10h	390 €
Château Guiraud	Sauternes	The discovery of Château Guiraud	Vineyards + Winery + Tasting	7 days	French, English and Norwegian	3	2h	Friendly Format: 22€ per person Privatized Format: 26€ per person
		Aromatic Journey (vertical tasting)	Winery + Tasting			3	2h	Friendly Format: 30€ per person Privatized Format: 35€ per person
		Gourmet Supplements	Food and Wine pairing			Not Mentioned	Not Mentioned	In addition to the price of the visit: Three kinds of cheese: 15 € per person Dulcissime: 20 € per person Six sweet or savory bites: 20 € per person Cuvée Oscêtre Classic (Box of 30g): 55 € per person
		Immersion in the Guiraud Universe	Winery + Restaurant			Not Mentioned	4h	60 €
		A Close look at La Dominique	Winery + Tasting			2	1h	18 €
Château La Dominique	Saint-Émilion	The charm of La Dominique	Private Wine Tour	7 days	French, English	3	1h	25 €
		The generous terroir of La Dominique	Private Wine Tour			4	1h30	35 €
		The audacity of La Dominique	Winery + Blind Tasting			3	1h30	35 €
		Top Vintages: A revelation	Winery + Blind Tasting			3	1h15	18 €
Château de Férard	Saint-Émilion	Large format for top vintages (1. Magnum 2009)	Winery + Tasting	7 days	French, English	3	1h15	25 €
		Grand Cru Classé workshop	Tasting Class			6	2h	81 €
		Walk at Férard	Food and Wine pairing			1	1h30	29 €
		Make your own blend the connoisseur's dream	Blending Experience			2	2h	66 € (1 to 7 people) 57 € (8+ people)
		Fun for all the family	ESB Activities			Not Mentioned	1h	30 € (2 adults + 2 kids)

Château	Region	Offers	Category	Opening days	Languages	Number of wines included	Duration	Price/Person
Château Trophée Mondot	Saint Emilion	Interpretive Tour (Safat) + Vertical tasting	Vineyards + Winery + Tasting	5 days	French, English	Not Mentioned	2h15	190 to 800 € / group depending on the vintage
		Between Tour	Winery + Tasting			2	1h15	25 €
		Lunch on the grass tour	Winery + Restaurant			Not Mentioned	0.5 day	245 € for 2 360 € up to 4
		Over into the harvest	Harvest Activity			Not Mentioned	4h30	950 € 3 to 4 people 1700 € 5 to 6 people
Château Soutard	Saint Emilion	From vineyard to the bottle	Vineyards + Winery + Tasting	7 days	French, English	2	1h	25 €
		Grand Cru Classe experience	Vineyards + Winery + Tasting			3	1h	30 €
		Signature	Food and Wine pairing			5	2h	80 €
		Signature (tasting from barrels)	Winery + Tasting			1	1h30	60 €
		Picnic	Food and Wine pairing			Not Mentioned	2h	50 €
		Nature Trail and / Or Bicycle riding	Free Tour			0	Not Mentioned	0 to 10 €
Vignobles K	Saint Emilion	Visit and wine tasting	Vineyards + Winery + Tasting	7 days	French, English	3	Not Mentioned	25 €
		Wine Making	Blending Experience			Not Mentioned	Not Mentioned	20 €
		Picnic	Food and Wine pairing			Not Mentioned	Not Mentioned	30 €
		Classic Tour	Winery + Tasting			1	1h	50 €
Château Pavin	Saint Emilion	Evolution Day	Winery + Tasting	5 days	French, English, Chinese, Portuguese	2h	2h	1200 € (1 to 12 people)
		Open Tour	Winery + Tasting			1	1h	300 € (1 to 4 people)
		Tasting Wine & Canaille	Food and Wine pairing			4	1h30	25 €
Château Ambre Fourmet	Saint Emilion	A la carte	Food and Wine pairing	5 days	French, English, Spanish, Italian	1	Not Mentioned	17 € (average)
		Picnic	Food and Wine pairing			1	Not Mentioned	Not mentioned
		Chocery/Chocolate and wine tour	Food and Wine pairing			4	1h30	15 €
		Chocery and Chocolate tasting (no visit)	Food and Wine pairing			3	0h30	12 €
		Chocery Lunch	Food and Wine pairing			1	Not Mentioned	Not mentioned
		Visit and wine tasting	Vineyards + Winery + Tasting			2	1h30	25 €
Château Fondrage	Saint Emilion	Visit and Macaron	Food and Wine pairing	3 days	French, English	3	2h	25 €
		Visit and Connoisseur Tasting	Vineyards + Winery + Tasting			4	1h30	35 €
		Visit by electric scooter	Vineyards + Winery + Tasting			3	2h	40 €
		Gourmet walk	Food and Wine pairing			2	1h30	50 €
		6 Winemaker works hop	Blending Experience			1	2h	99 €
		The Quest for Grands Crus Classés	Private Wine Tour			4	2h	99 €
		The secret behind an exceptional terroir (How chateau of Fondrage)	Private Wine Tour			6	2h	199 €
		Discovery Tasting	Tasting			3	0h45	23 €
Château Beauséjour d'Estet	Saint Emilion	Private tour	Vineyards + Winery + Tasting	3 days	French, English	4	1h15	32 €
		Vertical tasting (2005, 2008, 2009)	Vineyards + Winery + Vertical Tasting			3	1h30	320 € (3 to 10 people)
		Reception of visit (1945, 2008, 2009)	Vineyards + Winery + Tasting			3	1h30	400 € (3 to 10 people)
Château Villeneuve	Saint Emilion	From vine to the glass	Vineyards + Winery + Tasting	7 days	French, English	2	1h30	25 €
		Private visit (chateau and chateaux)	Vineyards + Winery + Tasting			3	1h30	45 €
		Heritage tour	Vineyards + Winery + Tasting			1	1h	28 €
		The traditional walking tour	Winery + Tasting			1	1h	11 €
Les Carrières	Saint Emilion	City and cellar tour by electric bulbuk	Winery + Tasting	7 days	French, English	3	1h30	25 €
		Electric bulbuk tour in Roman	Winery + Tasting			3	1h30	25 €
						3	1h30	25 €

Château	Region	Offers	Category	Opening days	Languages	Number of wines included	Duration	Price/Person
Château Pierre Mayne	Saint Emilion	From Mayne visit	Vineyards + Winery + Tasting	7 days	French, English	3	0h50	28 €
		Swath White Underground gallery visit	Winery + Tasting			2	1h15	22 €
		Swath White Underground gallery visit	Private Wine Tour			3	1h15	40 €
		Swath - Wine tasting	Tasting Class			4	1h30	36 €
Château Beauséjour	Pomerol	Saint Emilion meets the Moselle Tour	Vineyards + Winery + Tasting	7 days	French, English, Spanish	3	1h	20 €
		Reassigned to 4 vintages	Winery + Tasting			2	1h	25 €
		Reassigned to 4 vintages	Winery + Tasting			4	1h30	50 €
		Classic Tour	Winery + Tasting			2	0h45	7 €
Château De La Chapelle	Pomerol	Luxury Tour (Visit of the Chateau)	Winery + Tasting	6 days	French, English, Spanish	2	1h15	10 €
		Tasting Tour	Tasting Class			3	1h30	23 €
		The Green Tour	Vineyards + Winery + Tasting			3	1h30	23 €
		Winery Tasting Tour	Food and Wine pairing			3	1h30	23 €
		Heritage Tour (cellar tour)	Food and Wine pairing			2	2h	35 €
		The Scoured Tour	Food and Wine pairing			4	1h30	25 €
		Tour and Picnic in the park	Food and Wine pairing			3	Not Mentioned	33 €
		Tour & Summer Lunch	Winery + Restaurant			3	Not Mentioned	28 €
Château Pécot	Médoc	Tour & Canal Lunch	Winery + Restaurant	7 days	French, English, Spanish	2	Not Mentioned	33 €
		Discovery Tour	Winery + Tasting			2	0h45	17 €
		Deposition of a barrel	Vineyards + Winery + Tasting			3	1h30	20 €
		Secures behind a vintage	Winery + Blind Tasting			3	1h30	20 €
		Wine and cheese pairing	Food and Wine pairing			2	1h	23 €
		Wine, Culinary and Meat & Cheese Pairing	Food and Wine pairing			3	2h	49 €
		Vintage sweets	Food and Wine pairing			3	1h30	26 €
		Discovering Magasin Bio	Food and Wine pairing			Not Mentioned	2h	77 €
Château Giscard	Médoc	Blending Experience	Blending Experience	7 days	French, English	Not Mentioned	2h	60 €
		Classic visit	Vineyards + Winery + Tasting			2	1h15	12 € (week days) 15 € (weekends and holidays)
		Private Visit	Private Wine Tour			3	2h	40 € (week days) 45 € (weekends and holidays)
		Picnic	Food and Wine pairing			2	Not Mentioned	35 €
Château Kirwan	Médoc	Short-Lived Tasting (Judge the potential of a wine)	Winery + Tasting	7 days	French, English, Spanish, German, Dutch	Not Mentioned	1h30	85 €
		This vintage year tasting (guests choose the vintage)	Tasting			Not Mentioned	2h	115 €
		Package tasting (wines from 13 old & 2 young)	Tasting			1	2h	115 €
		The immersion experience	Vineyards + Winery + Tasting			2	1h30	38 €
		Prestigious Tour	Vineyards + Winery + Tasting			3	1h	25 € (1-3 people) 20 € (4-5 people) 15 € (6-12 people) 12 € (13-20 people) 10 € (21-30 people) 8 € (31-40 people) 6 € (41-50 people) 4 € (51-60 people) 2 € (61-70 people) 1 € (71-80 people) 0 € (81-90 people) 0 € (91-100 people)
		Interactive Tour	Free Tour			3	1h	15 €
		Barrel	Winery + Restaurant			1	2h30	40 €
		Picnic	Food and Wine pairing			2	1h30	60 €
		Gourmet Appetite	Food and Wine pairing			2	1h30	35 € (14 people) 33 € (15 people) 30 € (16 people)
						2	1h30	35 € (14 people) 33 € (15 people) 30 € (16 people)
						2	1h30	35 € (14 people) 33 € (15 people) 30 € (16 people)
						2	1h30	35 € (14 people) 33 € (15 people) 30 € (16 people)

Château	Region	Offers	Category	Opening days	Languages	Number of wines included	Duration	Price/Person
Château Privet Lichère	Midioc	Discovery Tours and Tastings	Winery + Tasting	7 days	French, English	1	1h30	8 €
		Discovery Tours and Tastings	Winery + Tasting			2	1h30	12 €
		Discovery Tours and Tastings	Winery + Tasting			3	1h30	12 €
		Private Tours and Tasting	Private Wine Tour			Not Mentioned	1h30	30 € (1 to 2 people) 25 € (3 to 5 people) 20 € (6 to 9 people) 15 € (10 people)
		Back in time (historical tour)	Winery + Tasting			2	2h	20 €
		Escapade de Terroir	Wineyards + Winery + Tasting			Not Mentioned	2h	20 €
		Easy to Business wines Art de Vivre	Tasting Class			Not Mentioned	2h	20 €
		Terrains Beyond Borders	Tasting			4	2h	29 €
		Challenge your wine-tasting powers	Tasting			Not Mentioned	2h	29 €
		Gourmet day in Margaux	Food and Wine pairing			3	2h	Not mentioned
Château Beycheville	Midioc	The adepts' Tour	Winery + Tasting	5 days	French, English, Spanish, Chinese	2	1h15	14 €
		The secrets of the vinegrower	Wineyards + Winery + Tasting			4	2h	15 €
		Masterclass	Private Wine Tour			5	2h30	Not mentioned
Château Grosse-Lande	Midioc	The essential tour	Winery + Tasting	6 days	French, English, German, Spanish, Portuguese, Russian	2	1h	10 €
		The white path	Wineyards + Winery + Tasting			1	2h	40 €
		Wine pairing	Food and Wine pairing			2	2h30	35 €
		Wine of Kings, King of wines	Wineyards + Winery + Vertical Tasting			4	2h	130 €
		Harvest workshop	Wineyards + Winery + Vertical Tasting			3	0.5 day	10 €
		Wine Tasting Courses	Wineyards + Winery + Vertical Tasting			Not Mentioned	2h30	180 € (12 to 16 people) 85 € (17 people)
		Cooking Courses	Food and Wine pairing			Not Mentioned	0.5 day	200 €
		Classic tour	Wineyards + Winery + Tasting			4	2h	12 €
Château Lagrange	Midioc	Private tour	Private Wine Tour	5 days	French, English, Spanish, Japanese	3	2h	27 €
		Vertical Blind Tasting	Winery + Blind Tasting			4	2h30	25 €
		Blending workshop	Blending Experience			Not Mentioned	2h30	320 € (1 to 6 people) 18 €
		Tasting from the cellar	Winery + Tasting			5	1h30	18 €
		Expert tour	Wineyards + Winery + Tasting			4	2h	320 € (1 to 6 people) 18 € (17 people)
		Apprentice harvest	Harvest Activity			9	0.5 day	100 €
		Meet the oenologist	Private Wine Tour			3	2h	80 €
		Must and Tasting	Wineyards + Winery + Tasting			3	1h30	15 €
Château La Tour Carnet	Midioc	Wine and Chocolate	Food and Wine pairing	7 days	French, English	2	2h30	23 €
		Wine and cheese pairing	Food and Wine pairing			3	2h30	30 €
		From harvest to incubation	Wineyards + Winery + Tasting			4	2h	15 €
		Tasting and picnic	Food and Wine pairing			3	2h30	24 €
		8 Winemaker workshop	Blending Experience			Not Mentioned	2h	15 €
		The quest for Grand Cru Claret	Private Wine Tour			4	2h	29 €
		Visit and Tasting	Wineyards + Winery + Vertical Tasting			Not Mentioned	Not Mentioned	Not mentioned
		Wine and Tasting	Winery + Tasting			Not Mentioned	Not Mentioned	Not mentioned

Château	Region	Offers	Category	Opening days	Languages	Number of wines included	Duration	Price/Person
Château Philarie Segur	Midioc	Visit and tasting	Wineyards + Winery + Vertical Tasting	5 days	French, English	Not Mentioned	Not mentioned	Not mentioned
		Visit with the Winery Manager	Wineyards + Winery + Tasting			Not Mentioned	Not mentioned	Not mentioned
		Visit with the cellar manager	Wineyards + Winery + Tasting			Not Mentioned	Not mentioned	Not mentioned
		Wine and Tasting	Winery + Tasting			2	1h	12 €
Château Lafite Rothschild	Midioc	Discovery Tour	Winery + Tasting	5 days	French, English	1	1h15	20 €
		Midweek tour	Winery + Tasting			1	1h30	10 €
		Only tasting	Tasting			2	Not Mentioned	8 €
		Only tasting	Tasting			3	Not Mentioned	12 €
Château Calon Segur	Midioc	Visit and Tasting	Winery + Tasting	5 days	French, English	Not Mentioned	Not mentioned	Not mentioned
		Progressive Tour and Tasting (blind tasting)	Wineyards + Winery + Tasting			3	1h30	15 €
		Tour of the vine	Wineyards + Winery + Tasting			4	1h	14 €
		Terroir Tasting	Tasting			3	1h	10 €
Château Pichone	Midioc	Expert tour	Wineyards + Winery + Tasting	8 days	French, English	3	1h15	10 €
		Food and Wine	Food and Wine pairing			Not Mentioned	Not mentioned	12 €
		Blending workshop	Blending Experience			Not Mentioned	1h30	45 € (1 to 6 people) 25 € (6 people)
		Blending workshop	Blending Experience			Not Mentioned	1h30	45 € (1 to 6 people) 25 € (6 people)
Château d'Agnac	Midioc	Discovery Tour	Wineyards + Winery + Tasting	5 days	French, English	Not Mentioned	2h45	Not mentioned
		Apprentice Tasting	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		Historical Tasting	Tasting			Not Mentioned	Not mentioned	Not mentioned
		Vertical Tasting	Wineyards + Winery + Vertical Tasting			3	Not Mentioned	Not mentioned
Château du Tiliac	Midioc	Chocolate and Wine	Food and Wine pairing	7 days	French, English	3	Not Mentioned	Not mentioned
		Interactive Tour	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		Private	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		Classic Visit	Winery + Tasting			Not Mentioned	1h15	12 €
Château du Tiliac	Midioc	La gourmette visit	Food and Wine pairing	7 days	French, English	3	Not Mentioned	18 €
		La gourmette visit	Wineyards + Winery + Tasting			3	Not Mentioned	18 €
		La gourmette visit	Wineyards + Winery + Vertical Tasting			4	Not Mentioned	20 €
		La gourmette visit	Food and Wine pairing			1	Not Mentioned	12 €
Château Lantier-Burgoyne	Midioc	La gourmette visit	Food and Wine pairing	7 days	French, English	1	Not Mentioned	25 €
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
Château Carbonnet	Gironde	La gourmette visit	Food and Wine pairing	6 days	French, English	Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
Château Haut-Bailly	Gironde	La gourmette visit	Food and Wine pairing	5 days	French, English	Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
Château Smith Haut Lafite	Gironde	La gourmette visit	Food and Wine pairing	7 days	French, English	Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned
		La gourmette visit	Food and Wine pairing			Not Mentioned	Not mentioned	Not mentioned

Château	Region	Offers	Category	Opening days	Languages	Number of wines included	Duration	Price/Person
Château Malartic-Lagravière	Gironde	Classic Visit	Winery + Tasting	5 days	French, English	2	1h	16 €
		Private Visit	Private Wine Tour			2	1h	20 €
		Discovery Visit	Winery + Tasting			4	1h30	80 €
		Chateau and Wine	Food and Wine pairing			2	1h30	28 €
		Premium Visit	Food and Wine pairing			3	1h30	45 €
		Lunch	Winery + Restaurant			4	Not Mentioned	135 €
		Lunch	Winery + Restaurant			5	Not Mentioned	250 €
		Lunch	Winery + Restaurant			5	Not Mentioned	250 €
		Lunch	Winery + Restaurant			5	Not Mentioned	250 €
		Lunch	Winery + Restaurant			5	Not Mentioned	250 €
Château Rayne-Vigneau	Sauternes	Discovery Visit	Winery + Tasting	6 days	French, English	3	1h	15 €
		Secrets Visit (Grand Cru Claret)	Winery + Tasting			3	1h	30 €
		Wine and Tasting	Winery + Tasting			8	1h30	40 €
		Tasting at the low level	Tasting			2	2h	49 €
		The 5 senses	Tasting Class			3	1h30	30 €
		The sweet escape	Activities			Not Mentioned	1h30	80 €
		Plane tour	Activity			1	2h	125 €
		Blending workshop	Blending Experience			Not Mentioned	2h30	90 €
		Blending workshop	Blending Experience			Not Mentioned	2h30	90 €
		Blending workshop	Blending Experience			Not Mentioned	2h30	90 €
Château Sauternes	Sauternes	Discovery Visit	Winery + Tasting	6 days	French, English	3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
Château Sauternes	Sauternes	Discovery Visit	Winery + Tasting	6 days	French, English	3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)
		Discovery Visit	Winery + Tasting			3	1h30	120 € (2 people) 95 € (3 people) 70 € (4 people) 45 € (5 people)

ANNEX 2

Development of a wine tourism strategy

Hello, I am a Master student in Wine Tourism and I am doing my thesis on the development of a wine tourism strategy for a winery. The questionnaire will take 3 minutes. Thank you for your collaboration !

*Obligatoire

Please select your age group *

- ☐ 18 - 24
- ☐ 25 - 35
- ☐ 36 - 49
- ☐ 50 +

Please select your gender *

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

Country of origin *

Votre réponse

Are you a *

- ☐ Wine drinker (You drink wine but don't know much about wine)
- ☐ Wine lover (You search to learn more about wine, even took a wine course)
- ☐ Wine expert (You work in the wine field or have deep knowledge about it)
- ☐ I rarely drink wine

You prefer to do your wine tours (multiple answers are allowed) *

- ☐ Alone
- ☐ With your partner
- ☐ With your family
- ☐ With your friends
- ☐ With your company (business trip)

During a winery visit (multiple answers are allowed) *

- ☐ I am interested in the technical process of winemaking from the vine till the bottle
- ☐ I prefer the visit to be outside, go around the vineyards (walking or by bike)
- ☐ I just want to taste the wines

Which additional offer can interest you ? (multiple answers are allowed) *

- ☐ Food and wine pairing (cheese plate, chocolate...)
- ☐ Blending and tasting workshops
- ☐ Picnic
- ☐ Tuk Tuk ride, escape game, horse riding
- ☐ Kids activities
- ☐ I prefer the classic/traditional visit (Winery tour and tasting)

While visiting a winery *

- ☐ I like to do the tour on my own (without a guide)
- ☐ I will choose an audio guide/tablet
- ☐ I prefer to interact with a guide
- ☐ Indifferent (Any of the above mentioned choices)

You prefer to do the wine tour *

- ☐ As a private tour (just for you/your own group of visitors)
- ☐ As grouped individuals (with a limit of 10 to 12 people)
- ☐ Big groups (anyone can join)

When you check the wine touristic offers of a winery, you prefer when they have *

- ☐ 1 - 3 offers
- ☐ 3 - 6 offers
- ☐ More than 6 offers

Where do you find the wine tourism offers ? (multiple answers are allowed) *

- ☐ Wine tourism agencies
- ☐ Tourism offices
- ☐ Wineries' accounts on Social media
- ☐ Recommendations from people you know
- ☐ Search on Google for wineries randomly

How do you book your wine tour ? (multiple answers are allowed) *

- ☐ On the winery's website/email
- ☐ On an online booking platform (winalist, tripadvisor...)
- ☐ Call the winery
- ☐ With a wine tourism agency
- ☐ With a tourism office

If you have any suggestion regarding wine tourism, please feel free

Votre réponse