

MASTER THESIS

ASIAN MARKET DEVELOPMENT ON CHAMPAGNE WINE TOURISM

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Reims, France

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TABLE OF CONTENTS

INTRODUCTION ***1***

1.1. Wine tourism in France **1**

1.2. Wine region: Champagne **2**

1.3. Champagne wine market **3**

1.4. Internship winery: Veuve Clicquot **7**

1.5. Champagne tourism market and SWOT **9**

ASIAN OUTBOUND TOURISM MARKET ***12***

2.1. Taiwan **12**

2.2. China **13**

2.3. Japan **14**

2.4. Hong Kong **15**

ONLINE SURVEY ANALYSIS OF CHAMPAGNE WINE TOURISM ***16***

3.1. Methodological approach **16**

3.2. Attendees' personal characteristic data **16**

3.3. Awareness of wine tourism platform **18**

3.4. Wine consumption frequency and preference **20**

3.5. Travel information and purchase platform **22**

CONCLUSION ***28***

BIBLIOGRAPHY ***30***

APPENDIX ***34***

List of the tables

Table 1. Groups of Large Champagne Houses 6
Table 2. SWOT analysis of Champagne wine tourism.....11
Table 3. Respondent demographic characteristics 18
Table 4. Awareness of wine tourism platforms 19
Appendix
Table A. International tourists in France, 2017.....34
Table B. Champagne Asia export data 2016-2018.....35
Table C. Chinese outbound tourism statistics 2010-2018 36
Table D. Japanese outbound tourism statistics 1964-2018 37
Table E. Wine consumption frequency and preference 38
Table F. Travel information platform preference.....39
Table G. Travel package website preference.....40
Table H. Champagne House visit interest and budget 41

List of the Figures

Figure 1. Sparkling wine demand 2002-2018 3
Figure 2. Champagne production 4
Figure 3. Travel Partner 17
Figure 4. Travel Frequency 17
Figure 5. Awareness of wine tourism websites.....20
Figure 6. Wine consumption frequency 21
Figure 7. Sparkling wine consumption frequency 21
Figure 8. Sparkling wine preferences.....21
Figure 9. Online purchase rate 22
Figure 10. Travel information platform preference 23
Figure 11. Purchase travel package website preference 24
Figure 12. Interest in visiting a Champagne house 25
Figure 13. The budget to visit a Champagne House.....26
Figure 14. Types of wine tourism experience.....27
Appendix
Figure A. City Tourist Data, France 2017 42
Figure B. Sparkling wine export country 2008 VS 2018 42
Figure C. Champagne export countries taste preference 2018.....43
Figure D. Champagne main export countries 2018 43
Figure E. The wine map of Champagne 44

List of the questionnaires

1. Online Survey of Champagne Wine Tourism.....45
2. 香檳區酒莊參訪意願網路調查**(Mandarin Traditional) 48**
3. 香槟酒庄参访意愿网路调查**(Mandarin Simplified) 50**
4. シャンパーニュ地方のワイナリー見学に関する意見調査**(Japanese) 52**

ABSTRACT

This study seeks to identify ways to develop wine tourism in the Champagne region by targeting the Asian market. After summarizing the market for champagne and its exports, the tourism markets in the target countries are analyzed based on the results of an online questionnaire on travel behavior and preference. This study collected 900 questionnaires on Google and WJX platforms from Japan, Hong Kong, Taiwan and China. The main channels for information on wine tourism included travel agents, official websites, and Facebook. Around half of the respondents drink sparkling wine annually. KLOOK, TripAdvisor, and official winery websites are the most popular purchase websites. Well-informed wine tourism products can be remarkably attractive to tourists, and Asian tourists tend to have higher budgets and prefer to enjoy the experience of a food and wine pairing.

In addition to a consideration of the survey results, this study also integrates findings from a wine tourism internship at Champagne House Veuve Clicquot, to provide more precise suggestions for how to approach Asian clients. The respondents expressed highly positive views on participating in wine tourism in Reims if they receive enough travel information. Wineries will able to attract more Asian tourists by communicating through proper channels and meeting their preferences for taste and experience. Although sparkling wine consumption is not daily habit in Asia, consumption frequency and brand loyalty could be increased by a memorable wine tourism experience.

Keywords: Asian, Champagne, Purchase behavior, Wine tourism, Questionnaire, China, Hong Kong, Japan, Taiwan

List of abbreviations:

CIVC: **C**omité **I**nterprofessionnel du **v**in de **C**hampagne
COVID-19: Coronavirus disease 2019
JNTO: **J**apan **N**ational **T**ourism **O**rganization
MICE: **M**eetings, **I**ncentives, **C**onferences and **E**xhibitions
OIV: **I**nternational **O**rganization of **V**ine and Wine
SOP: Standard **O**perating **P**rocedures
SWOT Analysis: Analysis based on **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats
UMC: **U**nion de **M**aisons de **C**hampagne
UNESCO: **U**nited **N**ations **E**ducational, **S**cientific and **C**ultural **O**rganization
WOM: Word **O**f **M**outh

INTRODUCTION

This study seeks to develop wine tourism targets for the Asian market in the Champagne region. Wine tourism is an innovative industry for wine, and Champagne is one of the most famous wine tourism destinations in France. France has a complex wine market: fine wines from Bordeaux and Burgundy are presold on en primeur to distributors (négociant), so tourists might not able to buy bottles during their visit. Some French wineries are not accustomed to charging tourists for tours, but hope clients buy wine to cover the cost (Hall et al., 2000). Champagne enjoys a strong reputation, unique winemaking skill, and well-prepared bottles in cellars for sell. The wine tourism product for the Champagne region is well packaged with smart price strategy, and, considering those conditions, Champagne is an ideal wine destination for research on Asian tourism.

1.1. Wine Tourism in France

Tourism has been a booming industry in the decades prior to COVID-19. In 2017, France had 86,861 million international tourists (Direction Générale Entreprises [DGE], 2019; Appendix Table A), although most tourists are attracted by Paris. In 2017, 5,948 million tourists from Asia traveled to France, accounting for 6.8% of all international tourists. Tourists spent the most nights in Paris. According to the French Government tourism annual report, 35.6% of international travelers stay overnight in Paris. In the administrative region of Grand Est—containing Alsace, Champagne, Ardennes, and Lorraine—only 7% of tourists stayed overnight (DGE, 2019; Appendix Figure A). If most tourists stay in the capital, then the tourism industry in the country is unbalanced. To develop sub-region tourism as travel destinations, decentralizing tourism from the capital is essential. For France, wine tourism can be the attraction that can help develop the economies of sub-regions, improve the local quality of life and encourage young talent to remain in the regions.

Wine tourism in France started to develop in the 1980s. Wineries in Burgundy and Alsace started to open their gates to tourists for tastings and to sell bottles at the cellar door (Hall et al., 2000). The most historical wine route—the Alsace Wine Route—was established in 1953 as the first tourist wine route in France (Alsace Wine Route, n.d.). In 2008, the Ministry of Agriculture created a National Council of Wine Tourism in France (Charters et al., 2011). Bordeaux, Champagne, Burgundy, and Alsace are the most popular wine destinations in France. This thesis will focus on Champagne wine tourism development in the Champagne region, with a particular focus on visit price strategy and market issues.

1.2. Wine Region: Champagne

Champagne is the most well-known sparkling wine on the market around the world. This effervescent wine was created in the late 1700s and spread throughout the world in the 19th century. In 2015, the Champagne Hillsides, Houses, and Cellars were classified as part of UNESCO's World Heritage list. The Champagne region thus has numerous advantages in developing wine tourism with its reputation, history, masterpiece cellars, unique winemaking technique, and convenient transportation. What is next focus for Champagne as a wine destination? Identifying potential consumers from Asia could be the best way to develop local wine tourism. Targeting the Asia market could not only enhance Asian brand loyalty to Champagne, but also make it possible to export more bottles. Wine tourism is a new concept for Asian tourists, however, and the survey in this study will help to identify a clearer picture of awareness of wine tourism and promotion of the Champagne region among Asian tourists.

Champagne is only one-hour from Paris, which is very convenient for international tourists, particularly in comparison to Bordeaux, which takes two hours by TGV (high-speed train) from Paris. The Champagne region consists of four main areas: Montagne de Reims, Côte des Blancs, the Marne Valley, and Côte des Bar. Most developed wine tourism is in the

Marne region, where Reims and Epernay located. The south of the Champagne region, Aube, is less integrated into the wine tourism trail (Charters et al., 2011).

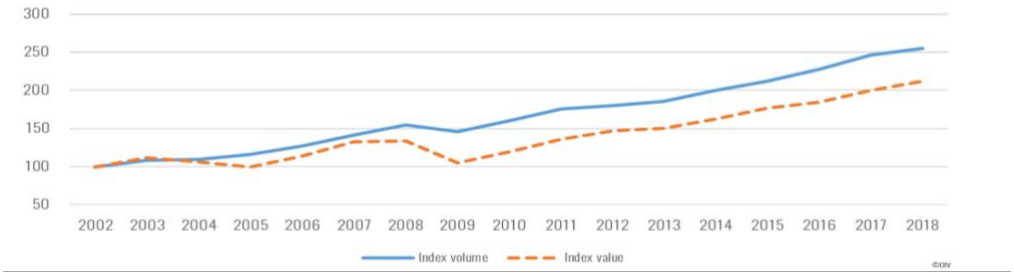
Determining the tasting price is always a struggle for wineries. Some small French wineries give free tastings to promote bottle sales (Hall et al., 2000). Prestige wineries, such as the Grand Cru Classe Bordeaux, only receive special customers or wine professionals, and not every winery sees wine tourism as an opportunity. The Union des Maisons de Champagne (UMC) has set average tour fees. Not only because the sparkling wine lose the bubbles in few days once it is opened. The average price of Champagne is higher than other wine regions, with prices starting at €20 (Bilan, 2017); the visit and tasting price tends to range around €20–€55 euros in the Champagne region, following the average tour prices for the LVMH group, which owns Moët & Chandon.

1.3. Champagne Market

For the most precise data of Champagne market, this study refers to the annual reports from the Comité Interprofessionnel du vin de Champagne (CIVC), UMC, and International Organization of Vine and Wine (OIV). The sparkling wine market has boomed in the last twenty years in response to high global demand. The global sparkling wine production has increased by +57% since 2002, and reached 20 million hl in 2018 (OIV, 2020; Figure 1). As shown in Figure 1, the import value of sparkling wine in Japan almost doubled between 2008 and 2018 (OIV, 2020; Appendix Figure B).

Figure 1.

Sparkling Wine Demand 2002–2018.

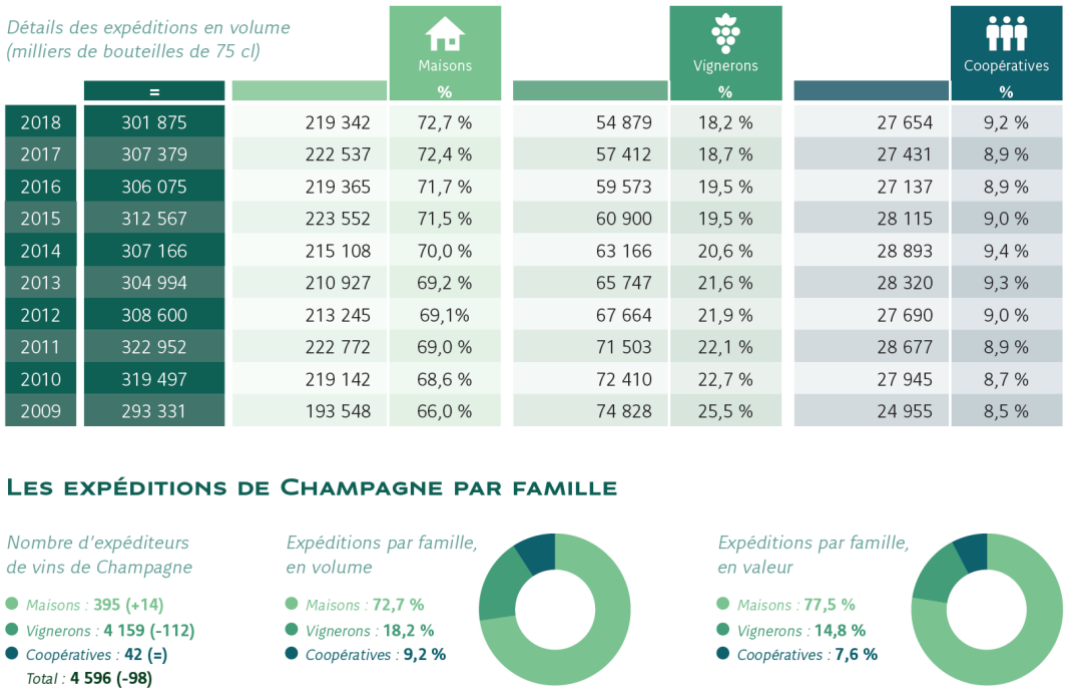


Source: OIV (2020).

The Champagne region has a unique cooperative structure. There are 395 Champagne Houses, and 16,000 grape growers own 90% of the vineyard. Of these growers, 4,159 produce their own wines. There are 34,300 hectares under cultivation and 30 million bottles of champagne exported per year, with around 70% destined for foreign markets. In 2018, the two biggest Champagne markets, France and the United Kingdom, continued to shrink, while foreign markets continued to grow. Looking at the Asian market in particular, Japan and China's export volumes and turnover grew in 2018 (CIVC, 2018). Champagne's reputation reaches beyond the borders of France, and it remains exceptionally well known across the globe. Non-vintage brut champagnes are always the main product, and exports reached 79.3% of total volume and 65.8% of turnover in the market share (Figure 2).

Figure 2.

Champagne Production.



	=	Maisons	%	Vignerons	%	Coopératives	%
2018	301 875	219 342	72,7 %	54 879	18,2 %	27 654	9,2 %
2017	307 379	222 537	72,4 %	57 412	18,7 %	27 431	8,9 %
2016	306 075	219 365	71,7 %	59 573	19,5 %	27 137	8,9 %
2015	312 567	223 552	71,5 %	60 900	19,5 %	28 115	9,0 %
2014	307 166	215 108	70,0 %	63 166	20,6 %	28 893	9,4 %
2013	304 994	210 927	69,2 %	65 747	21,6 %	28 320	9,3 %
2012	308 600	213 245	69,1%	67 664	21,9 %	27 690	9,0 %
2011	322 952	222 772	69,0 %	71 503	22,1 %	28 677	8,9 %
2010	319 497	219 142	68,6 %	72 410	22,7 %	27 945	8,7 %
2009	293 331	193 548	66,0 %	74 828	25,5 %	24 955	8,5 %

Source : CIVC (2019).

Asian markets demonstrated remarkable growth, particularly Singapore (+15.1%), China (+10.2%), and Hong Kong (+9.8%). Prestige cuvées are welcomed in the Japanese market

and had almost 30% of total volume. The China, Hong Kong, and Taiwan markets for prestige cuvées also performed well, achieving 23.6% of total turnover on the market (CIVC, 2019, Appendix Table B). Higher dosage Champagnes only took 3.4% of total volume, however, and the Asian taste preference is reflected in the numbers. Japan is the leading market of demi-sec cuvées, while China, Hong Kong, and Taiwan represented 8.1% of total volume (CIVC, 2019, Appendix Figure C). These export trends can be related to the questionnaire findings from the present study to illustrate sparkling wine taste preference and assist in the design of customized tastings for Asian tourist preferences.

Japan is a strong maritime power, its industry and economy are deeply dependent on exports and imports (National Development Council, 2008). Free trade agreements are thus very important. The Trans-Pacific Partnership and an agreement with the European Union will influence the number of exports (CIVC, 2018). Japan was the third biggest export market for Champagne in 2018, in terms of both volume (13.6 million bottles, with increased 3.9% turnover) and value (€318.8 million). Though the Japanese are only small population (17%) are consumers, there are 67% of the consumer are well knowledge about the appellation. The attraction of Champagne means quality, uniqueness, and prestige for Japanese. The young generation (aged 21–34) consumed 38%, which is greater than their presence in the general population (31%). Online shopping sites and social networks significantly influenced the purchase behavior of young consumers. (CIVC, 2018, Appendix Figure D)

Exports to China, Hong Kong and Taiwan market increased by 9.1%, to 4.7 million bottles and turnover increased by 10.3% to €98.6 million. In 2018, China imported more champagne than Hong Kong for the second consecutive year. The Chinese market is special in the digitization of distribution channels. Booming e-commerce sites and social networks have changed Chinese purchasing behavior. Champagne appeals to the Chinese consumer because of its image of sophistication and prestige. Consumption centers in big cities and

special occasions, generally through nightclubs, late night bars, and high-end restaurants. The advantage of Hong Kong market is its prime location for trade and zero tariffs. The Hong Kong market has increased imports of champagne an average 6.4% of volume and 6.5% of value each year from 2010 to 2018 (CIVC, 2018). However, the economic growth of Hong Kong is slowing due to the saturated market and the 2019 Anti-Extradition Law Amendment Bill Movement.

We have already mentioned the unique cooperative structure in the Champagne region. Turnover also reflects the unbalanced situation in this market. The large Champagne Houses accounted for two thirds of volume and three quarters of turnover in 2018, exceeding 150 million euros (Table 1). These large houses export around the world and have more resources to develop wine tourism. Houses located in Reims and Epernay normally provide good hospitality for wine tourism experience. The interviewed grower in Steve and David (2011) also showed that small wineries believe wine tourism is more relevant to the large champagne houses but not small wineries.

Table 1.

Groups of Large Champagne Houses

Parent Company	**Champagne Houses**
LVMH	Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug, Ruinart, Mercier
Lanson-BCC (Boizel Chanoine)	Lanson, Philipponnat, Boizel, De Venoge, Chanoine Frères(TSARINE), Besserat de Bellefon, Alexandre Bonnet, Maison Burtin
Vranken-Pommery Monopole (VPM)	Pommery, Vranken, Heidsick Monopole, Charles Lafitte
Laurent-Perrier Group	Laurent-Perrier, Salon, Delamotte, De Castellane
Pernod Ricard	G.H.Mumm, Perrier Jouet
Bollinger-Diffusion	Bollinger, Ayala
Groupe Thiénot	Canard-Duchêne, Joseph Perrier, Marie Stuart, Thiénot

Source : Modified from Union de Maisons de Champagne (2019)

Wine tourism activities are dynamic in Reims and Epernay. Tourist attractions such as the statue of Dom Pérignon at Moët & Chandon, the Champagne De Castellane's museum,

and Mercier's giant champagne line Avenue de Champagne. The LVMH official page indicates that Mercier receives 150,000 cellar tours every year (LVHM, n.d.). Champagne Boizel opened a brand new workshop, Atelier 1834, to receive tourist in 2016. Vranken Pommery and Veuve Clicquot are well known as wine tourism destinations in Reims. Large Champagne Houses are ready to welcome Asian tourists, which is one of the main reasons this thesis chose Veuve Clicquot as the company for the case study.

1.4. Internship Winery: Veuve Clicquot

Clicquot House was established by Philippe Clicquot in 1772, but owes its fame to Madame Clicquot, who was born in Reims in 1777. She was the daughter of the mayor of Reims, Baron Nicolas Ponsardin, and married Philippe Clicquot's son, François, in 1798. When Madame Clicquot was 27, she lost her husband, but took over the business of the winery in 1805 to continue her husband's passions. Madame Clicquot's audacity and intelligence carried her through the difficult Napoleonic period and allowed her to successfully expand the winery business. She created the first vintage champagne in the region in 1810. She had the brilliant idea to put a star on the cork to commemorate the Comet Vintage of 1811, when a comet that flew over the region, and there was an exceptional harvest. She was ambitious and sought to create a market abroad; she shipped 10,550 bottles to Russia in 1814, which was a big success for the beginning of the business.(Frédérique, 1992).

Madame Clicquot's influence went beyond marketing, however: her whole life was dedicated to making the finest champagne. She invented the *table de remuage* (riddling table) to clarify champagne in 1816. Two years later, she created the first blend of rosé champagne, Rosé d'assemblage. Even after her death in 1866, the company continued to do well. The first Yellow Label Trademark was registered in 1877. In 1909, Veuve Clicquot Ponsardin acquired 482-m long crayères, which were in perfect condition for aging wine; this masterpiece cellar

has been recognized by the World Heritage Committee, and was listed among the Vineyards, Houses, and Cellars of the Champagne region as a UNESCO World Heritage site in 2015.

In 1986, Louis Vuitton acquired Veuve Clicquot, and LVMH (Louis Vuitton Moet Hennessy) was founded shortly afterwards. Veuve Clicquot keeps an eye on the international market. Veuve Clicquot Rosé was launched in Japan during the cherry blossom season in 2004. Veuve Clicquot owns 390 hectares of vineyard, and 86% of those vineyards are divided between 12 of the 17 Grands Crus, and between 20 of the 44 Premiers Crus in the Champagne AOC. The vineyard consists of 47% Chardonnay grapes, 36% Pinot Noir, and 17% Pinot Meunier. The winery cooperates with 100 winegrowers from generation to generation, working with over 1,000 harvest workers to hand pick grapes each year. Annual production is around 1.5 million cases. To make the best cuvée, the winemaker tastes 700–800 still wines each year and reserves 400 wines from 17 different years (Veuve Clicquot, 2020).

According to data provided by Veuve Clicquot, the winery welcomed 29,242 total visitors in 2019. The four countries of origin for visitors were France (8,548 visitors), the United States (8,055 visitors), Brazil (2,356 visitors), and the United Kingdom (2,262 visitors). Concerning visitors from Asia, Veuve Clicquot received a much smaller number of visitors from Japan (306), Hong Kong (72), Taiwan (53), and China (47) Chinese in the same year, which indicates that the Asian tourist is a market that remains to be exploited.

The goal of the internship project was to increase the number of Asian tourists to visit Veuve Clicquot, ideally to 40,000 visitors in the coming year. To reach this goal, Asian travel channels and travel preferences were gathered and analyzed. Due to the 2020 COVID-19 pandemic, France closed its national borders, and the epidemic inflicted serious damage on tourism industry. It is thus not possible to apply the findings from this study this summer, but

the analysis of the Asian tourism purchase channels and travel behavior may be helpful in the recovery of visit numbers in 2021.

This internship was supposed start in March, but the French government announced a lockdown from March 17 to May 11, 2020, due to COVID-19. The internship officially began on June 3, 2020. The internship after the confinement followed the Standard Operating Procedures (SOP) for the epidemic period. The wine tourism teams were guided in the process of serious disinfection and to decrease direct contact with clients. The number of visitors allowed on each tour was reduced from 19 to 10 people. The route map was redesigned to adapt to this particular situation, with safe distancing clearly indicated on the guided route. A high standard of hygiene has also been required to protect the safety of employees and customers.

In these restricted conditions, the winery provides three wine tourism products: Clicquot Spirit (1H cellar visit and Brut Yellow Label tasting); Atelier Effervescence (Half hour Cellar tour with 2 glasses of Champagnes tasting); and Vineyard experience (Tour of the vineyard around Manoir de Verzy with 2 glasses of Champagnes tasting). After the first two of these tours, visitors are welcome to shop in the boutique and enjoy a food and champagne pairing or a tasting of different Champagnes by the glass at Airstream. The number of clients is limited to under 10 people, and the chosen products are served by boutique staff. This maintains the luxury shopping experience in safer conditions.

1.5. Local Tourism Market and SWOT

The Champagne region has two world heritage sites classified by UNESCO: the Cathedral of Reims and the Champagne Hillsides, Houses and Cellars. The coronation of the kings of France took place inside the Cathedral of Reims, and 1.4 million visitors visit this Gothic masterpiece annually (2018). Six wine routes exist in the Champagne region: Massif de Saint-Thierry, Montagne de Reims, the Marne Valley, Côte de Blancs, Côte de Bar, and

Côteaux Vitryats (Appendix Figure E). Wine tourism events are often organized in Champagne, including the wine route festival in Aube and Champagne et Vous in Aisne. There are also four events are organized in Marne: Champagne festival, Harvest festival, Champagne Vitryat festival, and festival of lights in Epernay. In the Champagne Ardennes region, departmental committees oversee the Marne and Aube, while Reims and Epernay each have their own budgets, priorities, and perspectives on tourism in Champagne (Steve & David, 2011).

The Champagne wine tourism white book was published March 2019 by the Mission Coteaux, Maisons et Caves de Champagne. According to the white book, 7.3 million people visited the Champagne region in 2017, including 3 million-day visits and 4.3 million overnight stays. The accommodation capabilities have reached 16,500 beds, which is an increase of 1.3% from 2014 to 2016. There were 274 hotels in 2017, including 5 hotels with 5 stars, 17 with 4 stars, 90 with 3 stars, 76 with 2 stars, 15 with 1 star, and 71 normal hotels. Meanwhile, 11,700 jobs opportunities were created in the tourism sector, which brought in an investment of around €109 million. Winery visits in 2017 were also broken down by company: Mercier received 87,200 visitors; Moet & Chandon, 80,600; Taittinger, 72,412; Mumm 40,287; and Veuve Clicquot, 28,892 (Mission Coteaux, Maisons et Caves de Champagne, 2019).

To clarify the strengths and opportunities for tourism in the Champagne region, the author performed SWOT analysis based on the two main regional tourism development plans—the diagnosis and prospects of tourism in the Grand Est (SRT, 2017) and the government white book of wine tourism in Champagne (Mission Coteaux, Maisons et Caves de Champagne, 2019)—as well as personal experience (Table 2).

Table 2.

SWOT Analysis of Champagne Wine Tourism

Strengths	Weaknesses
High awareness of Champagne	Not well-known as travel destination
High quality sparkling wine	Closed on weekends and holidays
Unique winemaking method	Lack of languages
Unique crayères cave	Lack of talents
Clear image of wine destination	Obvious high season and low season
Supportive organization: CIVC	Far from beach
2 UNESCO heritage designations	Unclear instructions for public transport to
Diverse Champagne brand to discover	vineyard
Transportation: TGV, Paris airports	Small wineries are not ready for wine tourism
High quality of hotels	
Activities: Wine tourism, history heritage, nature	
and gastronomy	
Innovation wine tourism	
Existing wine route	
Opportunities	**Threats**
Near Paris: One-hour journey	Wine destination competitors: Bordeaux, Porto,
MICE	Napa Valley
Close to Germany and Belgium	Global warming influences the vineyard
World Champagne lovers	Not enough budget to invest tourism
International events:	Increased Prosecco sales
• 2024 Olympic Games	Global disease: COVID19
• 2023 World Cup of Rugby	

ASIAN OUTBOUND TOURIST MARKET

Eating habits are influenced by globalization. It has become easier to find Western food restaurants in Asia and Asian food restaurants in Europe. Fine dining is increasing in Asia, while wine and food pairing has become more common. Clear evidence of this is provided by the publication of Michelin guides for various countries in Asia over the course of the past decade. Michelin has been the premier travel and restaurant guide for France since 1926. The first Asian edition of Michelin was published in 2008 in Tokyo, Japan (Isabel, 2007), while the Hong Kong edition was published in 2009 (news). The first year for Michelin ratings of Taipei, Taiwan, was 2018 (Monica, 2017). Michelin guides have been published for three main Chinese cities: Shanghai (2017), Guangzhou (2018), and Beijing (2020) (Wu, 2016).

2.1. Taiwan

The Taiwan wine import business started in 2002 after the monopoly system was eliminated, as the climate is too warm to plant wine grapes in Taiwan. Wine culture has less than a twenty-year history in the country. The monopoly was started during the Japanese occupation. The Taiwan Governor's Office took control of tobacco in 1905 and liquor from 1922 to 1968. The government has since enacted the Tobacco and Liquor Tax Law and the Tobacco and Liquor Management Law, which went into effect on January 1, 2002, and eliminated the monopoly system and initiated free production of tobacco and liquor (Chao, 2003). The government of Taiwan ended the ban on outbound travel in 1979, and in 1994, outbound travelers amounted to 4.74, about 22% of Taiwan's total population. Between the early 1960s and 1990s, Taiwan's economy boomed because of rapid industrialization. As Taiwanese incomes increased and the outbound travel prohibition ended, Taiwan became one of the world's most prominent tourist-exploring countries (Huang et al., 1996). Taiwan has a visa exemption agreement with 111 countries, a visa-upon-arrival agreement with 40 countries, and can apply for e-visas for 17 countries as of 2019.

Outbound tourism data were recorded by the Tourism Bureau, Ministry of Transportation & Communications (MOTC). The annual travel report indicated 17,101,335 people traveled abroad in 2019. Only 0.4% of these (75,642) traveled to France. The average trip length was 7.87 days, but the average length of stay in France was 11.62 days (MOTC tourism statistics, 2019). This greater number of overnights in France may be an opportunity for the Champagne region. Wine tourism is a new experience for the Taiwanese, so a wine tourism daytrip might be a good attraction.

2.2. China

According to the Chinese Government, 149,720,000 Chinese people traveled abroad in 2018, while 1,300 million passports had been issued up to 2018. Although only 10% of population has applied for a passport, there is still huge potential for the outbound travel market. Most outbound tourists are from the large cities of Shanghai (population 23.4 million), Beijing (18.8 million), and Guangzhou (11.6 million). Although age composition has changed, Generation Y (post-1980s; 29%) is still the backbone of outbound tourism. However, Millennials (1990s–2000s; 18%) travel number exceeds that of Generation X by 1% according to the Ministry of Culture and Tourism's report (2019). Millennials prefer a unique experience, and they intend to choose independent travel, customized tours, and private guides. As travel has become easier and more diverse, the demand for high-quality service is rising. The average spending for outbound travelers is US$800 per person. As second-tier and third-tier Chinese cities (Chengdu, Chongqing, Tianjin, Shenzhen, etc.) increase the number of international airports and visa offices, the number of outbound Chinese tourists will clearly increase (Ministry of Culture and Tourism, 2019).

Asian travel to Europe normally takes longer than a week. In terms of travel peaks, there are three main holidays in China, Chinese New Year (Spring Festival), May Day, and the Mid-Autumn Festival, each of which affords 5–8 days' vacation. A weeklong holiday is a good

reason to encourage Chinese to travel abroad. According data from Ctrip, 40% more bookings appeared during three main holidays than at other times. Ctrip is one of the main travel websites in China, and the company is establishing overseas offices around the world to meet the needs of Chinese tourists. Millennials, especially, tend to book a one-day simple tour, rental car, or online ticket, instead purchasing a travel package. Demand for cultural travel is increasing as well. It is possible to purchase museum tickets (for, e.g., the Louvre or Musée d'Orsay) on Ctrip; a Chinese tourist could book the ticket on the day they want to visit and the e-ticket would be stored in their mobile phone. Tourism products targeting Chinese visitors may wish to engage with technology.

2.3. Japan

The number of Japanese outbound travel has increased rapidly since 1985, when the value of the yen rose sharply against other currencies. In 1987, the Japanese government announced the Ten Million Program, which aimed at doubling the amount of Japanese travel from 5.5 million (in 1986) to 10 million by the end of 1991, and they successfully reached nearly 11 million in that year (Nozawa, 1992). According to the Japan National Tourism Organization (JNTO), the number of Japanese departures has increased at a steady rate and has more than doubled in the past 30 years. From 1992 to 2018, the number of outbound tourists increased from 11 million to 18 million (Japanese departures statistics, 2018, Appendix Table D).

In the 1970s, Japan had the world's third largest gross national product. As Japan's economy boomed, outbound tourism grew rapidly. During that golden period, Japanese travelers spent two to five times more than the average international travelers. This changed the service at many tourist destinations: most French museums that attracted international tourism translated their brochures into Japanese. The government's International Tourism Institute of Japan (ITIJ) supported outbound travel promotional activities, and the Japanese

air industry expanded international air capacity, especially in 1987, to the inter-Pacific Asian region and non-stop routes to Europe (Nozawa, 1992). Although deflation in Japan started in the early 1990s, and the Japanese economy suffered, the numbers of outbound tourists continued to grow. Japan is also the most mature champagne market in Asia and the third highest import country globally by value. Because the Japanese are interested in champagne, there is a huge potential to attract them to visit the region to explore the production of world-famous sparkling wine.

2.4. Hong Kong

Hong Kong was one of the largest tourist-generating markets in the Asia-Pacific region after Japan, Taiwan, and Australia in 2001. The number of outbound travelers increased by one million people from 1997 to 2001 (Hanqin et al., 2004). A MasterCard survey found that the Hong Kongers are the second keenest travelers in the region, and Hong Kong international outbound tourism is expected to reach 6.8 million in 2021 (MasterCard news, 2017). A 2017 survey by the British travel website MoveHub found that Hong Kong had the highest number of overseas trips per capita at 11.4 times per year, perhaps due its many public holidays, although fluctuations in the housing market and the lifestyle of escape culture could be the main reasons for high travel frequency (Jerry, 2017). A case study of Honk Kong residents' outbound leisure travel sought to identify the most important factor influencing their travel destination decisions and found that trendy destinations are the first choice for Hong Kong residents. Safety, availability of accommodation, transportation, cost of trip, and quality of food are other important factors (Hanqin et al., 2004). Less important were shopping service, festivals and special events, language barriers, entertainment and night life, historical sites and beaches, and destination distance from place of residence. With this in mind, it should not be difficult to attract visitors from Hong Kong to Reims.

ONLINE SURVEY ANALYSIS OF CHAMPAGNE WINE TOURISM

This survey seeks to develop Asian tourist travel to the Champagne region. Participation in the research was voluntary and anonymous.

3.1. Methodological Approach

This online questionnaire was applied to four main wine markets in Asia: Japan, Hong Kong, Taiwan, and China. A total of 900 questionnaires were collected from April 9 to May 5, 2020 (Table 3); the target population were those aged 18 years or above. The questionnaire was published using Google Forms in three languages: Mandarin traditional, English, and Japanese. A version in Mandarin simplified was published on the WJX (Changsha Ranxing Information Technology Co., Ltd., 2020) platform for the Chinese market (Appendix questionnaires). Hong Kong is a bilingual market: 65 English and 75 Mandarin traditional questionnaires were collected. In terms of overall responses, Japan and Hong Kong each yielded about 150 complete surveys, while Taiwan and China each yielded about 300.

The first section of questions focused on demographic characteristics (Table 3) and awareness of and interest in wine tourism (Table 4). The second section focused on wine consumption frequency and preferences. The third section focused on travel information platform preference and online purchase and travel package website preferences. The final section discussed interest in visiting Veuve Clicquot after reading provided marketing content, budget, and descriptions of the wine tourism experience (Appendix Table E–H).

3.2. Demographic Characteristics

Data from these questions related to gender, nationality, age, travel partner, and travel frequency (Table 3). In terms of gender, Japan had a parity of responses, while Taiwan (67%) and China (60%) had more female responses and Hong Kong had more male responses (66%). In the travel partner sector, the greatest proportion of respondents travel with family (442; 49%). Traveling with friends was the second highest in the ranking (231; 26%). It thus

appears that most respondents prefer to travel with family and friends (Figure 3). Surprisingly, travel as a couple was not the most common combination, while providing children a friendly environment is a huge plus for family visitors. Traveling with a colleague was the least common (9; 1%). Although the option of traveling with colleague was designed to link with meetings, incentives, conferences, and exhibitions (MICE) travel, MICE travel and travel partner did not have a strong correlation. Further research on Asian MICE travel is needed. Among respondents from Japan, Hong Kong, and China, 10%–23% were willing to travel alone, but this was a less popular option among people from Taiwan (5%).

Figure 3.

Travel Partner.

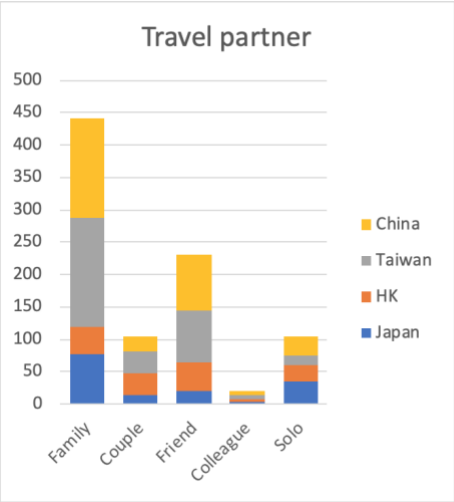


Figure 4.

Travel Frequency.

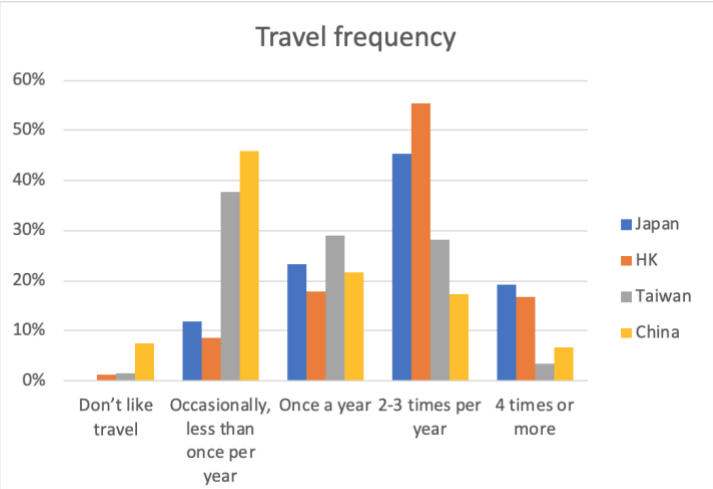


Table 3.

Respondent Demographic Characteristics

Item/ Variable	Criteria	Japan		Hong Kong		Taiwan		China	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Total amount of questionnaire		150		150		300		300	
Gender	Male	80	53%	99	66%	99	33%	119	40%
	Female	70	47%	51	34%	201	67%	181	60%
Age	18-24	5	3%	19	13%	26	9%	92	31%
	25-34	48	32%	48	32%	54	18%	71	24%
	35-44	35	23%	33	22%	51	17%	58	19%
	45-54	30	20%	22	15%	69	23%	42	14%
	55-64	25	17%	23	15%	81	27%	33	11%
	65-74	6	4%	4	3%	17	6%	3	1%
	74 or older	1	1%	1	1%	2	1%	1	-
Travel partner	Family	77	51%	42	28%	168	56%	155	52%
	Couple	14	9%	34	23%	33	11%	23	8%
	Friend	20	13%	45	30%	80	27%	86	29%
	Colleague	4	3%	4	3%	5	2%	6	2%
	Solo	35	23%	25	17%	14	5%	30	10%
Travel frequency	Don't like travel	0	-	2	1%	5	2%	23	8%
	Occasionally, less than once per year	18	12%	13	9%	113	38%	138	46%
	Once a year	35	23%	27	18%	87	29%	65	22%
	2-3 times per year	68	45%	83	55%	85	28%	52	17%
	4 times or more	29	19%	25	17%	10	3%	20	7%

People from Taiwan and China tend to travel less frequently, occasionally or less than once a year (38% and 46%, respectively; Figure 4). General travel frequency among people from Japan and Hong Kong is slightly higher, at two to three times per year, while 64% of Japanese and 72% of Hong Kongers travel more than twice per year. Indeed, Hong Kong residents in particular appear to like to travel, while Chinese respondents normally travel slightly less often than those from the other three countries.

3.3. Awareness of Wine Tourism Platforms

Table 4 indicates that respondents from Japan and Taiwan had greater recognition of wine tourism according to three Yes/No questions about wine tourism awareness (82% and 81%, respectively), experience (52% and 51%, respectively), and interest (84% and 87%,

respectively). There is still room for recognition of wine tourism to develop in China and Hong Kong (65% and 74% awareness, respectively). Only 29% of Chinese respondents and 36% of Hong Kongers had experienced wine tourism. The survey data also indicated that more than 60% in total respondents were interested in wine tourism, with respondents from Taiwan and Japan being particularly interested (Table 4).

Table 4.

Awareness of Wine Tourism Platforms.

Item/ Variable	Criteria	Japan		Hong Kong		Taiwan		China	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Total amount of questionnaire		150		150		300		300	
Awareness of wine tourism	Yes	123	82%	111	74%	242	81%	195	65%
	No	27	18%	39	26%	58	19%	105	35%
Awareness of wine tourism platform	Official Web Page	56	37%	40	27%	121	40%	54	18%
	Tourism Office	33	22%	30	20%	37	12%	22	7%
	Travel agent	39	26%	47	31%	176	59%	106	35%
	Google Map	19	13%	15	10%	41	14%	14	5%
	TripAdvisor	17	11%	31	21%	37	12%	15	5%
	Facebook	19	13%	68	45%	101	34%	16	5%
	Instagram	21	14%	29	19%	49	16%	12	4%
	Others	39	26%	30	20%	40	13%	73	24%
Used to visit Wine tourism	Yes	78	52%	54	36%	153	51%	88	29%
	No	72	48%	96	64%	147	49%	212	71%
Interested to Wine tourism	Yes	126	84%	91	61%	260	87%	226	75%
	No	24	16%	59	39%	40	13%	74	25%

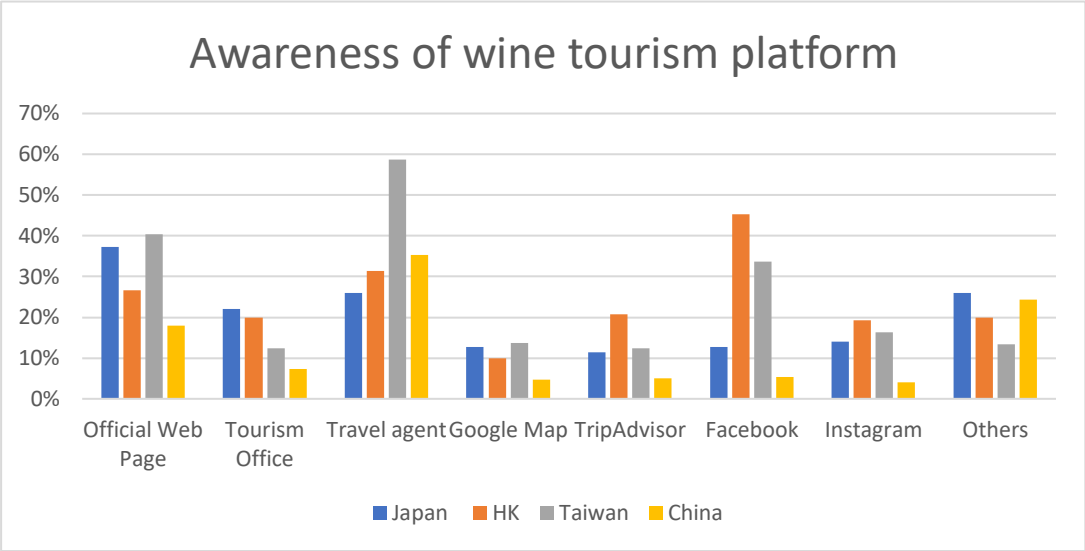
As shown in figure 5, the top three websites for the four countries are travel agents, official web page, and Facebook for creating awareness of the wine tourism platform, so maintaining an official web page and Facebook content is important, while optimizing the reactions of potential consumers on Facebook is recommended. Cooperation from travel agents should also be considered as a key point to increase visitors.

Although sources of information varied by country, travel agents were significant sources in both Taiwan (59%) and China (35%), while also being a useful source in Japan (26%) and

Hong Kong (31%). Facebook was particularly important for respondents in Hong Kong (45%) and Taiwan (34%), while official winery websites were important for respondents from all countries (ranging from 19%–40%). The “other” option was also significant for Japan (26%), China (24%), and Hong Kong (20%), which indicates the importance of WOM (Harvir & Peter, 2000), Weibo, Twitter, magazines, influencers, and other advertisements.

Figure 5.

Awareness of Wine Tourism Websites.



3.4. Wine Consumption Frequency and Preference

Frequency of wine consumption in Asia is surprisingly low, as most people tend to drink only annually. In each country, around 48%–53% of people surveyed drink sparkling wine annually (Figure 6 & 7), while one quarter of respondents did not drink any wine at all. Although European has the cultural habit of pairing food and wine, wine is an exotic drink to Asian people. Following the trends of globalization, however, an increasing number of Western restaurants are opening in Asia. Drinking frequency might be influenced by the culture of wine and food pairing and change slowly over time.

According to UMC information, there are seven types of champagne defined by the different level of sweetness after dosage (addition of a small amount of pure cane sugar mixed with old Champagne wine before final corking, to balance the wine's natural high acidity): Extra Brut (0–6 g of sugar per liter), Brut Nature (<3 g sugar/liter), Brut (<12 g sugar/liter), Extra Dry (12–17 g sugar/liter), Sec (17–32 g sugar/liter), Demi-Sec (32–50 g sugar/liter) and Doux (>50 g sugar/liter).

Figure 6.

Wine Consumption Frequency.

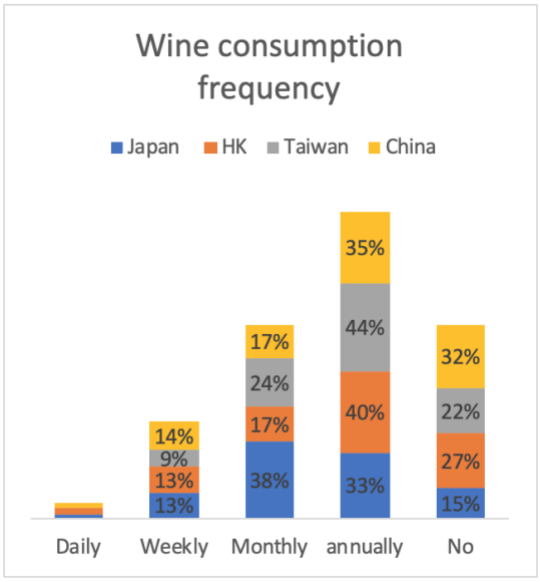


Figure 7.

Sparkling Wine Consumption Frequency

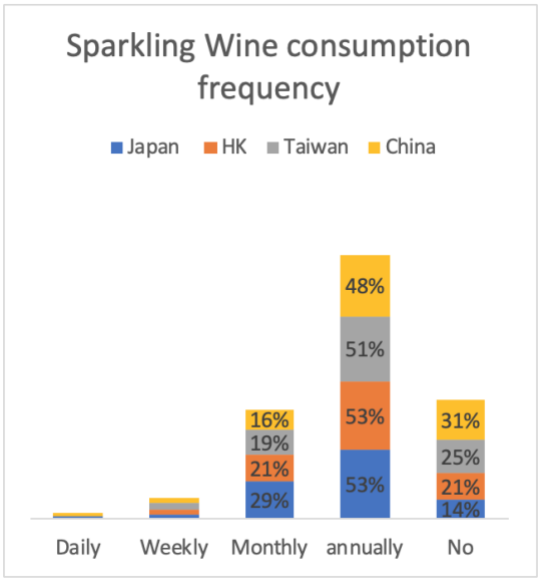
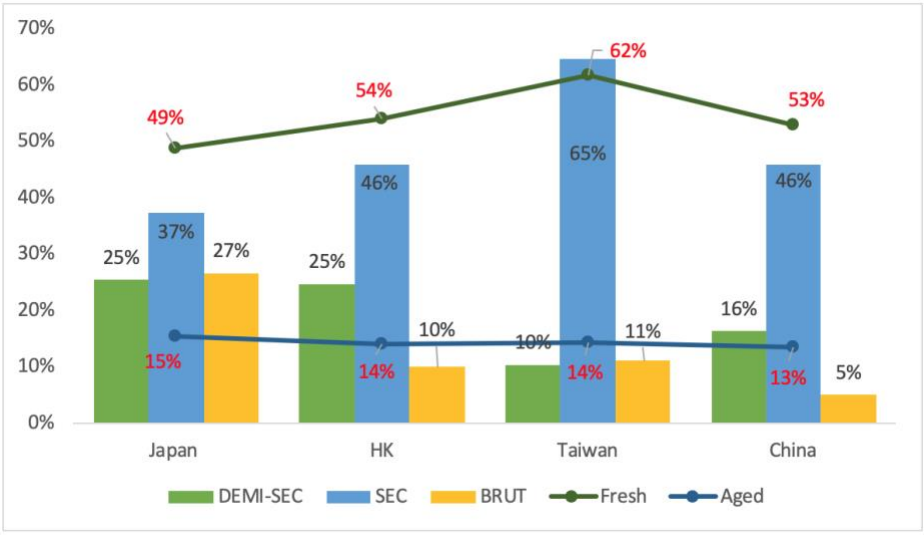


Figure 8.

Sparkling Wine Preferences.



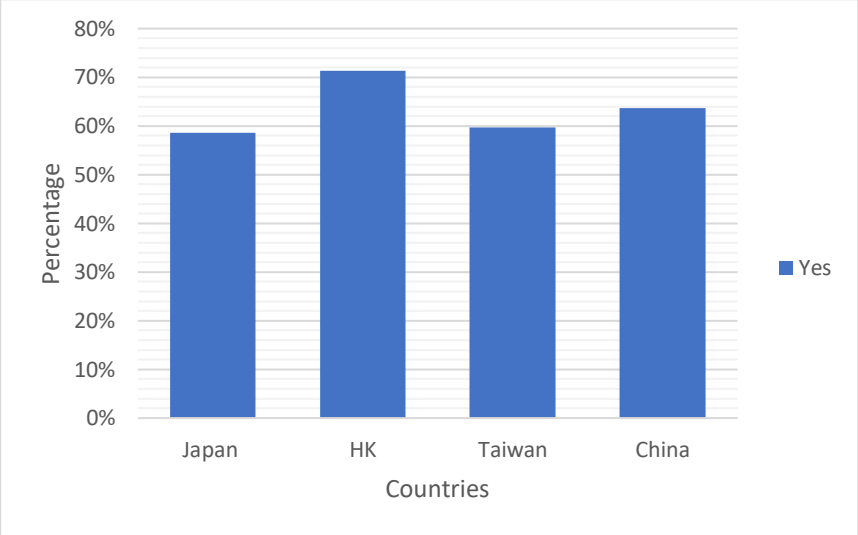
Designing a good tasting experience requires being familiar with the palate of the client. Based on the survey results, most of the respondents appear to favor the Sec (fresh) style (Figure 8), so it appears that most tourists from Asia will prefer a slight sweetness in the sparkling wine. It would thus be wise to provide champagne with more than 12 grams of sugar, including Brut, Extra Dry, and Sec for tasting, while Brut Nature and Extra Brut might not be appreciated at a first-time tasting.

3.5. Travel Information and Purchase Platform

There is often a long process between making a travel decision and purchase. Different influences may be involved; social media, for example, might be a trigger. The traveler often does research before booking a trip. Because there are so many options, people tend to choose that which they trust the most (Liping et al., 2004). Obviously, online channel purchase behavior has to adapt to the different laws in different countries. Figures 9–11 illustrate the confidence of online purchasing behavior and the difference between information research platform and purchase platform. More than 59% of respondents like online purchasing, reaching 71% among Hong Kongers.

Figure 9.

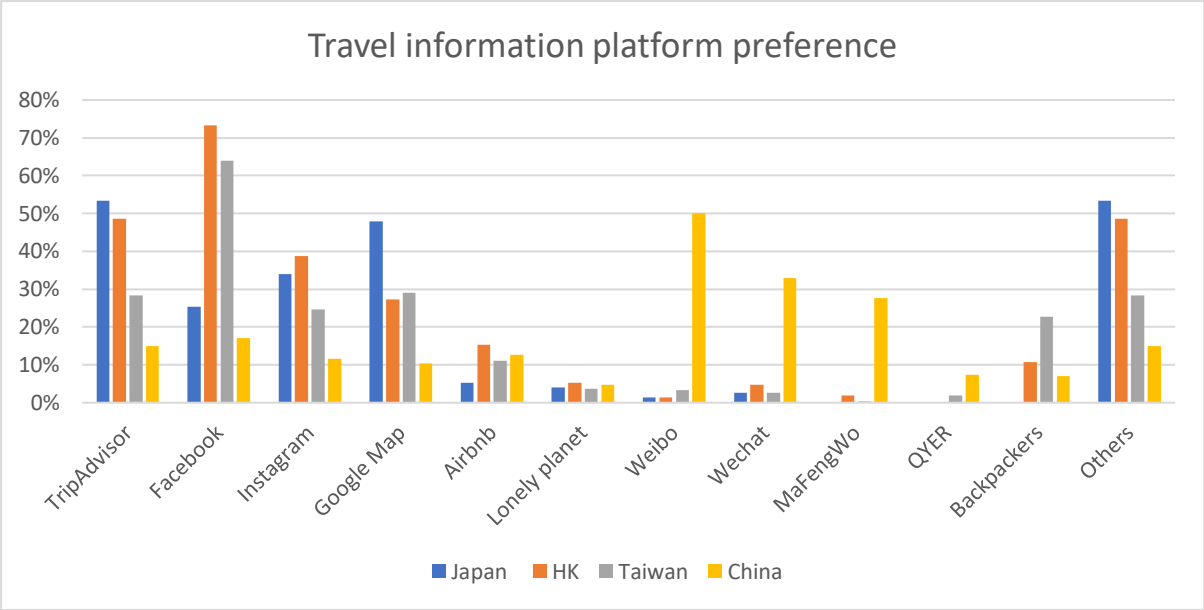
Online Purchase Rate.



When people research travel information, the main channels for Japan, Hong Kong, and Taiwan are Facebook, TripAdvisor, Instagram, and Google Maps. China, however, had 50% of awareness from Weibo, followed by MaFengWo (28%) and WeChat (33%; Figure 10). For Japan TripAdvisor (53%), Google Maps (48%), and Instagram (34%) were particularly significant, while for Hong Kong Facebook (73%), TripAdvisor (49%), and Instagram (39%) were important sources. The Taiwanese respondents received travel information from Facebook (64%) and Backpackers, Instagram, TripAdvisor and Google Maps (ranging 23%–29%; Appendix Table F). For Japan and Hong Kong, the category of "Other" cannot be ignored (53% and 49%, respectively). Influencers, Twitter, Jalan, Rakuten, travel magazines, and Google keywords are also ways to collect travel information for the Japanese, while Hong Kongers search for travel information on YouTube, Google keywords, KLOOK, and KKday.

Figure 10.

Travel Information Platform Preference.

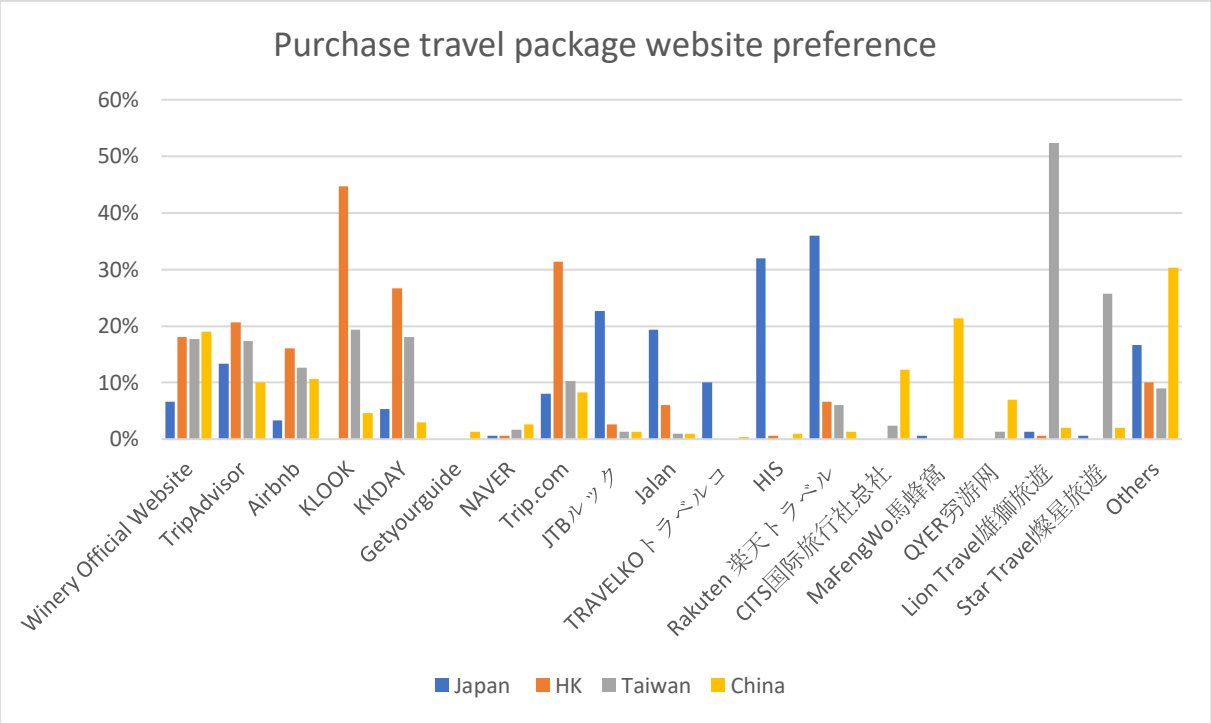


Based on this analysis, it appears that the three websites with the most influence for purchasing tour packages are: KLOOK, TripAdvisor, and winery official websites. More specifically, 23%–36% of Japanese respondents prefer to purchase on Rakuten, HIS, or JTB. KLOOK is the most important purchase platform for Hong Kongers (45%), although 31% and

27% purchase their trips on KKDAY and Trip.com, respectively. The favorite website among Taiwanese is Lion Travel (52%), with Star Travel (26%) in second place, although 17%–19% of Taiwanese respondents would purchase tours on KLOOK, TripAdvisor, or a winery official website. MaFenWo is the main channel for travel purchase and travel information in China (21%), although 19% Chinese would be willing to purchase from winery official websites (19%) were also significant; 30% of Chinese respondents chose the “other” option (Appendix Table G). There were also 14 cases for purchase on CTRIP (Ctrip, n.d.), and 4 cases for purchase on Fliggy (Fliggy, n.d.).

Figure 11.

Purchase Travel Package Website Preference.

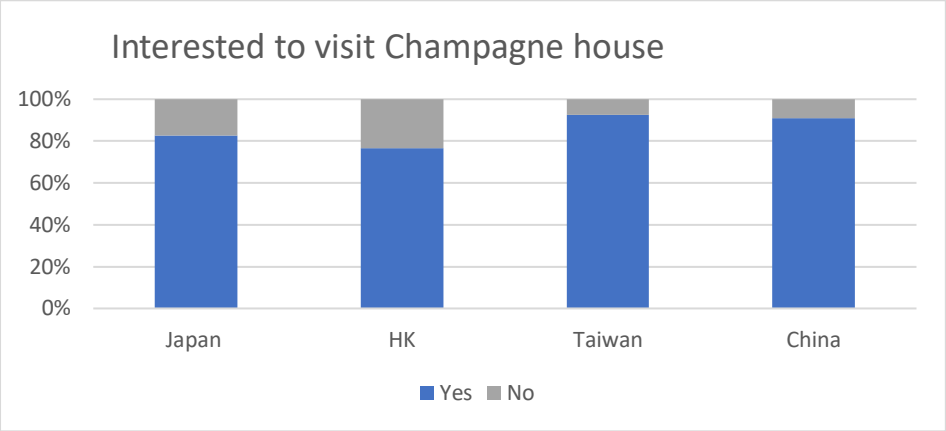


Surprisingly, many respondents were interested in visiting Veuve Clicquot after reading the content below (Wine tour in Reims), particularly among those from Taiwan (93%) and China (91%), while figures for Japan (83%) and Hong Kong (77%) were slightly lower (Figure 12). Most negative answers (9%–23%, depending on the country or origin) were because respondents were not interested in alcohol, disliked long-distance travel, or were concerned

about COVID-19. These results indicate that the Asian tourist market would be interested in exploring the culture of the Champagne region if they are informed about the masterpieces they could see and region's proximity to Paris.

Figure 12.

Interest in Visiting a Champagne House.



Wine tour in Reims

After reading the following text, are you interested in visiting Champagne houses in Reims if you happen to travel to France?

Reims is located in the northeast of France in the Champagne region, a one-hour train ride from Paris. The coronations of the kings of France took place inside the Cathedral of Reims, a Gothic art masterpiece classified by UNESCO as a World Heritage site.

In addition, many world-renowned Champagne houses are gathered in this city. The Champagne Veuve Clicquot's winery tour, for example, will have you visiting the unique chalk cellars, which are also a UNESCO World Heritage site, and discovering the story of Madame Clicquot and how she made Champagne famous. Of course, the most important part is tasting the great Champagne and fully enjoying the Clicquot experience.



Photo 1. Reims Cathedral.

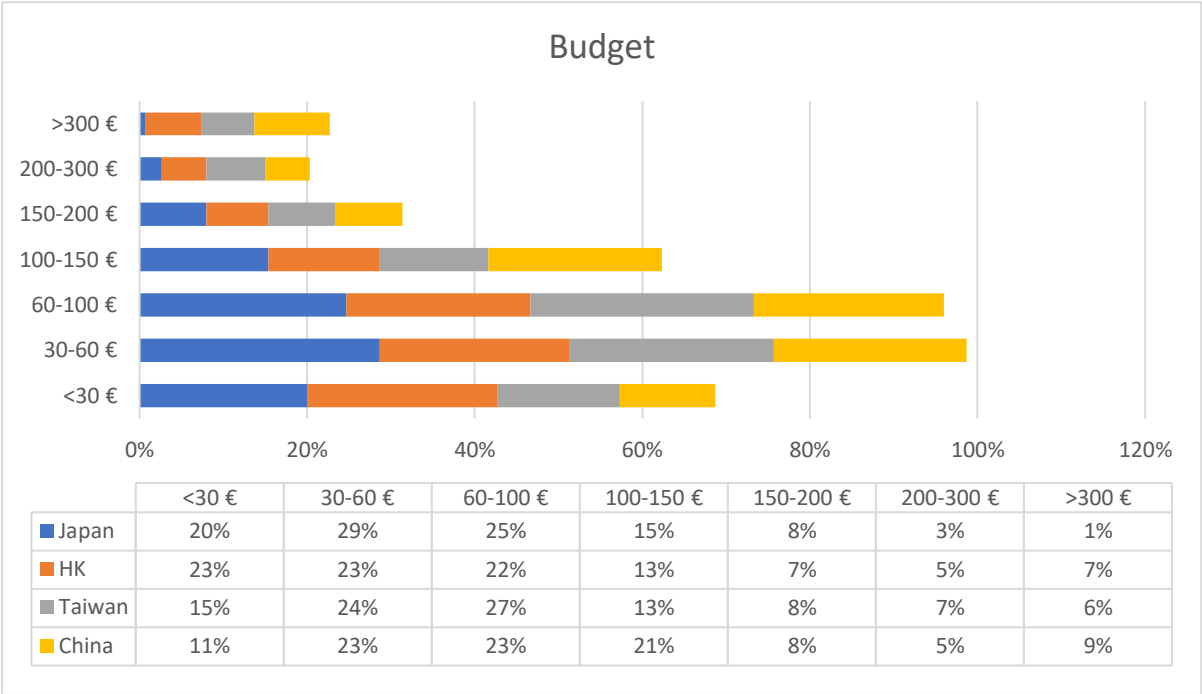


Photo 2. Veuve Clicquot Champagne.

Price sensitivity is important in designing a welcoming product. Consider the tour price range in the LVMH group wineries: Veuve Clicquot €30–€55, Moët & Chandon €25–€47, Mercier €18–€28. These tours all include cellar tour and tasting, but the price difference depends on the cuvée.

Figure 13.

Budget to Visit a Champagne House.



	<30 €	30-60 €	60-100 €	100-150 €	150-200 €	200-300 €	>300 €
Japan	20%	29%	25%	15%	8%	3%	1%
HK	23%	23%	22%	13%	7%	5%	7%
Taiwan	15%	24%	27%	13%	8%	7%	6%
China	11%	23%	23%	21%	8%	5%	9%

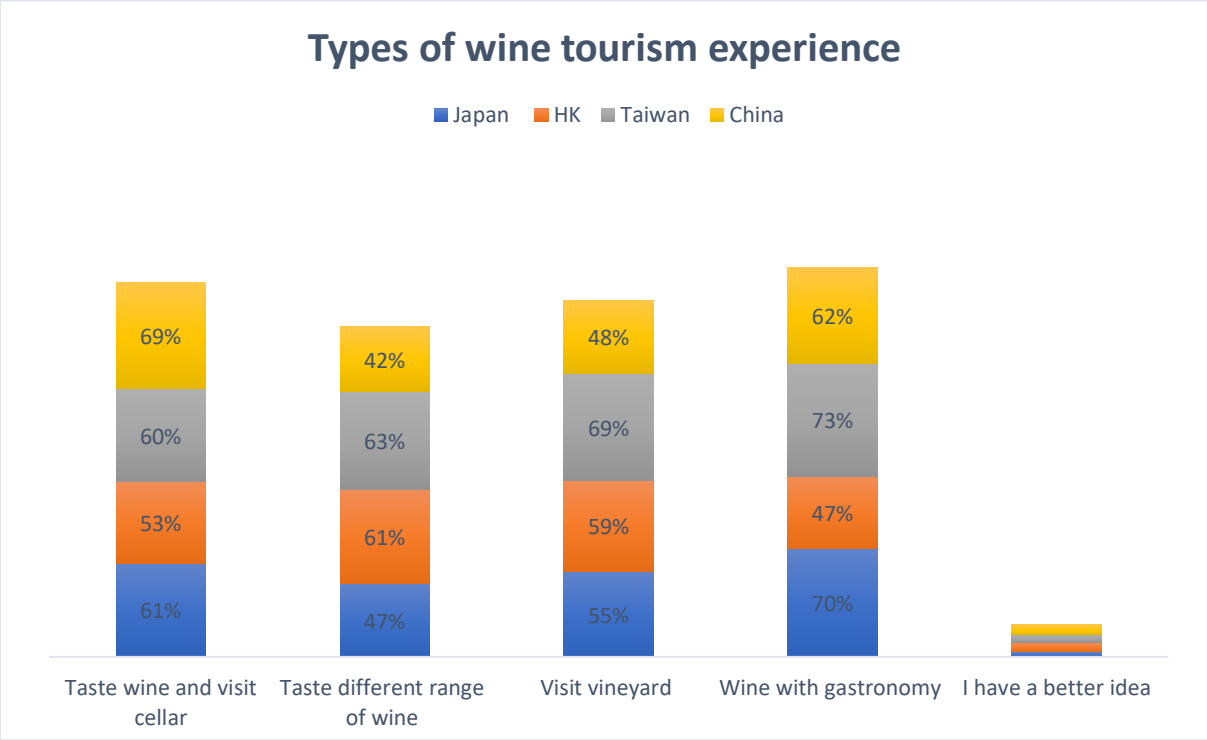
For most of the respondents, their budget ranged from €30–€100, accounting for around 45%–54% from all four countries. This indicates that most would be willing to pay more than the ticket price and might have extra intention to buy a souvenir in the shop. Inclusion of transportation service in the fees could also be attractive for Asian tourists. For respondents form Japan and Hong, under €100 was the most acceptable price point, for 74% and 68% of respondents, respectively, while the acceptable price range for Taiwanese was from €30–€100 (53%). Surprisingly, 21% of Chinese respondents had a higher budget, from €100–€150 (Figure 13).

Figure 14 illustrates attitudes towards four classic types of wine tourism experience.

Wine pairing with food was the most popular among respondents from Japan (70%) and Taiwan (73%), while respondents from China were more likely to be interested in a wine tasting and cellar visit (69%). Among respondents from Hong Kong, a tasting with different ranges of wine was most appealing (61%). In the category of visiting a vineyard, respondents form Taiwan (69%) showed the highest interest.

Figure 14.

Types of Wine Tourism Experience.



Other creative tasting experiences were also mentioned, such as tasting while stargazing, a wine spa, wine and cheese pairing, winery tour with music, wine picnic, a child-friendly package, or a unique wine tasting of a special cuvée only available at the winery. A small number of respondents were interested in the winemaking experience (28) or interested in accommodation at the winery (8).

CONCLUSION

This paper considers wine tourism in the Champagne region and the Asian tourist market. After relating wine tourism in Champagne to the export market for sparkling wine, the recent market situation, the potential for wine tourism development, and the internship at Veuve Clicquot, the results of the second part of the study indicated that travel behavior is changing among the target Asian population, with a greater focus on digital booking. This study collected 900 responses via an online questionnaire from participants in Taiwan, China, Japan, and Hong Kong, which helped to clarify their preferences for tourist product purchase channel and travel behavior.

Around half of the respondents drink sparkling wine at least once annually. Consumption frequency and brand loyalty could be increased by a memorable wine tourism experience. The CIVC annual report and this study also showed that Asian tourists tend to be interested in sweeter champagne. Also of interest, most preferred to travel with family and friends. It is suitable, then, that Veuve Clicquot offers free tours for children (under 10 years) and a 50% discount for adolescents (10-17 years). More child-friendly services should perhaps be considered in the future. Most Asian tourists also have a high interest on gastronomy. The Fooding project (a food and Champagne pairing) launched this year as an adaptive strategy. This research also revealed the ideal budget is actually higher than the average tour price—between €30–€100. The addition of the boutique and airstream (for special tastings of cuvees with higher sugar content) fit the budget most Asian tourists are willing to spend.

The respondents expressed highly positive views on participating in wine tourism in Reims if they receive enough travel information. There is a good deal of awareness of wine tourism in Japan and Taiwan, and travel agents, official websites, and Facebook are the main

sources of information. The results indicate that most influential websites for purchasing a tour package are: KLOOK, TripAdvisor, and winery official website. According to this study, wineries can reach the Asian market if they can cooperate with the main information channels. Veuve Clicquot is working in the right direction by cooperating with travel agents. Due to the COVID-19 pandemic, there was not sufficient time to apply any of the strategies suggested in this study this year, but hopefully they can be used in the future to help develop wine tourism in the Champagne region and assist in its recovery from the epidemic economic crisis as soon as possible.

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Appendix: Tables

Table A.

International Tourists in France, 2017

	Touristes (en milliers)			Évolution 2017/2016 (en %)	Part de la zone (ou du pays) dans le total des touristes en 2017	Part des touristes parmi les visiteurs de la zone (ou du pays) en 2017
	2015	2016 (r)	2017 (p)			
Europe	**67 037**	**64 708**	**68 326**	**5,6**	**78,7**	**37,3**
dont Allemagne	11 478	11 753	11 822	0,6	13,6	37,1
Belgique, Luxembourg	10 808	10 293	11 278	9,6	13,0	22,6
Espagne	6 125	5 794	6 794	17,3	7,8	40,4
Italie	7 594	6 992	6 673	-4,6	7,7	41,4
Pays-Bas	5 063	4 056	4 355	7,4	5,0	56,6
Royaume-Uni	12 236	12 019	12 744	6,0	14,7	78,3
Russie	620	592	849	43,4	1,0	74,3
Suisse	6 010	6 353	7 035	10,7	8,1	20,5
Union européenne (28)	59 581	56 912	59 624	4,8	68,6	40,7
Zone euro (19)	44 450	42 152	44 055	4,5	50,7	34,9
Amérique	**7 091**	**8 131**	**8 679**	**6,7**	**10,0**	**74,4**
dont Brésil	1 162	1 033	1 218	17,9	1,4	76,2
Canada	1 013	1 129	999	-11,5	1,2	66,5
États-Unis	3 622	4 180	4 413	5,6	5,1	73,8
Asie	**6 110**	**5 757**	**5 948**	**3,3**	**6,8**	**76,0**
dont Chine	2 197	2 010	2 107	4,9	2,4	75,4
Inde	524	552	521	-5,6	0,6	71,0
Japon	682	411	484	17,8	0,6	67,1
Proche et Moyen-Orient	1 352	1 255	1 343	7,0	1,5	74,1
Afrique	**2 774**	**2 927**	**2 803**	**-4,2**	**3,2**	**78,3**
dont Afrique du Nord	1 927	2 085	1 973	-5,4	2,3	86,1
Océanie	**1 440**	**1 159**	**1 104**	**-4,7**	**1,3**	**92,5**
dont Australie	1 267	1 010	910	-9,9	1,0	91,8
Total	**84 452**	**82 682**	**86 861**	**5,1**	**100,0**	**41,9**

Source: Direction Générale Entreprises (2018).

Table B.

Champagne Asia export data 2016-2018

Volumes en bouteilles de 75 cl et valeurs en euros	Rang	2016	2017	2018	
		volumes		volumes	valeurs
ASIE					
ARMÉNIE	134	4 990	1 842	6 465	163 457
AZERBAÏDJAN	112	17 586	17 986	20 086	576 884
BAHREÏN	129	13 008	20 934	9 696	225 221
CAMBODGE*	110	23 015	19 864	23 808	393 753
CHINE	13	1 299 833	1 974 255	2 173 758	40 894 111
CORÉE DU SUD	22	825 091	1 078 445	1 037 787	26 810 196
ÉMIRATS ARABES UNIS	15	1 894 508	2 008 664	1 984 169	50 779 198
GÉORGIE	91	52 199	29 999	36 989	973 105
HONG-KONG*	14	1 692 773	1 829 406	2 049 236	46 730 364
INDE*	38	390 743	392 052	361 848	5 892 926
INDONÉSIE*	57	114 881	110 991	124 927	2 089 164
IRAQ	162	314	5 976	1 274	29 668
ISRAËL	69	96 191	77 550	80 113	1 991 410
JAPON*	3	10 946 151	12 877 436	13 588 106	318 820 914
JORDANIE	128	9 980	6 845	10 622	205 273
KAZAKHSTAN	94	35 848	49 106	35 304	957 172
KIRGHIZISTAN	125	8 982	10 272	11 081	275 316
KOWEÏT	163		3 020	1 098	15 767
LAOS*	145	6 294	6 876	4 962	103 119
LIBAN	43	180 400	200 646	198 060	4 479 189
MACAO	68	90 688	53 645	80 638	1 775 785
MALAISIE*	39	324 962	358 260	323 505	6 819 964
MALDIVES	52	93 832	126 440	146 848	2 454 242
MONGOLIE*	130	4 847	5 800	8 179	111 563
MYANMAR*	133	19 423	20 214	7 770	106 760
NÉPAL	160	1 512	1 494	1 572	20 755
OMAN	83	8 096	39 130	50 112	756 501
OUZBÉKISTAN	103	24 942	25 504	27 545	696 519
PAKISTAN	165	48	360	870	21 841
PHILIPPINES	62	81 803	95 278	107 448	2 411 167
QATAR	35	302 646	427 556	399 092	5 893 882
SINGAPOUR*	20	1 264 498	1 131 819	1 305 512	25 922 381
SRI LANKA	99	20 484	19 572	29 474	559 018
TAÏWAN*	32	515 790	463 539	431 590	11 012 161
THAÏLANDE*	30	313 314	412 683	467 561	10 033 097
VIET NAM*	45	142 296	145 575	183 221	3 449 027

* Estimation Comité Champagne

Source: CIVC (2018).

Table C.

Chinese outbound tourism statistics 2010-2018.

Year	Domestic Visitor	Domestic Expenditure	Visitor Arrivals	Visitors' Expenditure	Outbound Departures
2010	21.03*	12580**	13376***	456.14****	5739***
2011	26.41	19305	13542	484.64	7025
2012	29.57	22706	13241	500.28	8318
2013	32.62	26276	12908	516.28	8318
2014	36.11	30312	12850	1053.64	10728
2015	39.90	34195	13382	1136.50	11689
2016	44.35	39390	13844	1200.00	12203
2017	50.01	45661	13948	1234.17	13051
2018	55.39	51278	14120	1271.03	14972

Source: Ministry of Culture and Tourism of the People's Republic of China (2019).

Note: * Number of people, 100 million; **Chinese Yuan, 100 million; *** Number of people, 10 thousand; ****US dollar, 100 million.

Table D.

Japanese outbound tourism statistics 1964-2018.

年別 訪日外客数，出国日本人数の推移

Visitor Arrivals, Japanese Overseas Travelers

年 Year		旅行者数 International Travelers			
		訪日外客数（＊1） Visitor Arrivals	伸 率 Change	出国日本人数（＊2） Japanese Overseas Travelers	伸 率 Change
		人 persons	%	人 persons	%
1964	昭和39年	352,832	–	221,309	18.7
1965	昭和40年	366,649	3.9	265,683	20.1
1966	昭和41年	432,937	18.1	341,358	28.5
1967	昭和42年	476,771	10.1	427,829	25.3
1968	昭和43年	519,004	8.9	541,716	26.6
1969	昭和44年	608,744	17.3	712,080	31.4
1970	昭和45年	854,419	40.4	936,205	31.5
1971	昭和46年	660,715	△22.7	1,268,217	35.5
1972	昭和47年	723,744	9.5	1,532,928	20.9
1973	昭和48年	784,691	8.4	2,288,966	49.3
1974	昭和49年	764,246	△2.6	2,335,530	2.0
1975	昭和50年	811,672	6.2	2,466,326	5.6
1976	昭和51年	914,772	12.7	2,852,584	15.7
1977	昭和52年	1,028,140	12.4	3,151,431	10.5
1978	昭和53年	1,038,875	1.0	3,525,110	11.9
1979	昭和54年	1,112,606	7.1	4,038,298	14.6
1980	昭和55年	1,316,632	18.3	3,909,333	△3.2
1981	昭和56年	1,583,043	20.2	4,006,388	2.5
1982	昭和57年	1,793,164	13.3	4,086,138	2.0
1983	昭和58年	1,968,461	9.8	4,232,246	3.6
1984	昭和59年	2,110,346	7.2	4,658,833	10.1
1985	昭和60年	2,327,047	10.3	4,948,366	6.2
1986	昭和61年	2,061,526	△11.4	5,516,193	11.5
1987	昭和62年	2,154,864	4.5	6,829,338	23.8
1988	昭和63年	2,355,412	9.3	8,426,867	23.4
1989	平成 元年	2,835,064	20.4	9,662,752	14.7
1990	平成 2 年	3,235,860	14.1	10,997,431	13.8
1991	平成 3 年	3,532,651	9.2	10,633,777	△3.3
1992	平成 4 年	3,581,540	1.4	11,790,699	10.9
1993	平成 5 年	3,410,447	△4.8	11,933,620	1.2
1994	平成 6 年	3,468,055	1.7	13,578,934	13.8
1995	平成 7 年	3,345,274	△3.5	15,298,125	12.7
1996	平成 8 年	3,837,113	14.7	16,694,769	9.1
1997	平成 9 年	4,218,208	9.9	16,802,750	0.6
1998	平成 10年	4,106,057	△2.7	15,806,218	△5.9
1999	平成 11年	4,437,863	8.1	16,357,572	3.5
2000	平成 12年	4,757,146	7.2	17,818,590	8.9
2001	平成 13年	4,771,555	0.3	16,215,657	△9.0
2002	平成 14年	5,238,963	9.8	16,522,804	1.9
2003	平成 15年	5,211,725	△0.5	13,296,330	△19.5
2004	平成 16年	6,137,905	17.8	16,831,112	26.6
2005	平成 17年	6,727,926	9.6	17,403,565	3.4
2006	平成 18年	7,334,077	9.0	17,534,565	0.8
2007	平成 19年	8,346,969	13.8	17,294,935	△1.4
2008	平成 20年	8,350,835	0.0	15,987,250	△7.6
2009	平成 21年	6,789,658	△18.7	15,445,684	△3.4
2010	平成 22年	8,611,175	26.8	16,637,224	7.7
2011	平成 23年	6,218,752	△27.8	16,994,200	2.1
2012	平成 24年	8,358,105	34.4	18,490,657	8.8
2013	平成 25年	10,363,904	24.0	17,472,748	△5.5
2014	平成 26年	13,413,467	29.4	16,903,388	△3.3
2015	平成 27年	19,737,409	47.1	16,213,789	△4.1
2016	平成 28年	24,039,700	21.8	17,116,420	5.6
2017	平成 29年	28,691,073	19.3	17,889,292	4.5
2018	平成 30年	31,191,856	8.7	18,954,031	6.0

◆注 （＊1）：法務省資料に基づき、外国人正規入国者のうちから日本に永続的に居住する外国人を除き、さらに一時上陸客等を加えて集計した。
（＊2）：法務省出入国管理統計 出入(帰)国者数より。
（＊3）：値はすべて確定値である。

◆Notes（＊1）：These figures are compiled from the data of the Ministry of Justice. The recalculation serves to bring the visitor figures into line with the international standards.
（＊2）：Source is the Ministry of Justice.
（＊3）：Figures from 1964 to 2018 are definitive.

Source: Japan National Tourism Organization (JNTO) (2018).

Note: * Number of people; - Data not showed.

Table E.

Wine consumption frequency and preference.

Item/ Variable	Criteria	Japan		Hong Kong		Taiwan		China	
Total amount of questionnaire		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
		150		150		300		300	
Wine consumption frequency	Daily	3	2%	4	3%	2	1%	7	2%
	Weekly	19	13%	19	13%	26	9%	41	14%
	Monthly	57	38%	26	17%	72	24%	51	17%
	annually	49	33%	60	40%	133	44%	105	35%
	No	22	15%	41	27%	67	22%	96	32%
Sparkling wine consumption frequency	Daily	2	1%	1	1%	0	-	3	1%
	Weekly	4	3%	7	5%	13	4%	13	4%
	Monthly	43	29%	31	21%	58	19%	47	16%
	annually	80	53%	79	53%	153	51%	143	48%
	No	21	14%	32	21%	76	25%	94	31%
Sparkling wine preference	DEMI-SEC	38	25%	37	25%	31	10%	49	16%
	SEC	56	37%	69	46%	194	65%	138	46%
	BRUT	40	27%	15	10%	33	11%	15	5%
	Fresh	73	49%	81	54%	185	62%	159	53%
	Aged	23	15%	21	14%	43	14%	40	13%

Table F.

Travel information platform preference.

Item/Variable	Criteria	Japan		Hong Kong		Taiwan		China	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Total amount of questionnaire		150		150		300		300	
Travel information platform preference	TripAdvisor	80	53%	73	49%	85	28%	45	15%
	Facebook	38	25%	110	73%	192	64%	51	17%
	Instagram	51	34%	58	39%	74	25%	35	12%
	Google Map	72	48%	41	27%	87	29%	31	10%
	Airbnb	8	5%	23	15%	33	11%	38	13%
	Lonely planet	6	4%	8	5%	11	4%	14	5%
	Weibo	2	1%	2	1%	10	3%	150	50%
	Wechat	4	3%	7	5%	8	3%	99	33%
	MaFengWo	0	0%	3	2%	1	0%	83	28%
	QYER	0	0%	0	0%	6	2%	22	7%
	Backpackers	0	0%	16	11%	68	23%	21	7%
	Others	80	53%	73	49%	85	28%	45	15%

Table G.

Travel package website preference.

Item/ Variable	Criteria	Japan		Hong Kong		Taiwan		China	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Total amount of questionnaire		150		150		300		300	
Online Purchase	Yes	88	59%	107	71%	179	60%	191	64%
	No	62	41%	43	29%	121	40%	109	36%
Purchase travel package website preference	Winery Official Website	10	7%	27	18%	53	18%	57	19%
	TripAdvisor	20	13%	31	21%	52	17%	30	10%
	Airbnb	5	3%	24	16%	38	13%	32	11%
	KLOOK	0	0%	67	45%	58	19%	14	5%
	KKDAY	8	5%	40	27%	54	18%	9	3%
	Getyourguide	0	0%	0	0%	0	0%	4	1%
	NAVER	1	1%	1	1%	5	2%	8	3%
	Trip.com	12	8%	47	31%	31	10%	25	8%
	JTB ルック	34	23%	4	3%	4	1%	4	1%
	Jalan	29	19%	9	6%	3	1%	3	1%
	TRAVELKO トラベルコ	15	10%	0	0%	0	0%	1	0%
	HIS	48	32%	1	1%	0	0%	3	1%
	Rakuten 楽天トラベル	54	36%	10	7%	18	6%	4	1%
	CITS 国际旅行社总社	0	0%	0	0%	7	2%	37	12%
	MaFengWo 馬蜂窩	1	1%	0	0%	0	0%	64	21%
	QYER 穷游网	0	0%	0	0%	4	1%	21	7%
	Lion Travel 雄獅旅遊	2	1%	1	1%	157	52%	6	2%
	Star Travel 燦星旅遊	1	1%	0	0%	77	26%	6	2%
	Others	25	17%	15	10%	27	9%	91	30%

Table H.

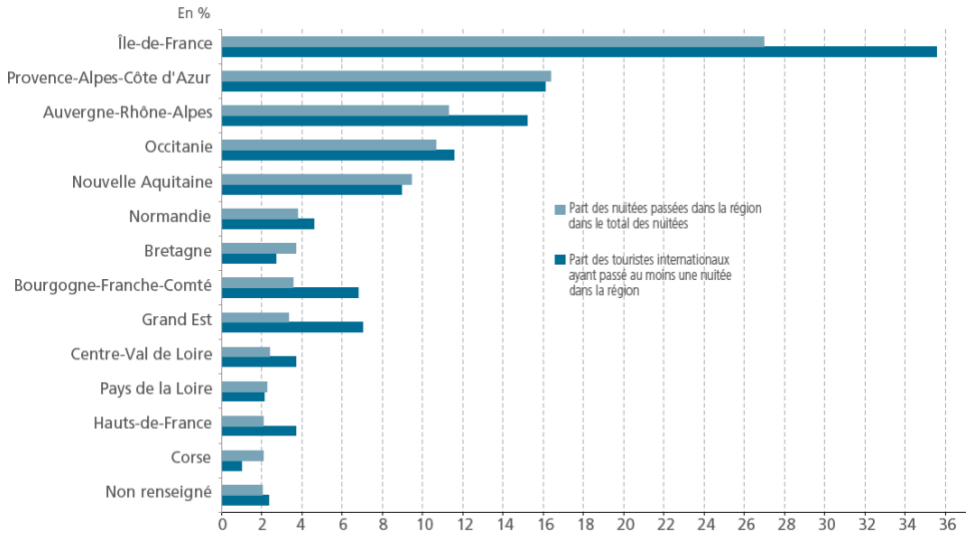
Champagne House visit interest and budget.

Item/ Variable	Criteria	Japan		Hong Kong		Taiwan		China	
		No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Total amount of questionnaire		150		150		300		300	
Interested to visit Veuve Clicquot after reading the content	Yes	124	83%	115	77%	278	93%	273	91%
	No	26	17%	35	23%	22	7%	27	9%
Budget	<30 €	30	20%	34	23%	44	15%	34	11%
	30-60 €	43	29%	34	23%	73	24%	69	23%
	60-100 €	37	25%	33	22%	80	27%	68	23%
	100-150 €	23	15%	20	13%	39	13%	62	21%
	150-200 €	12	8%	11	7%	24	8%	24	8%
	200-300 €	4	3%	8	5%	21	7%	16	5%
	>300 €	1	1%	10	7%	19	6%	27	9%
Type of wine tourism experience	Taste wine and visit cellar	91	61%	79	53%	180	60%	206	69%
	Taste different range of wine	71	47%	91	61%	190	63%	126	42%
	Visit vineyard	83	55%	88	59%	207	69%	143	48%
	Wine with gastronomy	105	70%	70	47%	220	73%	185	62%
	I have a better idea	5	3%	9	6%	16	5%	18	6%

Appendix: Figures

Figure A.

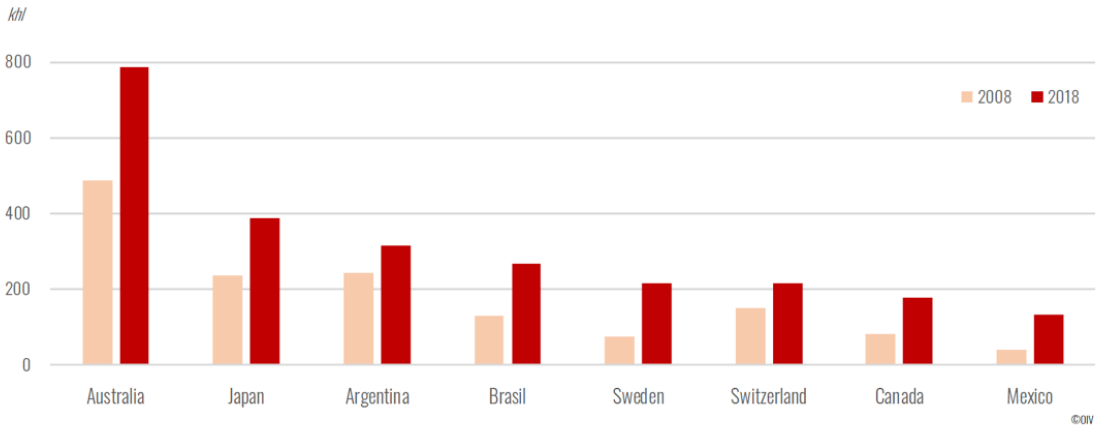
City Tourist Data, France 2017.



Source: Direction Générale Entreprises (2019).

Figure B.

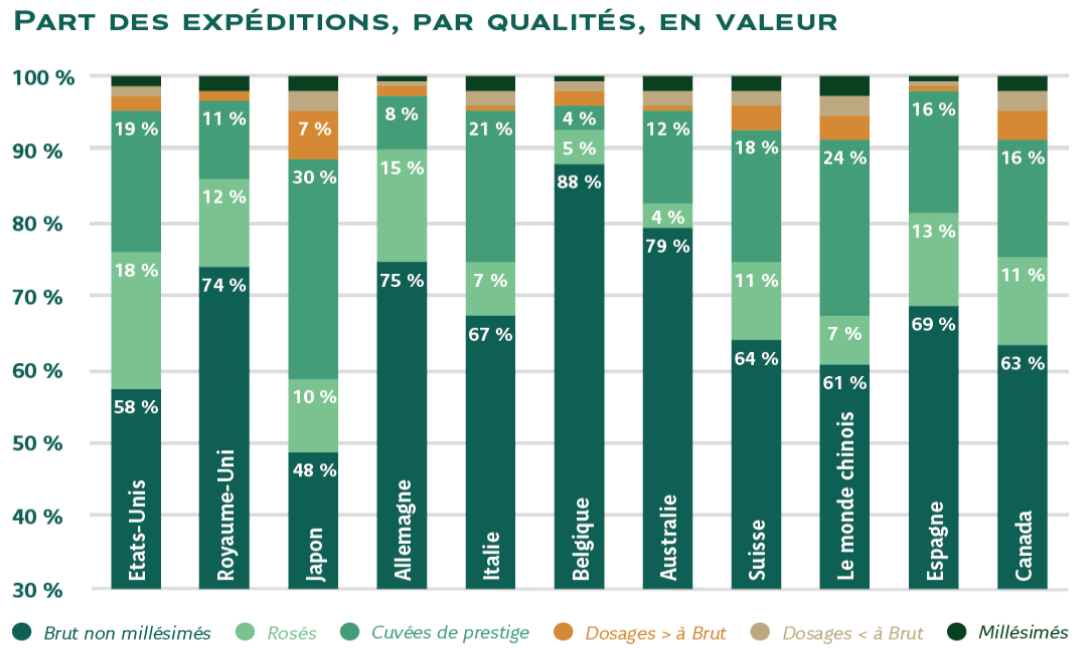
Sparkling wine export country 2008 VS 2018.



Source : OIV (2019).

Figure C.

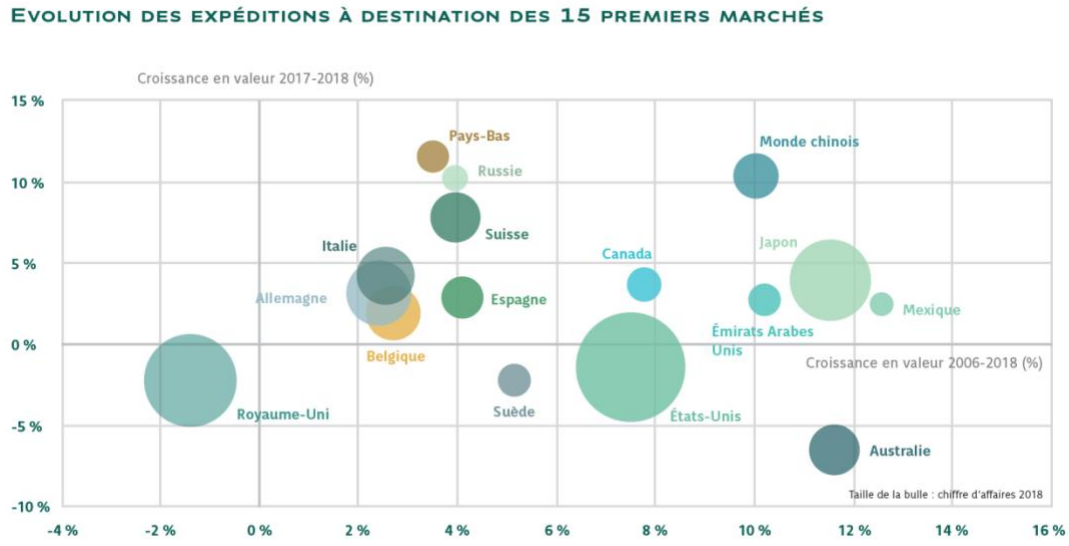
Champagne export countries taste preference, 2018.



Source: CIVC (2019).

Figure D.

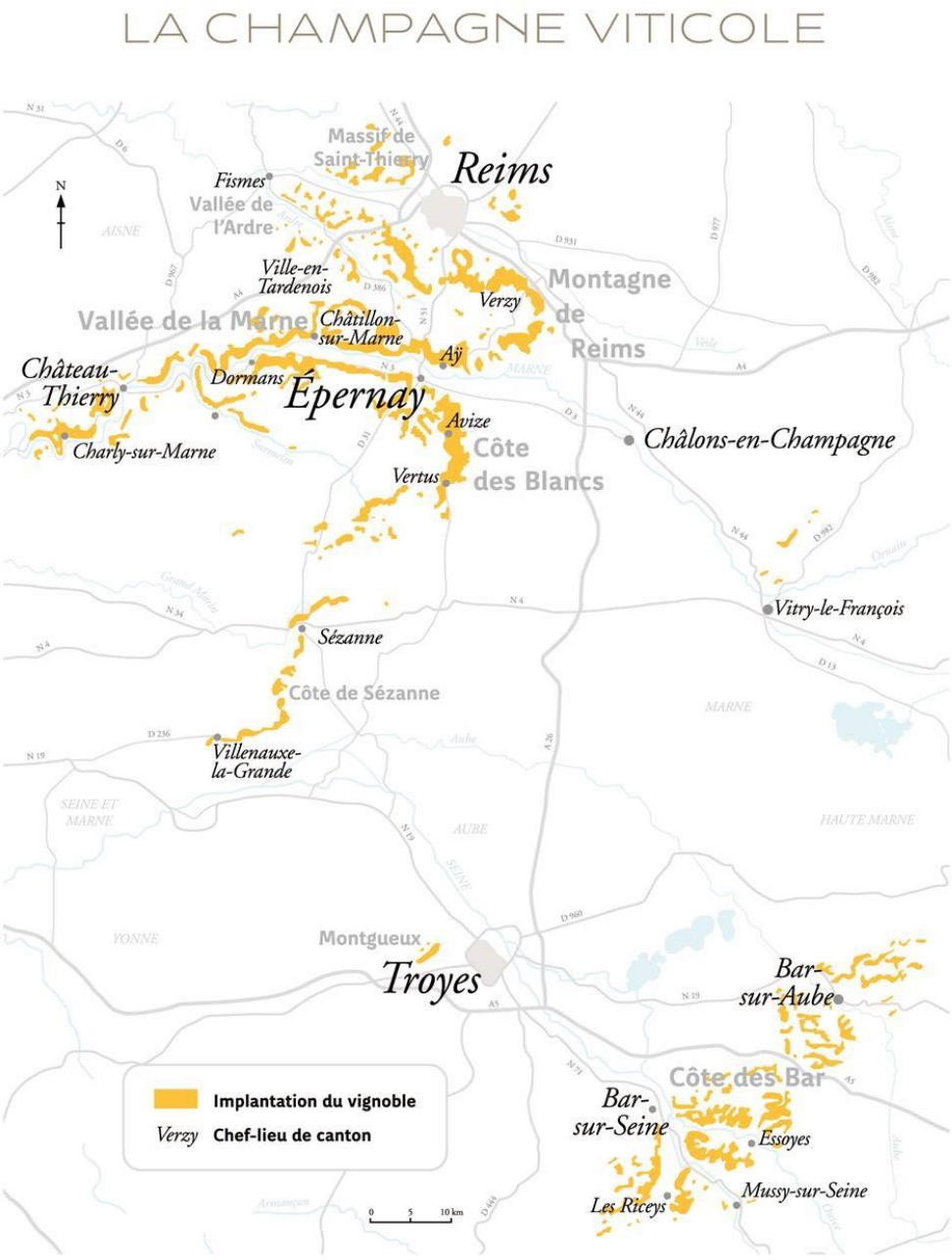
Champagne main export countries, 2018.



Source: CIVC (2019).

Figure E.

The wine map of Champagne



Source: CIVC (2019).

QUESTIONNAIRES

1.Online Survey of Champagne Wine Tourism

Dear Sir/Madame,

I'm Zhen Ying WU, Master student of international program in wine tourism innovation. Currently I am doing wine tourism internship at Veuve Clicquot Ponsardin winery. This survey is dedicated to developing Asian tourist travel to Champagne region. Participation in the research is voluntary and anonymous.

1. Gender: ☐Male ☐Female
2. Nationality: _____
3. How old are you?

☐18-24 ☐25-34 ☐35-44 ☐45-54

☐55-64 ☐65-74 ☐74 or older

4. Who you travel with?

☐Family ☐Couple ☐Friend ☐Colleague ☐Solo travel

5. How often do you travel abroad?

☐Never ☐Occasionally ☐ Once a year ☐2-3 times per year ☐4 times or more

6. Have you heard about wine tourism or thought about visit winery could be part of trip?

☐Yes ☐No

7. Where did you saw the information about wine tourism? (Multiple selections accepted) Please select all that apply.

☐Official Web Page ☐Tourism Office ☐Travel agent ☐Google Map

☐TripAdvisor ☐Facebook ☐Instagram ☐Others: _____

8. Are you interested to visit winery? ☐Yes ☐No
9. Are you used to visit winery when you travel? ☐Yes ☐No

Wine Consumption Frequency and preference

10. How often do you drink wine?

☐Every day ☐ At least once a week ☐At least once a month ☐At least once a year ☐ I don't drink.

11. How often do you drink sparkling wine?

☐Every day ☐ At least once a week ☐At least once a month ☐At least once a year ☐ I don't drink.

12. Your preference about sparkling wine. (Multiple selections accepted)

☐ DEMI-SEC ☐SEC ☐ BRUT ☐ Fresh ☐Aged

Travel preference

13. Which website you prefer receive travel information? (Multiple selections accepted)

☐TripAdvisor ☐Facebook ☐Instagram ☐Google Map ☐Airbnb

☐Lonely planet ☐Weibo ☐Wechat ☐MaFengWo 馬蜂窩

☐QYER 穷游网 ☐Backpackers 背包客棧 ☐Others: _____

14. Do you buy trip or tours online? ☐Yes ☐No

15. Which website do you prefer for buying the trip or tours? (Multiple selections accepted)

☐ Winery Official Website ☐TripAdvisor ☐Airbnb ☐KLOOK ☐KKDAY

☐Getyourguide ☐NAVER ☐Trip.com ☐ルック JTB ☐Jalan

☐TRAVELKO トラベルコ ☐HIS ☐Rakuten 楽天トラベル ☐CITS 国际旅行社总社

☐MaFengWo 馬蜂窩 ☐QYER 穷游网 ☐Lion Travel 雄獅旅遊

☐Star Travel 燦星旅遊 ☐Others: _____

16. Please read the following paragraph and answer the question

Reims is located in the northeast of France in the Champagne region, a one-hour train ride from Paris. The coronations of the kings of France took place inside the Cathedral of Reims, a Gothic art masterpiece that classified by UNESCO as World Heritage site. In addition, many world-renowned Champagne houses are gathered in this city. The Champagne Veuve Clicquot's winery tour, for example, will have you visiting the unique chalk cellars which are also UNESCO World Heritage and discovering the story of Madame Clicquot and how she made Champagne. Of course, the most important part is to taste the great Champagne and fully enjoy the Clicquot experience.

After reading the above text, will you interested to visit Champagne houses in Reims if you have a chance to travel to France?

☐Yes ☐No

If no, please state a reason: _____

17. How much would be your budget for your Champagne Trip?

(Excluding transportation and accommodation)

☐less than 30 €

☐30-60 €

☐60-100 €

☐100-150 €

☐150-200 €

☐200-300 €

☐more than 300 €

18. Which type of wine tourism experience you like?

☐Taste wine and visit cellar

☐Taste different range of wine

☐Visit vineyard

☐Wine with gastronomy

☐I have a better idea! (Please state in next question.)

If your previous answer is Better Idea, please explain:_____

2.香檳區酒莊參訪意願網路調查 (Mandarin Traditional)

您好：

感謝您參與本問卷之填答。此唯一份學術性問卷，最主要目的是在了解亞洲旅客對法國葡萄酒及香檳區旅遊的調查研究，問卷採用不記名方式作答，所填答的資料僅供學術研究探討，不做其他用途，敬請安心。請您依照真實狀況
填答即可，再次感謝您的熱心協助！

敬祝 健康快樂

歐盟聯合碩士學程 葡萄酒觀光創新學系
Erasmus+ EMJMD
INTERNATIONAL MASTER ON WINE TOURISM INNOVATION
指導老師：Pierre Louis Teissedre
學 生：巫貞穎

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1. 性別: ☐男性 ☐女性
2. 國籍: _____
3. 年齡

☐18-24 ☐25-34 ☐35-44 ☐45-54
☐55-64 ☐65-74 ☐74 or older

4. 通常和誰一起旅行?

☐家人 ☐伴侶 ☐朋友 ☐同事 ☐獨自旅行

5. 出國旅行頻率?

☐不喜歡旅行 ☐ 偶爾, 少於一年一次 ☐ 一年一次 ☐ 一年 2-3 次 ☐ 每年 4 次以上

6. 你知道拜訪酒莊品嚐葡萄酒和香檳也是旅行行程嗎?

☐是 ☐否

7. 你在哪裡看過酒莊旅行的資訊？

☐酒莊官網 ☐觀光辦公室 ☐旅行社 ☐Google Map
☐TripAdvisor ☐Facebook ☐Instagram ☐其他: _____

8. 對酒莊參訪感興趣嗎? ☐是 ☐否
9. 曾參觀過酒莊嗎? ☐是 ☐否

_____葡萄酒品飲偏好與習慣_____

10. 喝葡萄酒的頻率?

☐每天 ☐至少每週一次 ☐至少每個月一次 ☐至少一年一次 ☐不喝酒

11. 喝氣泡酒的頻率?

☐每天 ☐至少每週一次 ☐至少每個月一次 ☐至少一年一次 ☐不喝酒

12.氣泡酒的喜好 (可複選)

☐甜 ☐微甜 ☐不甜 ☐年輕，充滿果香味 ☐陳年，有麵包堅果香氣

_____旅行偏好_____

13. 您偏好從哪裡獲得旅遊資訊? (可複選)

☐TripAdvisor ☐Facebook ☐Instagram ☐Google Map ☐Airbnb

☐Lonely planet ☐微博 Weibo ☐Wechat ☐MaFengWo 馬蜂窩

☐QYER 穷游网 ☐Backpackers 背包客棧 ☐Others: _____

如果是其他，請提供網站名稱：

14. 您會在網路上購買旅行活動行程嗎? ☐Yes ☐No

15. 您偏好在哪個平台購買您的旅行活動行程(可複選)

☐酒莊官網 ☐TripAdvisor ☐Airbnb ☐KLOOK ☐KKDAY ☐Getyourguide

☐NAVER ☐Trip.com ☐ルック JTB ☐Jalan

☐TRAVELKO トラベルコ ☐HIS ☐楽天トラベル ☐CITS 国际旅行社总社

☐MaFengWo 馬蜂窩 ☐QYER 穷游网 ☐雄獅旅遊

☐燦星旅遊 ☐其他: _____

16. 請閱讀以下段落後並回答問題。

蘭斯 (Reims) 是著名的香檳區古城，距離巴黎只要搭一小時火車，位於法國的東北部，這裡是法國歷代國王舉行加冕禮之地，亦被稱為"加冕之城"。

除了被 UNESCO 列為世界遺產的壯麗大教堂 Cathedral Notre-Dame de Reims 外，世界著名的香檳酒莊也聚集在此。以 Veuve Clicquot 酒莊為例，您將能進入珍貴香檳們沈睡的白堊酒窖，聆聽凱歌女士兩百多年前為香檳奮鬥的英勇故事，習得香檳如何誕生，在優雅的品飲室細細品飲香檳是這段旅程最棒的終點。

看完行程敘述，若您有機會來法國旅行，是否有興趣到 Reims 參訪酒莊？

☐是 ☐否. 如果否，為什麼？_____

17. 您的香檳之旅的預算為何？（不包含住宿與交通；1 歐元約 35 元台幣）

☐少於 30 €

☐30-60 €

☐60-100 €

☐100-150 €

☐150-200 €

☐200-300 €

☐大於 300 €

18. 您喜歡什麼樣的葡萄酒旅行體驗？

☐品嚐葡萄酒和參觀酒窖

☐品嚐多樣的葡萄酒

☐參觀葡萄園

☐葡萄酒搭美食

☐我有更厲害的想法！（請再下一題敘述）

如果你上述答案你有更厲害的想法，請在下方敘述 ：_____

3.香槟酒庄参访意愿网路调查 (Mandarin Simplified)

您好：

感谢您参与本问卷之填答。此唯一份学术性问卷，最主要目的是在了解亚洲旅客对法国葡萄酒及香槟区旅游的调查研究，问卷采用不记名方式作答，所填答的资料仅供学术研究探讨，不做其他用途，敬请安心。请您依照真实状况
填答即可，再次感谢您的热心协助！

敬祝 健康快乐

欧盟联合硕士学程 葡萄酒观光创新学系
Erasmus+ EMJMD
INTERNATIONAL MASTER ON WINE TOURISM INNOVATION
指导老师：Pierre Louis Teissedre
学 生：巫贞颖

1. 性别: ☐男性 ☐女性
2. 国籍: _____
3. 年龄

☐18-24 ☐25-34 ☐35-44 ☐45-54
☐55-64 ☐65-74 ☐74 or older

4. 通常和谁一起旅行?

☐家人 ☐伴侣 ☐朋友 ☐同事 ☐独自旅行

5. 旅行频率?

☐不喜欢旅行 ☐ 一年一次 ☐ 一年 2-3 次 ☐ 每年 4 次

6. 你知道拜访酒庄品尝葡萄酒和香槟也是旅行行程吗?

☐是 ☐否

7. 如果是，你在哪里看过酒庄旅行的资讯？

☐酒庄官网 ☐观光局办事处 ☐旅行社 ☐Google Map
☐TripAdvisor ☐Facebook ☐Instagram ☐其他: _____

8. 曾参观过酒庄吗? ☐是 ☐否
9. 对酒庄参访感兴趣吗? ☐是 ☐否

_____葡萄酒品饮偏好与习惯_____

10. 喝葡萄酒的频率?

☐每天 ☐每周一次 ☐每个月一次 ☐一年一次 ☐不喝酒

11. 喝气泡酒的频率?

☐每天 ☐每周一次 ☐每个月一次 ☐一年一次 ☐不喝酒

12.气泡酒的喜好 (可复选)

☐甜 ☐微甜 ☐不甜 ☐年轻，充满果香味 ☐陈年，有面包坚果香气

_____旅行偏好_____

13. 您偏好从哪里获得旅游资讯? (可复选)

☐微博 Weibo ☐Wechat ☐MaFengWo 马蜂窝 ☐QYER 穷游网

☐Backpackers 背包客栈 ☐TripAdvisor ☐Facebook☐Instagram ☐Google Map ☐Airbnb

☐Lonely planet ☐Others: _____

14. 您会在网路上购买旅行活动行程吗? ☐Yes ☐No

15. 如果会, 您偏好在哪个平台购买您的旅行活动行程(可复选)

☐酒庄官网 ☐TripAdvisor ☐Airbnb ☐KLOOK ☐KKDAY ☐Getyourguide

☐NAVER ☐Trip.com ☐ルック JTB ☐Jalan

☐TRAVELKO トラベルコ ☐HIS ☐楽天トラベル ☐ITS 国际旅行社总社

☐ MaFengWo 马蜂窝 ☐ QYER 穷游网 ☐雄狮旅游

☐灿星旅游 ☐Others: _____

16. 阅读以下段落后，回答问题。

兰斯 (Reims) 是著名的香槟区古城，距离巴黎只要搭一小时火车，位于法国的东北部，这里是法国历代国王举行加冕礼之地，亦被称为“加冕之城”。

除了被 UNESCO 列为世界遗产的壮丽大教堂 Cathedral Notre-Dame de Reims 外，世界著名的香槟酒庄也聚集在此。以 Veuve Clicquo 酒庄为例 ，您将能进入珍贵香槟们沉睡的白垩酒窖，聆听凯歌女士两百多年前为香槟奋斗的英勇故事，习得香槟如何诞生，在优雅的品饮室细细品饮香槟是这段旅程最棒的终点。

看完行程叙述，若您有机会来法国旅行，是否有兴趣到 Reims 参访酒庄？

☐是 ☐否 如果否，为什么？ _____

17. 您的香槟之旅的预算为何？ （不包含住宿与交通；1 欧元约 35 元台币）

☐少于 30 €

☐30-60 €

☐60-100 €

☐100-150 €

☐150-200 €

☐200-300 €

☐大于 300 €

18. 您喜欢什么样的葡萄酒旅行体验？

☐品尝葡萄酒和参观酒窖

☐品尝多样的葡萄酒

☐参观葡萄园

☐葡萄酒搭美食

☐我有更厉害的想法！ （请再下一题叙述）

如果你上述答案你有更厉害的想法，请在下方叙述: _____

4.シャンパーニュ地方のワイナリー見学に関する意見調査

私は欧州連合修士課程のワイン観光イノベーション学科の巫貞穎です。現在、大学の研究のためにアンケート調査を実施しております。フランスやシャンパーニュ地方のワイナリー見学に対するアジア出身の方のご意見を知り、より良い観光ツアーを提案できるようになることがアンケートの目的です。ご記入頂いた情報は研究目的以外には使用いたしません。
また、アンケートは任意であり、署名等の個人情報のご記入も不要ですので、ご安心ください。以上のことをご理解の上で、率直なご意見をお聞かせいただければ幸いです。

ご協力の程、宜しくお願い申し上げます。

欧州連合修士課程のワイン観光イノベーション学科
Erasmus+ EMJMD
INTERNATIONAL MASTER ON WINE TOURISM INNOVATION
指導教員：Pierre Louis Teissedre
研究実施者：巫 貞穎

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1. 性別: ☐男性　☐女性
2. 国籍: _____
3. 年齢

☐18-24　☐25-34　☐35-44　☐45-54
☐55-64　☐65-74　☐74 or older

4.旅行する時、どなたとよく一緒に行きますか?

☐家族　☐恋人　☐友人　☐同僚　☐自分一人で

5. 旅行に行く頻度はどのぐらいですか?

☐旅行が好きではない ☐偶に、1 年に 1 回程度　☐1 年に 2-3 回程度　☐1 年に 4 回以上

6. ワイナリーの観光では、見学だけでなくワインやシャンパンを試飲できる事もご存知でしょうか？

☐はい　☐いいえ

7. ワイナリーの旅行ツアーの情報をどこでお知りになりましたか。

☐ワインハウスの公式サイト　☐観光局事務所　☐旅行代理店　☐Google Map
☐TripAdvisor　☐Facebook　☐Instagram　☐その他 :_____

8. ワイナリー見学に行ったことがありますか?　☐はい　☐いいえ

9. ワイナリー見学ツアーを参加してみたい、もしくはまた参加したいと思いますか？

☐はい　☐いいえ

10. どのくらいの頻度でワインを飲みますか?

☐毎日　☐少なくとも、週に一回 ☐少なくとも、月に一回
☐少なくとも、1 年に一回　☐飲みません

11. どのくらいの頻度でスパークリングワインを飲みますか?

☐毎日　☐少なくとも、週に一回 ☐少なくとも、月に一回

☐少なくとも、1 年に一回　☐飲みません
12. スパークリングワインの好みはございますか？
(以下の選択肢の中から当てはまるものをいくつでもお選びください)
☐甘い　☐微糖 ☐甘くない ☐若々しい、果実香主体　☐熟成感、焼いたパンやナッツの香り
13. 旅行の情報を調べる時、どちらから情報を参考しますか？
(以下の選択肢の中から当てはまるものをいくつでもお選びください)
☐TripAdvisor　☐Facebook　☐Instagram　☐Google Map　☐Airbnb
☐Lonely planet　☐ウェイボ Weibo　☐Wechat　☐MaFengWo マフォンヲ
☐QYER チョンヨウワン　☐Backpackers バックパッカース
☐その他: _____
14. インターネットで旅行パッケージを買いますか?
☐はい　☐いいえ
15. どんなサイトで旅行ツアーを申し込むことがありますか？
(以下の選択肢の中から当てはまるものをいくつでもお選びください)
☐ワインハウスの公式サイト　☐TripAdvisor　☐Airbnb　☐KLOOK　☐KKDAY
☐Getyourguide　☐NAVER　☐Trip.com
☐ルック JTB.　☐Jalan　☐ TRAVELKO トラベルコ　☐HIS　☐Rakuten 楽天トラベル　☐CITS 国際旅行社本社　☐MaFengWo マフォンヲ　☐QYER チョンヨウワン
☐ライオントラベル 雄獅旅遊
☐スタートラベル 燦星旅遊　☐その他 ：_____

16. 下の文章をお読みになった上で、アンケートにお答え下さい。
ランス(Reims)とはパリの北東に位置し、パリから電車で 1 時間ほどで行けるシャンパーニュ地方の古い町です。歴代フランス王の戴冠式がここランスで行われていたということで、「戴冠の都市（la cité des sacres）」と呼ばれております。ランスは、世界遺産に登録されている壮大なノートルダム大聖堂（Cathedral Notre-Dame de Reims）がある場所として有名であるとともに、多くの有名なシャンパンセラーがあるシャンパンの中心地としても知られております。
世界有数のシャンパンブランドのヴーヴ・クリコ（Veuve Clicquot）では、貴重なシャンパンを白亜紀時代の地層まで掘り進めた倉庫で寝かせており、その時代の空気を感じることができます。
更に二百年前にマダム・クリコがシャンパン業界に革命を起こした際の話を聞きながら、シャンパン製法のノウハウを実際に体験し、最後はエレガントなテイスティングルームでシャンパンをじっくり味わうことができます。

以上のことを読んだ後でフランスへ旅行にお越しいただいた際は、ランスのワイナリーへ見学しようと思いますか？　☐はい　☐いいえ
いいえとご回答された方、その理由をお聞かせ下さい。_____

17. シャンパーニュ地方のワイナリー見学旅行で予算はいくらですか？
（宿泊料金と交通費を除きます。1 ユーロは約 118 円です。）
☐30€以下
☐30€-60€
☐60€-100€
☐100€-150€
☐150€-200€
☐200€-300€
☐300€以上

18. どんなワインの旅行コースを体験してみたいですか？
☐ワインセラー見学とテイスティング
☐ワインを比較できるテイスティング
☐ブドウ畑を巡る
☐ワインと美食のペアリング体験
☐もっとすごいアイデアが有ります！(次の問題に述べて下さい)

もし上の答えよりもっと良いアイデアがあれば、下に：_____