



Master Thesis

Development of Wine Tourism Experiences for Luxury Winery
Korta Katarina

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1. Abstract

This word was created under the International Master on Wine Tourism Innovation (WINTOUR) program final internship, which was developed in Korta Katarina winery, located in Orebić, Croatia. The main goal of this paper was to study and assess existing wine offers of the winery, and propose wine tourism experiences, to diversify exciting offers. In the frame of this work literature review, on topics of wine tourism, and luxury wine tourism was carried out, also, a statistical review, of the current socio-economic situation of Croatia was performed. Nethnography analysis was conducted to study and analyze current offers of those wineries from Croatia that are positioned in the same segment as the Korta Katarina winery. Last but not least SWOT analysis to determine the current situation of the Korta Katarina winery was executed.

Keywords: Croatia, Luxury, Experience, Exclusive, Cigar, Chocolate, Vineyard, Barrel.

2. Methodology

While working on this paper, several research methods, such as desk, qualitative, and quantitative research, were used to achieve the end goal.

2.1 Desk research

Desk research was performed in two segments, first, the literature review was carried out with the aim to determine what luxury winery visitors desire, to come up with the suggestions, and to create new experiences for Korta Katarina winery.

At the same time, statistical reposts on Croatian tourism and the wine industry were studied to understand the current situation in these two industries and which countries are interested in Croatian wines and Croatia as a destination. This was done to better target and tailor offered experiences to the existing market.

2.2 Qualitative research

The netnography analysis was carried out with the aim to study and analyze existing luxury wine tourism offers from Croatia, in a total of 14 companies, from whole Croatia, were chosen, in the selection process various channels were used, such as a recommendation from field experts, being recommended/affiliated by Jeunes Restaurateurs Association (JRE) and Relais & Châteaux.

2.3 Quantitative research

After designing the three experiences for the Korta Katarina winery, quantitative research ([annex.1](#)) was carried out with the aim of determining the readiness and response of visitors and seeing if they are ready to purchase such an experience.

In total 18 ([A2](#); [A3](#); [A4](#);) respondents were questioned, even though that might seem small sample group, the fact that while writing this paper, the high season for Korta Katarina winery wasn't started yet, needs to be considered.

3. Duties during internship

During the internship at Korta Katarina winery, my duties and responsibilities were broad. I had the chance to participate in almost every level related to wine tourism activities, such are Working on tourism development strategy, Wine shop & Wine bar sales, Presentations & tours for the tourists, and Food & Wine pairing at the company's restaurant.

3.1 Working on the tourism development strategy:

This duty eventually became the main topic of my internship, firstly I have observed current wine tourism offers, after evaluating them, and from previous experiences and literature review I have come up with several proposals that will be detailed at the end of this work.

3.2 Wine Shop & Wine bar sales:

I was honored with the responsibility to be in charge of wine bar operations, with the liberty of decision making, unfortunately, at the moment of writing this paper, the wine bar isn't at its full capacity, since it works mostly on walk-in bases, and as I was notified high season starts middle of Jun to the beginning of July, that's when wine bar will reach its full potential. As for the wine shop, I was responsible for presenting wines to guests, helping them to find the best possible match to their taste, and of course, most importantly giving them a memorable experience, that in return usually generated sales and resulted in direct cashflow to the winery.

3.3 Presentations & tours for the tourists:

One of the primary tasks of my internship was to welcome guests, which was huge responsibility since it was their first physical touchpoint with the winery and their first impression could set the mood for the whole experience after the guest was introduced to the story of the winery, winemaking history of the peninsula, explained the viticulture and winemaking practices, and shown winemaking facilities, which was followed by a degustation of wines.

3.4 Food & Wine pairing at the company's restaurant:

Since the restaurant on the winery premises isn't a traditional À la carte restaurant, it was dedicated to wine tastings and food and wine pairing, that usually was held after the presentation and tour in the winery, in the restaurant I was responsible for guided degustations, either it was basic wine tasting or gourmet tapas and

wine tasting or five-course royal culinary wine pairing. Where I was explaining wine, its characteristics, and the best possible pairing with food. The tasting offers will be explained later in this paper.

4. Literature review

4.1 Wine Tourism

Wine tourism can be considered a relatively new type of tourism, hence it's no surprise that there are several highly circulated definitions of it, one of the most popular definitions is "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 factors for visitors" (Hall et al., 2000), maybe more precise definition, "visitation to wineries and wine regions to experience the unique qualities of contemporary Australian lifestyle associated with enjoyment of wine at its source including wine and food, landscape, and cultural activities" came from Winemakers' Federation of Australia (1998) National Wine Tourism Strategy, which makes wine tourism multilayered discipline. Years later United Nations World Tourism Organisation concluded that "Wine tourism is a fundamental part of Gastronomy Tourism" (UNWTO 2016). Some authors are asserting that "Wine consumption itself can be regarded as a hedonic experience for some people" (Bruwer et al., 2009), which is not far from the truth, and can be extended to wine tourism itself since the above-mentioned definitions of wine tourism suggesting activities that can be considered, in one way or another, as pursuing pleasure or happiness in life.

Wine tourism activities can be reasoned within the 4Es model of the experience economy, which was introduced by Pine and Gilmore (1999) and adapted by Quadri-Felitti and Fiore (2012).

Typical wine tourist activities within the 4Es model of the experience economy.

Entertainment	Educational	Esthetics	Escapist
<i>Tourists are engaged by performances</i>	<i>Tourists enhance their knowledge or skills.</i>	<i>Tourists are enriched by sensual environments</i>	<i>Tourists become engrossed by participating in a different time or place.</i>
Cellar concerts, music in vineyard Wine blending demonstration Farm & food demonstrations Museum & heritage site visits	Wine tastings & seminars Culinary-wine pairing events Home wine-making seminars Cooking & craft making classes	Consuming the 'winescape' Enjoying unique lodging (B&B) and wines Driving rural roads lined with vineyards Art & craft fairs at wineries	Vineyard hiking, cycling tours Hot air ballooning over vineyards Vineyard tour by horse & carriage Harvesting grapes, riding a grape picker

Source: 1 Quadri-Felitti & Fiore (2012). Experience economy constructs as a framework for understanding wine tourism

The term "winescape" first was used by Peters (1997, p. 124) as cited by Quintal et al. (2015), and Peters was referring to "a winsome combination of vineyards, wineries and supporting activities necessary for modern production." and the term itself derived from servicescape introduced by (Bitner, 1992), as noted by Sottini et al. (2019). The best definition for winescape might be "the "winescape" in turn encapsulates the interplay of: vineyards; wineries and other physical structures; wines; natural landscape and setting; people; and heritage, town(s), and buildings and their architecture and artefacts within, and more." (Johnson, and Bruwer, 2007),

4.2 Luxury wine tourism

Merriam-Webster dictionary offers suggest following definition of the word Luxury - something adding to pleasure or comfort but not absolutely necessary.

While the mass tourism rising and making it available to wider audiences thus need for change arises, "with the arrival of mass tourism for the middle classes, the definition of luxury within tourism becomes diluted thus luxury providers need to redefine luxury as exclusivity" (Yeoman, McMahon-Beattie 2016)

Some researchers are suggesting the following characterization of luxury wines in the following ways: price; quality; rarity; aesthetics; status; symbolism; and sustainability (Thach et al. 2018), which fully or partially can be adapted/used to characterize luxury wine tourism, for example, as cited by Santos et al. 2019, Roberts and Sparks (2006) say that cellar visitors stated that the scenario had a crucial role in attracting and improving their experiences.

5. General Overview of the Republic of Croatia

5.1 General Information

The Republic of Croatia is located in the Southern part of central Europe and the Northern part of the Mediterranean. Croatia has five neighboring countries - Bosnia and Herzegovina, Slovenia, Hungary, Serbia, and Montenegro. It is the 18th country by size in the EU and covers 56 594 square kilometers. Croatia occupies most of the eastern Adriatic shoreline, with a 1 777 km long coastline.

The capital city of Croatia is Zagreb, and the whole country is divided into 20 counties.

Croatia is part of the Euro Union since 2013, it is currently using the domestic currency Kuna and is planning to adopt Euro in the following year.

5.2 Social Indicators

The population of Croatia counts a little over four million people, who have a Life expectancy at birth of 78 years. 48% of the population is male and 52 is female. In the last decade, a negative tendency of decrease in population was observed in 2020 it accounted for -0.4%, and if the current trajectory continues in the following years population of Croatia will be well below the current four million. Only 1,791,840 people contribute to the Croatian workforce which is less than half of the whole population, out of which 46.2% are female employees, and 53.8% are male employees.

Migration can be considered a major problem for Croatia, annually around 35-40 thousand people are emigrating, to a small-sized country with a small population, where less than half of the population contributed to the workforce will have devastating results in the future.

5.3 Economic indicators

The GDP of Croatia is 57,203.78 mln USD which places it in the 21st place in the list of EU countries, however, the GDP per capita of Croatia is 14,132.5 USD, which is 2.4 times less than the average GDP per capita of the whole EU and places it third from last in the list of EU countries.

Following 2015 and before the COVID-19 pandemic country Croatia was showing positive annual GDP growth, averaging 3.16% in the last five years, unfortunately, because of the COVID-19 pandemic in 2020 Croatia had a negative 8.1% growth.

As for unemployment rates, before the COVID-19 pandemic, it was on a positive track but compared to 6.6% in 2019, it is estimated that in 2021 it reached 8.7%.

6. General introduction to Croatian winemaking

Croatia has a long winemaking tradition that is at least 2500 years old, that's is especially true for coastal regions. This statement is supported by the archaeological artifact of the coin, which dates 5th century BC. on one side coin features an image of a cluster of grapes, and on the other side is traditional wine storage and transporting vessel - amphorae. Multiple similar artifacts were located on the coastline of Croatia, specifically in Dalmatia and Istria. The introduction of winemaking to continental Croatia happened several centuries later. The winemaking tradition in Croatia stayed unincinerated except during the Ottoman occupation in the 16th century.

Similar to the many countries in Europe, phylloxera had a devastating impact on Croatian vine-growing and traditions continental part suffered mots since several indigenous varieties were extinct because of insect

pests, while luckily coastal winemaking regions were more fortunate, because of weather conditions and soil composition, phylloxera did more negligible damage.

Croatia has four main winemaking regions, that are equally distributed in coastal and continental regions. On the Adriatic coast stretches the regions, arguably the most famous ones from whole Croatia, Dalmatia, Istria, and Kvarner. The capital city of Croatia, Zagreb, is surrounded by a wine region of Croatian Uplands, this region shares borders with the fourth and final winegrowing region Slavonia and Baranja.

Currently, Croatia has 18,126 ha under vineyards which is roughly 1.5% of utilized agriculture area, that number, unfortunately, is descending, in 2017/18 it was 19,583. Three leading grape varieties are, Graševina (4436.5 ha), MALVAZIJA ISTARSKA (1588.8 ha), and PLAVAC MALI (1398.8 ha).

With the decrease in vineyard area, the quantity of produced wine is also decreasing, which is leading to the increase in imported wines, at the same time annual wine consumption per capita in Croatia is around 22-23 liters, which in total amounts to 1 million hl.

In 2020 Croatia has exported \$14.3M worth of wine, thus making the country the 47th largest exporter in the world, and making wine the 226th most exported product from Croatia. The biggest wine export markets for Croatia are - Bosnia and Herzegovina, Germany, the United States, Serbia, and Montenegro.

In the same year, Croatia imported wine \$28.8M worth of wine, which exceeds export twice. The biggest wine importing countries for Croatia are - North Macedonia, France, Italy, Serbia, and Bosnia and Herzegovina.

7. Croatian tourism overview

Croatia is one of the most desirable tourist destinations in the central and eastern Europe region, and in 2019 it received more than 17 million international tourists, which contributed 24.3% to its GDP. It is worth noting that tourism contribution to GDP in Croatia is the highest than in any other Euro Union country, even though COVID 19 pandemic had a negative influence on tourism and especially international tourism flow, Croatia managed to receive more than 5 million international tourists, which made 10.2% contribution to Croatian GDP. It is forecasted that in 2024 tourism growth will return to the pre-pandemic levels.

Tourism in Croatia is quite seasonal, according to pre-pandemic data (2018-2019), tourist arrivals started to increase in April and started to decline after October, while peak months were July and August.

In Croatia, the most desirable visiting destinations for tourist visits are coastal areas, in 2019, more than 16 million, out of 19.5 million domestic and foreign visitors, tourists visited seaside counties such as - Primorje - Gorski Kotar, Zadar, Šibenik - Knin, Split - Dalmacija, Istria, and Dubrovnik - Neretva.

Even though Croatia is receiving visitors from all around the world, the main flow comes from the European countries, the top five tourist origin countries being Germany, Austria, Poland, United Kingdom, and Slovenia.

8. Introduction to Korta Katarina

The villa and winery Korta Katarina are established by the couple Lee and Penny Anderson from Minnesota US. They used to be the owners of multinational multi-billion company APi Group. Besides being involved in business, the couple is a philanthropist, in 2001 they, together with a non-profit organization St. David's Relief Foundation, traveled to Bosnia and Herzegovina to provide humanitarian aid to local communities. While in Bosnia and Herzegovina Lee and Penny decided to visit neighboring Croatia, they immediately fell in love with the country and purchased well known Rivijera hotel on the Adriatic Sea in the small southern Croatian town of Orebić, which nowadays is known as Villa Korta Katarina.

The couple's long-time love of wine drove them to purchase small parcels in the neighboring denominations Dingač and Postup, all of that resulted in the first vintage of the company in 2006. Since then, Anderson's family developed the Korta Katarina winery, tasting room, and wine bar, and the new boutique hotel Villa Korta Katarina. Villa Korta Katarina and Winery Korta Katarina are sister companies and are operating under different management teams.

Recently both Villa and Winery Korta Katarina became members of the prestigious Relais & Châteaux association. Character, Courtesy, Calm, Charm, and Cuisine are the "five C's" that prospective and current members must adhere to.

8.1 Korta Katarina Winery

Korta Katarina winery is a medium-size company annually it produces around 70.000 – 80.000 bottles of wine. Currently, the company produces nine labels of wine, two of which are white, two sparkling, one rose, and four labels of red wine.

Korta Katarina winery has several well-established wine selling channels, such are:

- Domestic distributors
- HoReCa
- Private buyers
- International distributors
- Villa Korta Katarina
- Wine shop

Domestic distributors account for more than half of wine sales, they are followed by the international distributors. The wine shop is the third-largest selling channel for a winery which is great to generate direct cash flow. It is important to note that even though HoReCa is not leading in sales, selling locations in this channel are nearby, which helps visitors to discover Korta Katarina wines, thus winery, and in return bring guests to the winery.

Korta Katarina winery exports wines in 13 countries, the leading country being the United States of America, which isn't surprising considering the fact that owners are from the US, closely followed by Bosnia and Herzegovina, where Croatian diaspora is strongly presented.

Below you can see the list of export countries, in the market size order (biggest to smaller)

1. USA
2. BiH
3. BELGIUM
4. SWITZERLAND
5. MONTENEGRO
6. CANADA
7. AUSTRIA
8. GERMANY
9. CZECH REPUBLIC
10. SERBIA
11. NETHERLANDS
12. SLOVENIA
13. CYPRUS

8.2 Current wine tourism offers of Korta Katarina winery

At the moment winery doesn't have statistical data on the country of origin of visitors, but from personal and coworkers' experiences the biggest share comes to visitors from the United States of America, then it's followed by Great Britain, domestic visitors, and visitors from neighboring countries.

Currently, the winery offers 3 core activities that might be considered classical wine tourism activities.

Those activities are the basic wine tasting, gourmet tapas and wine tasting, and five-course royal culinary wine pairing.

All of those activities share a similar short tour in the wine cellar, where guests are introduced to the history of the place and the region, grape varieties, and vinification practices.

The basic wine tasting - consists of the above-mentioned tour, and a guided tasting of three wines: rose, entry-level white wine, and entry-level red wine.

Gourmet tapas and wine tasting - consists of the above-mentioned tour, a platter assembled of locally sourced ingredients, and a guided tasting of four wines: rose, rose, entry-level white wine, entry-level red wine, and mid-range red wine.

Five-course royal culinary wine pairing - consists of the above-mentioned tour, the exclusive five-course menu created by the executive chef and tailored to wines, and a guided tasting of six wines: sparkling wine, rose, entry-level white wine, entry-level red wine, mid-range red wine, and top range red wine.

In addition to the above-mentioned activities, the winery also offers to guests a wine bar on the terrace that overlooks the vineyard and breathtaking views of the Adriatic Sea, where guests can enjoy a full range of company's wines, accompanied by platters and tapas made from locally sourced ingredients, long drinks made from local wines, hard liquors, and other beverages. Also, the company has a wine shop where guests are offered a whole range of the company's wines and olive oil.

In 2021, in total 2302 above mentioned, three core, activities were sold, where basic degustation being most favored by guests and accounted for 49.6% of sales. followed by gourmet tapas and wine tasting which accounted for 31.7%, and five-course royal culinary wine pairing achieved 18.7%.

9. Analysis

9.1 SWOT analysis

This SWOT analysis was created according to personal experiences and observations, and consultations with local field experts. The reason for creating this SWOT analysis was to show the current position of the company.

Strength	Weaknesses
• Well established brand • Wide range of wine • Proximity to major touristic cities • Proximity to marina • Connection to 5-star hotel • Luxury ambiance • Amazing views • Vineyard locations • Accessibility (on the main road) • Easy to notice • Well-developed relationships with other wine tourism players in the region • Good SEO • Well-described products on the webpage • Wide range of booking possibilities	• Poor communication on social media • Few wine tourism offers • Offers on the web page that aren't available anymore • Portrayed by many as “too fancy”
Opportunity	Threats
• Expansion of collaboration with other agents • Openness to new ideas • Regional development (building of new bridge, connecting peninsula to mainland) • Tourism development • Great connection to the target market (owners from the US) • Growing image of Croatia as a wine country • Developments in the wine sector	• Poor transport infrastructure • Climate changes • Geopolitical threats (Russia starting a war with Ukraine, etc.) • Pandemic (Regional and Global) • Economical situation (Regional and Global) • Ecological threats (earthquakes and wildfires) • Workforce deficiency

9.2 Netnography analysis

In the frame of this work, netnography analysis was conducted, with the aim to determine existing wine tourism products/experiences offered by other wineries operating on the same level as Korta Katarina winery, in a total of 14 companies, from whole Croatia, were chosen, in the selection process various channels were used, such as a recommendation from field experts, being recommended/affiliated by Jeunes Restaurateurs Association (JRE) and Relais & Châteaux.

This analysis only shows the information that is available on the winery web page, several wineries were excluded from the final results because they haven't displayed any information. Some wineries that are part of this analysis haven't specified the cost of products/experiences they are offering therefore this criterion wasn't used in the analysis.

In this analysis, besides actual wine tourism products/experiences, opening days were evaluated, that is to evaluate the availability of guests to visit them on weekends.

Some of the evaluation products/experiences are self-explanatory, and three of them require additional explanation.

Tasting Experience - an experience that offers wine tasting without any kind of food pairing.

Wine & Platters - an experience that offers wine tasting paired with a charcuterie platter, finer food, or similar.

Culinary Experience - an experience that offers fine dining restaurant quality food pairing with wines.

It also needs to be noted that some wineries were offering several different products under the same experience category, for example, Tasting Experience, with either 3, 4, 5, etc. wines. Since all of those experiences are falling into the same experience category they were evaluated as one.

Netnography analysis outlined several interesting aspects, the first being the lack of the number of luxury wineries operating in Croatia, and more importantly the lack of wine tourism products/experiences, that those wineries are offering.

Analysis showed that out of those 14 wineries 13 are offering experiences that are falling under the Wine & Platters experience, thus making it the most popular offer, followed by the Tasting Experience which is offered in 7 wineries, and the Culinary Experience is offered by 5 wineries. The rest of the experiences (Vertical Tasting, Olive Oil Tasting, Tasting in Vineyard) are presented in only two wineries, making them unique to those places. This analysis gives a positive expectation that in the Croatian luxury wine tourism market there are untapped opportunities in which Korta Katarina winery can be pioneering.

	Open during weekend	Open on Saturday	Open on Sunday	TASTING EXPERIENCE*	WINE & PLATTERS**	CULINARY EXPERIENCE***	VERTICAL TASTING	OLIVE OIL TASTING	Tasting in vineyard
Saint Hills	1	1	1	1	0	1	0	0	0
Bibić	1	1	1	1	1	1	0	0	0
Stina	1	1	1	1	1	0	0	0	0
Meneghetti	1	1	1	1	1	0	1	1	0
Kozlović	1	1	0	0	1	1	0	0	0
Roxanich	1	1	1	0	1	0	0	0	0
Korak	1	1	1	0	1	1	0	0	0
Galić	1	1	0	0	1	0	0	0	0
Boškinac	1	1	1	0	1	0	0	0	0
Kabola	1	1	0	0	1	0	0	0	0
Clai	1	1	0	1	1	0	0	0	0
Vina Sladić	1	1	1	1	1	1	0	0	0
Cattunar	1	1	0	1	1	0	0	0	0
Wines ' Testament	0	0	0	0	1	0	0	0	1
SUM	13	13	8	7	13	5	1	1	1

Image 1: Netnography analysis

9.3 Questionnaire results

Quantitative research was carried out through visitors to Korta Katarina winery, they were given the self-administered questionnaire ([A.1](#)), which they had to fill out. In total 18 respondents filled out the questionnaire, even though this number has a fairly small number of participants, it is worth noting that while concluding this research, the high season for Korta Katarina winery hasn't started yet, and considering this fact, 18 participants is a relatively good number.

As mentioned above in total of 18 visitors participated in the research, 55.6% of which were male and 44.4% were female (figure. 1). As far as age goes, most of the respondents were in their 60s, followed by respondents in their 20s and then 50s (figure. 2). 88.9 percent of respondents were from the USA and only 5.6% were from Germany, and 5.6% were from Croatia, (figure.3).

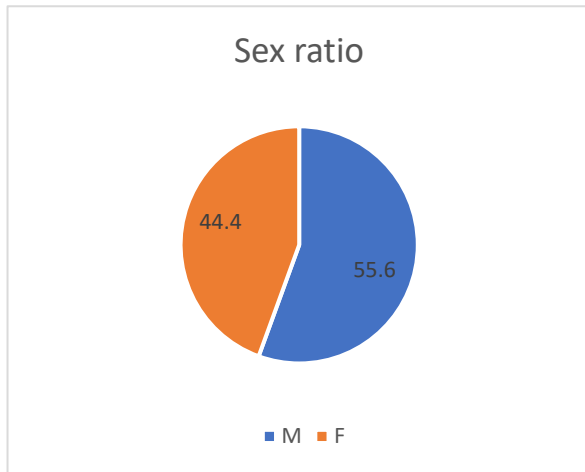


Figure 1. Sex ratio



Figure 2. Age distribution

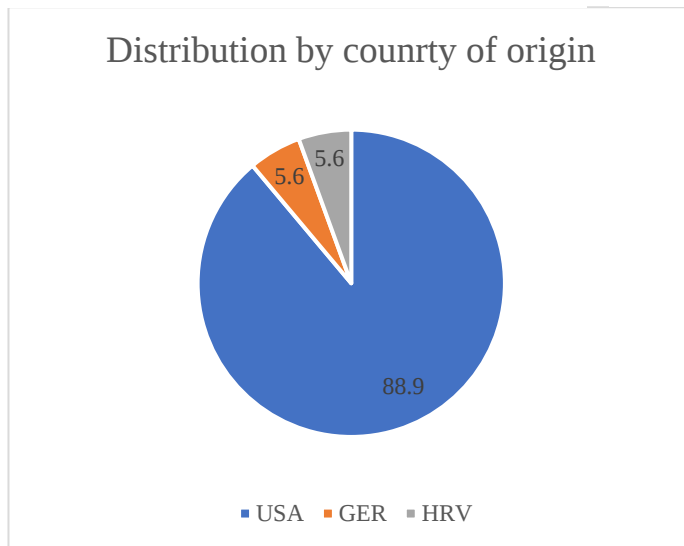


Figure 3. Distribution by country of origin

Overall visitors were very satisfied with new potential experiences, 66.7% were interested in Cigar, chocolate, and wine pairing experience ([A.5](#)) and almost 92% were willing to buy this experience ([A.6](#)). The same goes for Exclusive barrel tasting and wine blending experiences, where 88.89% of respondents were interested in this experience ([A.7](#)), and all of those who were interested were willing to buy the experience ([A.8](#)). The identical interest was shown in the case of the Wine tasting/food pairing/ picnic in vineyards experience, where 88.89% of respondents were interested in this experience ([A.9](#)), and all of those who were interested were willing to buy the experience ([A.10](#)).

As far as the number of wines goes for each experience, results showed that visitors want a different number of wines, and surprisingly its less than originally designed, for Cigar, chocolate, and wine pairing experience originally was designed to have 4 wines, 4 cigars, and 3 chocolates, but almost 60% of respondents showed more interest in an experience with 3 wines, 3 cigars, 2 chocolates ([A.11](#)). For the Exclusive barrel tasting and wine blending experience, respondents' preferences are in alignment with the original design more than 87% of respondents are interested to have 2-5 wines in this experience ([A.12](#)). In the case of Wine tasting/food pairing/ picnic in vineyards, almost 63% of respondents prefer 4-5 wines in this experience ([A.13](#)) instead of designed 6-7.

Pricewise almost 84% of respondents are willing to pay from 1000 to 1400(130-190EUR) kunas for Cigar, chocolate, and wine pairing experience ([A.14](#)) which is aligned with the desired price. More than half of the respondents are willing to pay 1600-1800 kuna (215-240 EUR) for an exclusive barrel tasting and wine blending experience ([A.15](#)), which is quite close to desired 1900 kuna. As for Wine tasting/food pairing/ picnic in vineyards, 50% of respondents are willing to pay 2000 - 2200 Kuna (265 - 290 EUR) ([A.16](#)) which is noticeably less than desired 2500 kuna.

10. Proposals

10.1 Cigar, chocolate, and wine pairing experience

Guests will be offered the opportunity of exclusive experience, either individual or group. A pairing experience will take place in an outdoor setting (KK terrace), with a view of the Adriatic Sea, each guest will receive four (4) glasses of KK wines with respective cigars, and three (3) different artisanal chocolates, that are to be consumed in between each of set of wine and cigar.

Wine	Cigar
The American (white)	Davidoff Nicaragua Toro Box Pressed
Winmekar's Selection (Red)	Partagas Serie D No.6
Zinfandel (Red)	Montecristo No.4
Ruben's Privat Reseve (Red)	Davidoff Signature No.2 Tubos

The pairing experience will be guided by a trained sommelier, which will give guests all the information about wine, chocolate, and cigars, and help them to fully understand and enjoy all of the components of the experience.

General Description

Duration of experience	2.5 – 3 hours
minimum NUMBER of guests	2
maximum number of Guests	No limitation
Cost of experience	1400.00 HRK.
	~185.00 EUR.
	~195.00 USD.
Target KPI	50-60 sold experience throughout the season
Reservation in advance	Required

Target audience

Age category	40+
Country of origin	US, UK, Germany, France, Scandinavian Countries, Bosnia and Herzegovina, Macedonia, Montenegro, Serbia, and Slovenia.
Income bracket	Medium-high and high income
Traveling habits	Couples, groups of friends, families (without kind).
Means of travel to Croatia	Air travel, sea travel (yachting)

Interests

- Wine and/or cigar aficionados, with hedonistic treats/habits, who enjoy fine/expensive things.
- Image seekers
- Visitors who fall under **Entertainment** Category on 4E scale

10.2 Exclusive barrel tasting and wine blending experience

In the Korta Katarina barrel aging room guest will be offered the exclusive opportunity to degustation 4-5 wines, directly from barrels, where they can observe the influence of time on wine evolution, the influence of the origin of oak, (French, American, Hungarian, and Croatian) and toasting levels. Experience will be led by the head enologist. After tasting wines directly from barrels, the guest will be introduced to the principles and philosophy of wine blending, each guest will receive half bottle of wine from barrels and all the necessary equipment to perform blending on small scale, to create their own unique blend and in case of interest to order the same blend, in a minimum quantity of six bottles, with the personalized label, with the possibility of worldwide shipping.

General Description

Duration of experience	2.5 – 3 hours
minimum NUMBER of guests	2
maximum number of Guests	6
Cost of experience	1900.00 HRK.
	~250.00 EUR.
	~270.00 USD.
Target KPI	15-10 sold experience throughout the year
Reservation in advance	Required

Target audience

Age category	25+
Country of origin	US, UK, Germany, France, Scandinavian Countries, Bosnia and Herzegovina, Macedonia, Montenegro, Serbia, and Slovenia.
Income bracket	Medium-high and high income
Traveling habits	Couples, groups of friends, families.
Means of travel to Croatia	Air travel, sea travel (yachting)
Interests	• Wine lover, with hedonistic treats/habits, who enjoy fine/expensive things. • Image seekers • Visitors who fall under Educational Category on 4E scale

10.3 Wine tasting/food pairing in vineyards

Guests will be offered an exclusive opportunity to have a tasting session in Korta Katarina winery-owned vineyards in closeby denominations Postup and Dingač with the unique view of the Adriatic Sea, where they will have the possibility to see and experience the unique landscape to learn directly from the head viticulturist about the history of winegrowing and modern practices used in the region, accompanied with the 6-7 wines of the company and locally sourced light snacks. For the additional comfort of guests, this experience will also include the shuttle service from Orebić.

General Description

Duration of experience	3 – 4 hours
minimum NUMBER of guests	No limitation
maximum number of Guests	6
Cost of experience	2500.00 HRK. ~330.00 EUR. ~350.00 USD.
Target KPI	20-35 sold experience throughout the season
Reservation in advance	Required

Target audience

Age category	25+
Country of origin	US, UK, Germany, France, Scandinavian Countries, Bosnia and Herzegovina, Macedonia, Montenegro, Serbia, and Slovenia.
Income bracket	Medium-high and high income
Traveling habits	Couples, groups of friends, families (without kind).
Means of travel to Croatia	Air travel, sea travel (yachting)
Interests	• Wine and aficionados, with hedonistic treats/habits, who enjoy fine/expensive things. • Image seekers • Visitors who fall under Escapist and Esthetics Category on 4E scale

11. Conclusions

Even though at the moment of writing this paper, I don't have practical data to be certain of the success of those offers discussed in this work, since they are still in the implementation stage, I believe that, through observations and statistical analysis, I was able to tailor experiences that will be interesting, and I believe very much a profitable, addition to Korta Katarina winery's tourism offers since they cover all the discussed requirements of luxury wine tourism and answer to the 4Es model of the experience economy, that were discussed in this work

At the same time, the small sample group that I was able to gather at the moment of writing this work, and the interest that they showed, move me to believe that those experiences will be a successful addition to Korta Katarina winery. Even though quantitative analysis showed the need to slightly alter the proposed experiences, at the moment, jointly with the management team, we decided not to make those changes,

instead, we are planning to gather more respondents to see attitudes toward the experiences and make changes, if *necessary* at all, after gathering more sufficient results that we have on hand at the moment.

12. Acknowledgments

I want to use this opportunity to express my gratitude to all of the people who helped me on my journey through this master's degree.

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Many thanks to my academic supervisor Pierre-Louis Teissedre, who gave me creative liberty and I was always able to count on him and his help.

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Annex

A .1: Questionnaire



Please identify your age_____

Please identify your sex_____

Please identify your country of origin_____

1. Cigar, chocolate, and wine pairing experience

Guests will be offered the opportunity of exclusive experience, either individual or group. A pairing experience will take place on the Korta Katarina terrace, with a view of the Adriatic Sea, each guest will receive a set of wines, cigars, and chocolates. The pairing experience will be guided by a trained sommelier, which will give guests all the information about wine, chocolate, and cigars, and help them to fully understand and enjoy all of the components of the experience.

Q1.1 Do you like the idea of pairing wine, cigar, and chocolate?

1. Yes ☐
2. No ☐

Q1.2 How many wines, cigars, and chocolate would you like in an experience?

1. 2 wines, 2 cigars, 1 chocolate

2. 3 wines, 3 cigars, 2 chocolates
3. 4 wines, 4 cigars, 3 chocolates

Q 1.3 Would you buy this experience?

1. Yes ☐
2. No ☐

Q 1.4 What would you pay per person for this experience?

1. 1000 – 1200 Kuna (130 – 160 EUR; 140 – 170 USD)
2. 1201 – 1400 Kuna (161 – 190 EUR; 171 – 200 USD)
3. 1401 – 1800 Kuna (191 – 240 EUR; 201 – 255 USD)
4. Other (please specify_____)

Q 1.5 Please tell us your remarks (if you have any)

2. Exclusive barrel tasting and wine blending experience

In the Korta Katarina barrel aging room guest will be offered the exclusive opportunity to degustation certain number of wines, directly from barrels, where they can observe the influence of time on wine evolution, the influence of the origin of oak, (French, American, Hungarian, and Croatian) and toasting levels. Experience will be led by the head enologist. After tasting wines directly from barrels, the guest will be introduced to the principles and philosophy of wine blending, each guest will receive a wine sample from barrels and all the necessary equipment to perform blending on small scale, to create their unique blend and in case of interest to order the same blend in a set required minimum quantity, with the personalized label, and the possibility of worldwide shipping.

Q 2.1 Do you like the idea of barrel tasting and wine blending experience?

1. Yes ☐
2. No ☐

Q 2.2 How many wines would you like taste/bland in this experience?

1. 2 – 3
2. 4 – 5
3. 6 – 7

Q 2.3 Would you buy this experience?

1. Yes ☐
2. No ☐

Q 2.4 What would you pay per person for this experience?

1. 1600 – 1800 Kuna (215 – 240 EUR; 225 – 255 USD)
2. 1801 – 2000 Kuna (241 – 265 EUR; 256 – 280 USD)
3. 2001 – 2200 Kuna (266 – 290 EUR; 281 – 310 USD)
4. Other (please specify_____)

Q 2.5 Please tell us your remarks (if you have any)

3. Wine tasting/food pairing/ picnic in vineyards

Guests will be offered an exclusive opportunity to have a tasting session or picnic in Korta Katarina winery-owned vineyards in close by denominations Postup and Dingač with the unique view of the Adriatic Sea, where they will have the possibility to see and experience the unique landscape, to learn

directly from the head viticulturist about the history of winegrowing and modern practices used in the region, accompanied with wines of Korta Katarina and locally sourced light snacks. For the additional comfort of guests, this experience will also include the shuttle service from Orebić.

Q 3.1 Do you like the idea of wine tasting/food pairing/ picnic experience?

1. Yes ☐
2. No ☐

Q 3.2 How many wines would you like taste in this experience

1. 3 – 4
2. 4 – 5
3. 5 – 7

Q 3.3 Would you buy this experience?

1. Yes ☐
2. No ☐

Q 3.4 What would you pay per person for this experience?

1. 2000 – 2200 Kuna (265 – 290 EUR; 281 – 310 USD)
2. 2201 – 2400 Kuna (291 – 320 EUR; 311 – 340 USD)
3. 2401 – 2600 Kuna (321 – 345 EUR; 341 – 370 USD)
4. Other (please specify_____)

Q 3.5 Please tell us your remarks (if you have any)

--

Thank you for your participation and time. We really appreciate your help.

A.2 Cigar, chocolate, and wine pairing experience

				Cigar, chocolate, and wine pairing experience				
	Age	Sex	Counrty of Origin	Q 1.1	Q 1.2	Q 1.3	Q 1.4	Q 1.5
Respodent #1	51	M	USA	1	2	1	1	0
Respodent #2	50	F	USA	1	2	1	2	0
Respodent #3	53	M	USA	1	3	1	1	0
Respodent #4	79	F	USA	2	0	0	0	0
Respodent #5	26	F	USA	1	2	1	2	0
Respodent #6	22	M	USA	1	3	1	2	1
Respodent #7	29	F	GER	2	0	0	0	0
Respodent #8	31	M	USA	2	0	0	0	0
Respodent #9	65	F	USA	1	2	1	1	0
Respodent #10	68	F	USA	2	0	0	0	0
Respodent #11	71	M	HRV	1	3	1	3	1
Respodent #12	64	M	USA	1	2	1	3	0
Respodent #13	61	F	USA	2	0	0	0	0
Respodent #14	65	F	USA	2	0	0	0	0
Respodent #15	63	M	USA	1	1	1	1	0
Respodent #16	25	M	USA	1	3	2	1	0
Respodent #17	66	M	USA	1	2	1	2	0
Respodent #18	83	M	USA	1	2	1	2	0

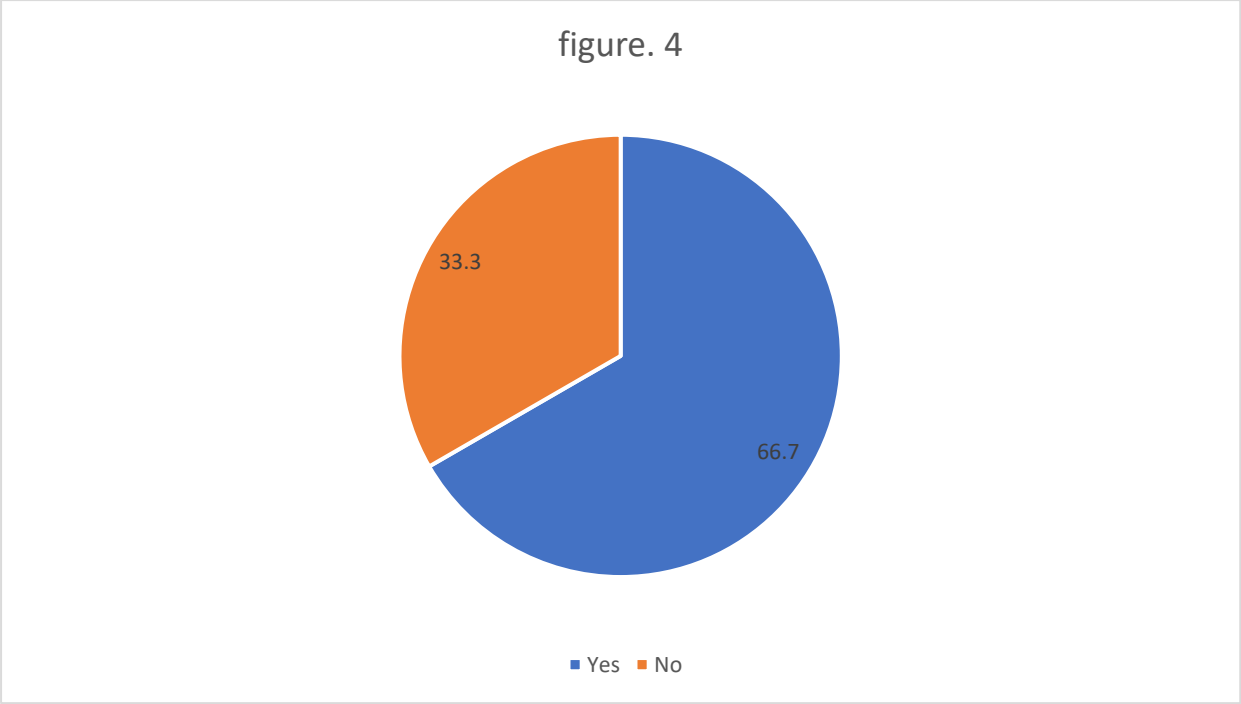
A.3 Exclusive barrel tasting and wine blending experience

	Age	Sex	Country of Origin	Exclusive barrel tasting and wine blending experience				
				Q 2.1	Q 2.2	Q 2.3	Q 2.4	Q 2.5
Respondent #1	51	M	USA	1	2	1	4 (150-200	0
Respondent #2	50	F	USA	1	1	1	2	0
Respondent #3	53	M	USA	1	2	1	1	1
Respondent #4	79	F	USA	1	3	1	0	1
Respondent #5	26	F	USA	1	2	1	1	0
Respondent #6	22	M	USA	1	2	1	1	1
Respondent #7	29	F	GER	1	1	1	1	0
Respondent #8	31	M	USA	1	2	1	1	0
Respondent #9	65	F	USA	1	1	1	1	0
Respondent #10	68	F	USA	2	0	0	0	0
Respondent #11	71	M	HRV	1	3	1	4	0
Respondent #12	64	M	USA	1	1	1	3	0
Respondent #13	61	F	USA	1	1	1	1	1
Respondent #14	65	F	USA	1	1	1	2	0
Respondent #15	63	M	USA	1	1	1	4(150USD	1
Respondent #16	25	M	USA	1	2	1	1	0
Respondent #17	66	M	USA	1	2	1	1	0
Respondent #18	83	M	USA	2	0	0	0	0

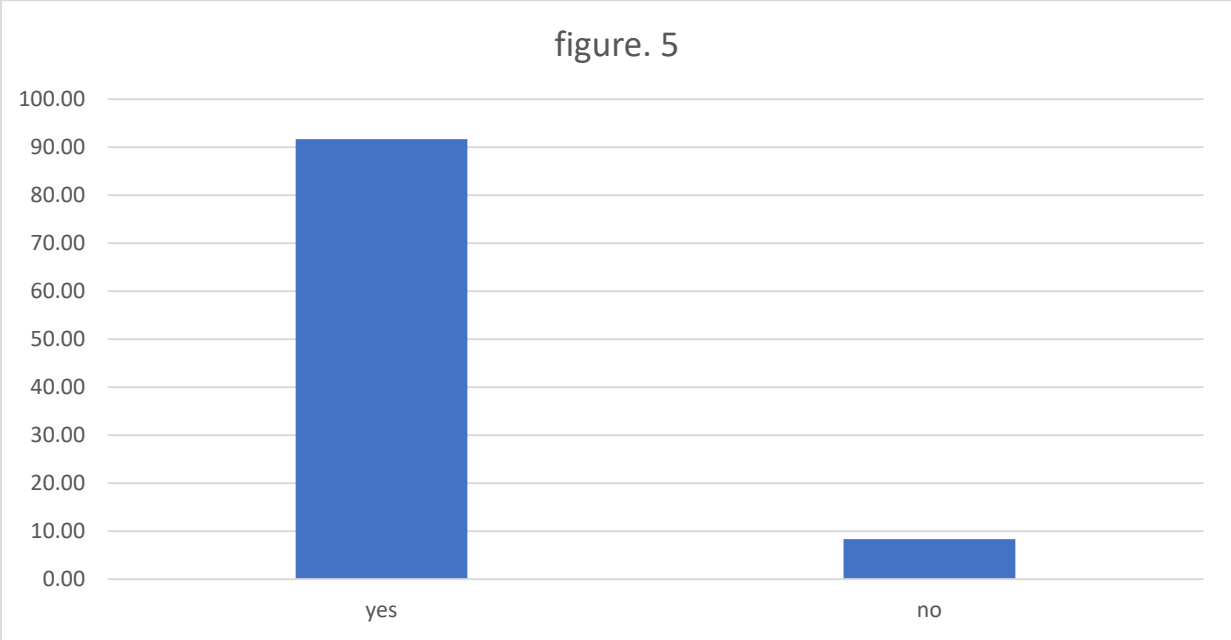
A.4 Wine tasting/food pairing/ picnic in vineyards

				Wine tasting/food pairing/ picnic in vineyards				
	Age	Sex	Country of Origin	Q 3.1	Q 3.2	Q 3.3	Q 3.4	Q 3.5
Respodent #1	51	M	USA	1	2	1	4 (175-200U	0
Respodent #2	50	F	USA	1	2	1	2	0
Respodent #3	53	M	USA	1	2	1	1	1
Respodent #4	79	F	USA	1	1	1	0	1
Respodent #5	26	F	USA	1	2	1	1	1
Respodent #6	22	M	USA	1	2	1	1	1
Respodent #7	29	F	GER	1	2	1	1	1
Respodent #8	31	M	USA	1	2	1	1	0
Respodent #9	65	F	USA	2	0	0	0	0
Respodent #10	68	F	USA	1	3	1	4(80USD)	0
Respodent #11	71	M	HRV	1	1	1	4(180 USD)	0
Respodent #12	64	M	USA	1	1	1	2	0
Respodent #13	61	F	USA	2	0	0	0	0
Respodent #14	65	F	USA	1	1	1	2	1
Respodent #15	63	M	USA	1	1	1	4(150USD)	0
Respodent #16	25	M	USA	1	2	1	1	0
Respodent #17	66	M	USA	1	2	1	1	0
Respodent #18	83	M	USA	1	2	1	1	1

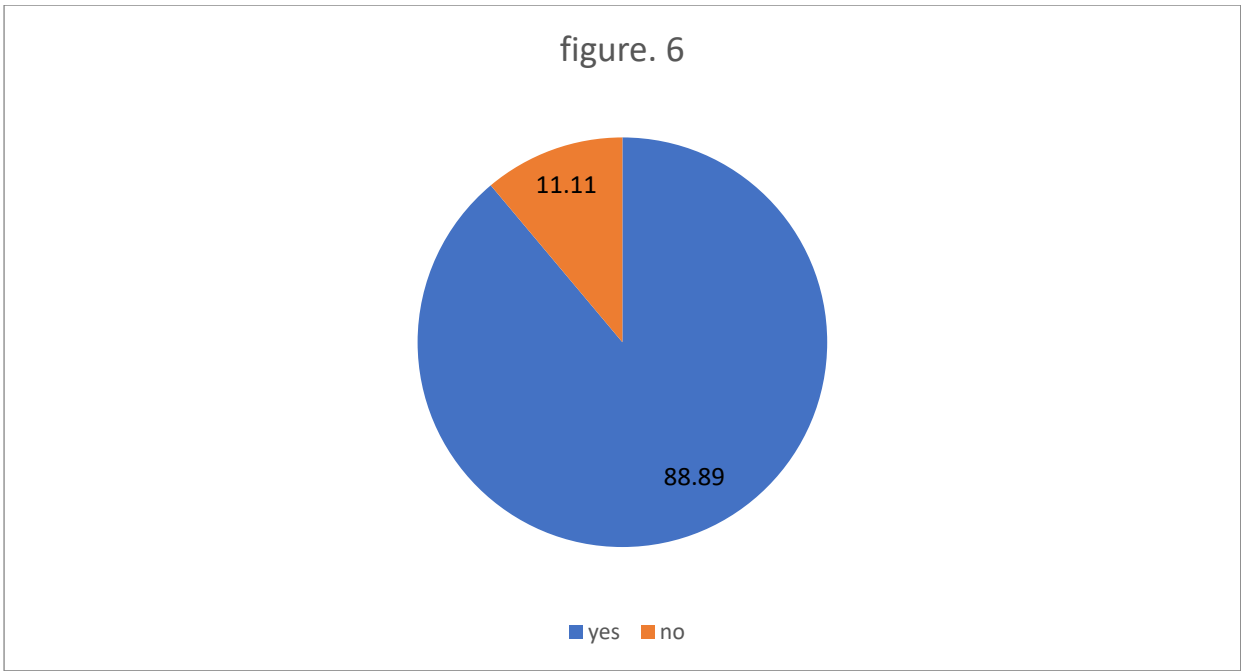
A.5



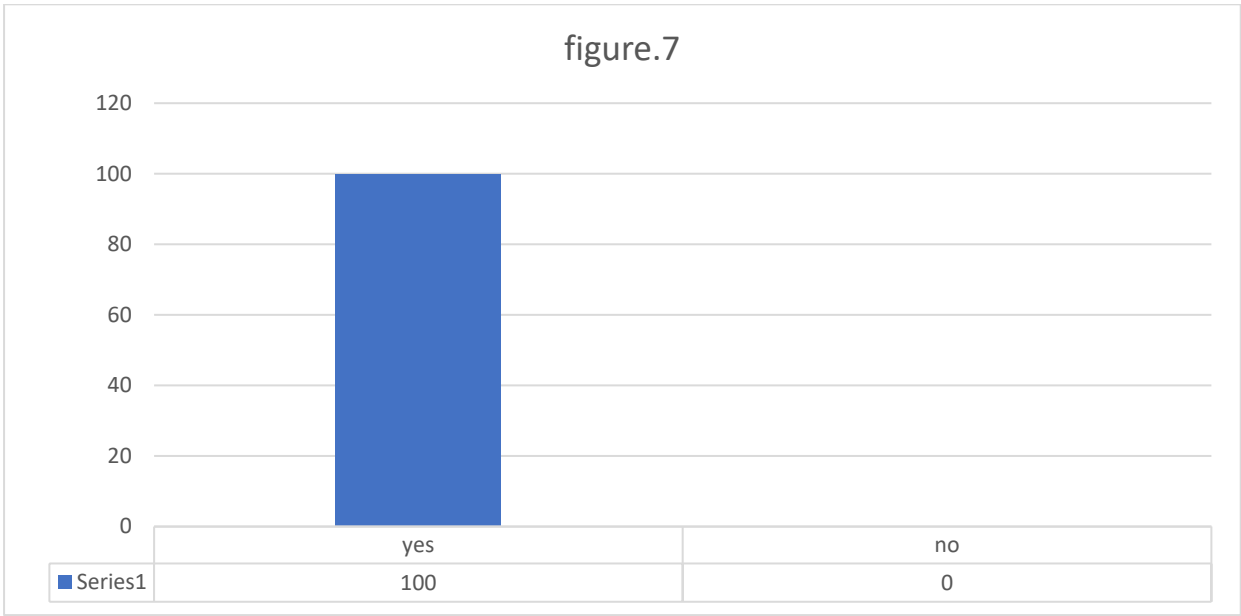
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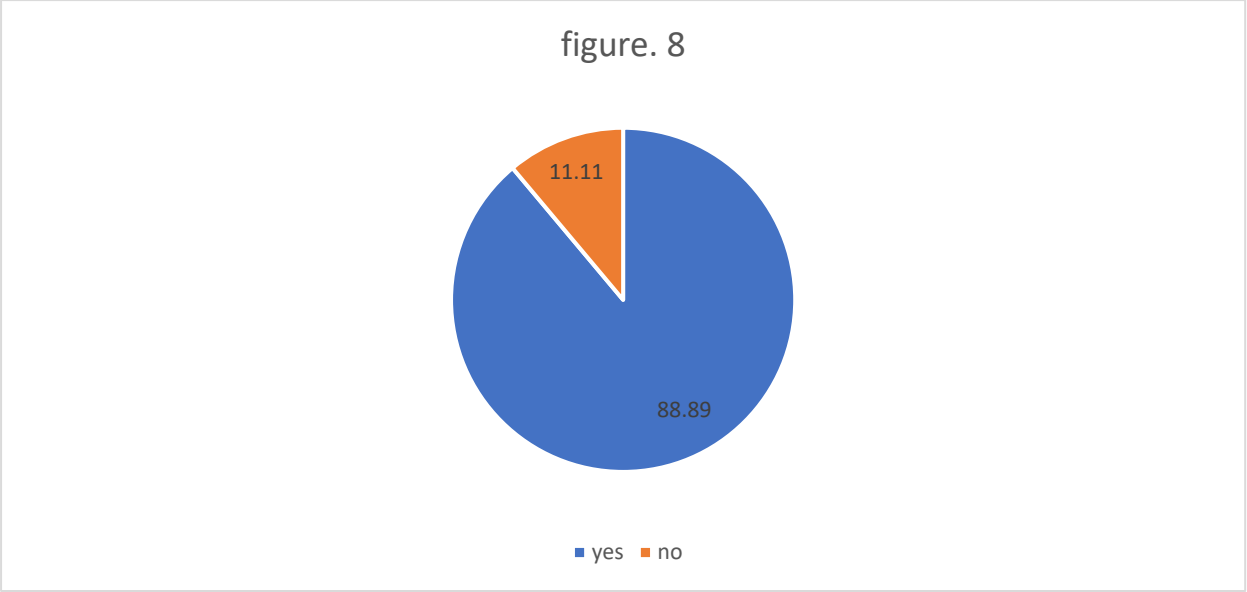
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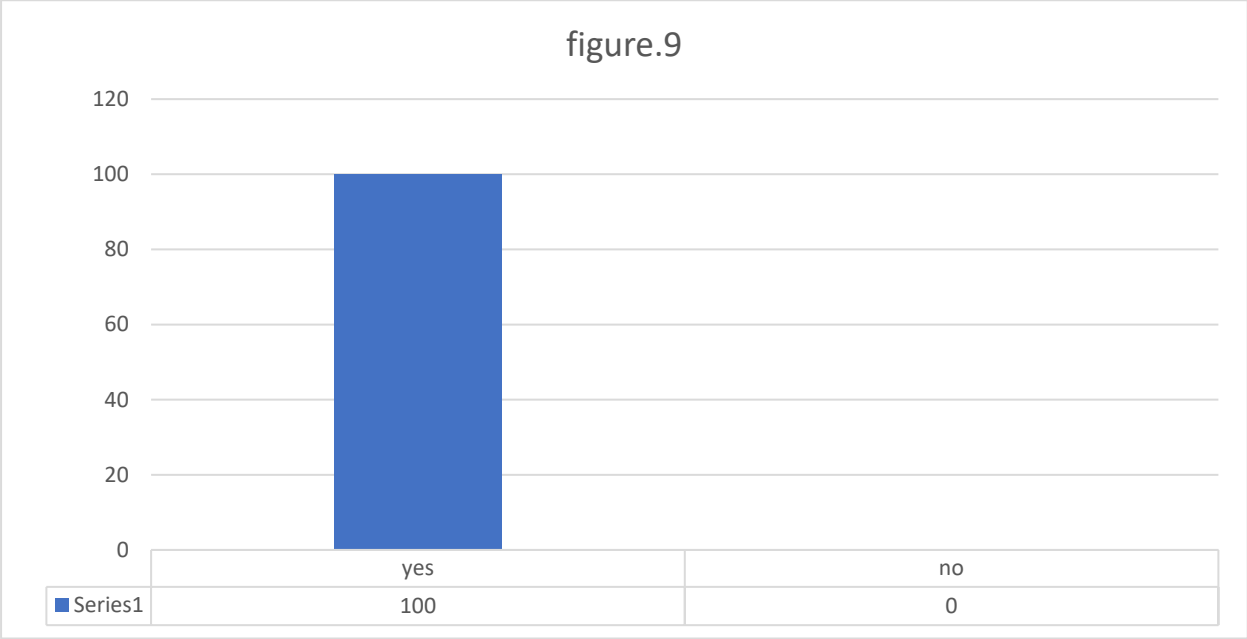
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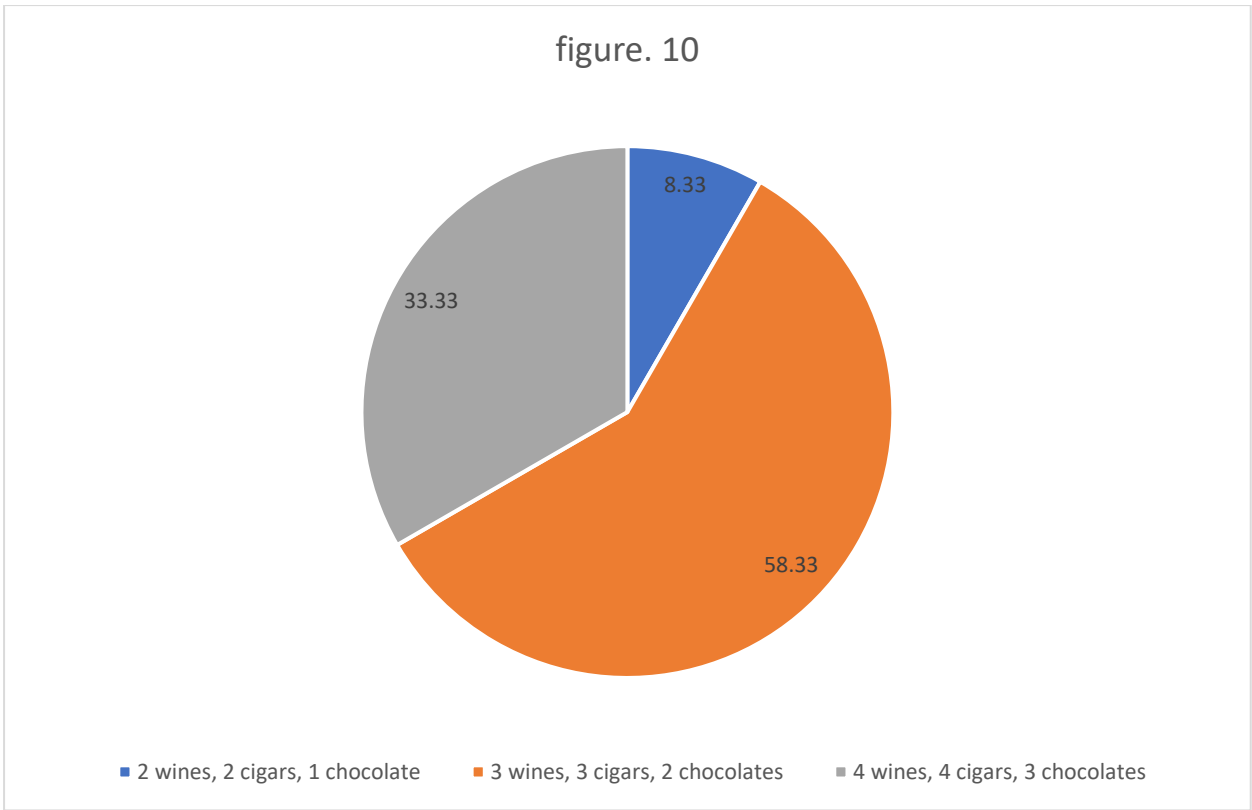
A.9



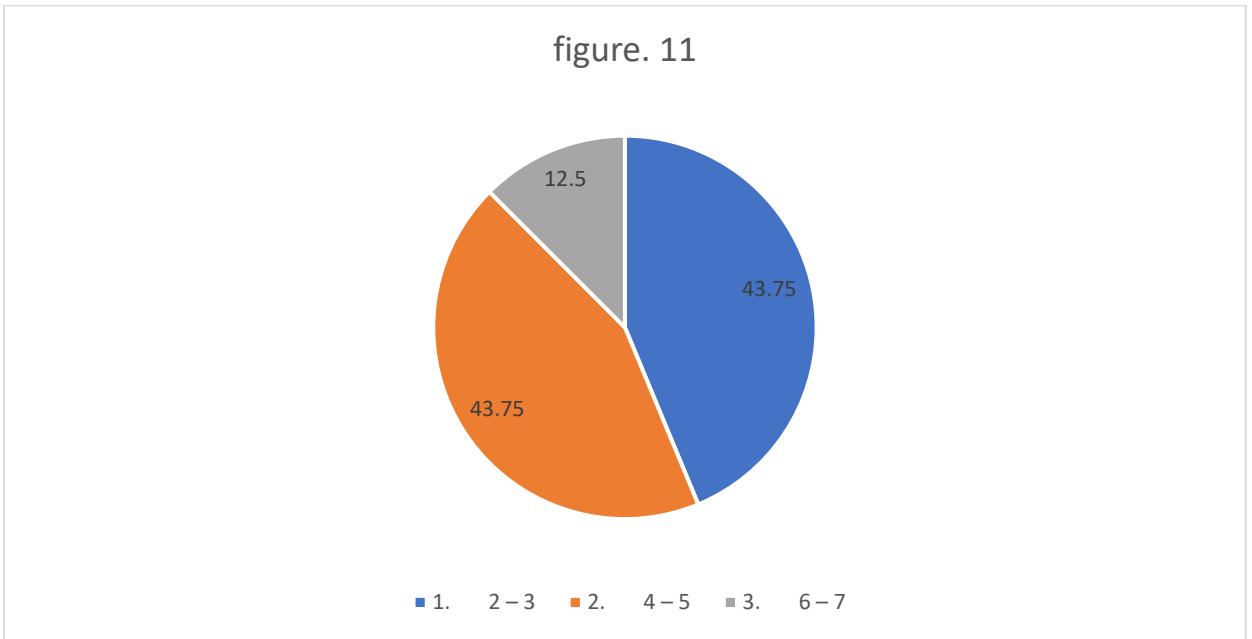
A.10



A.11

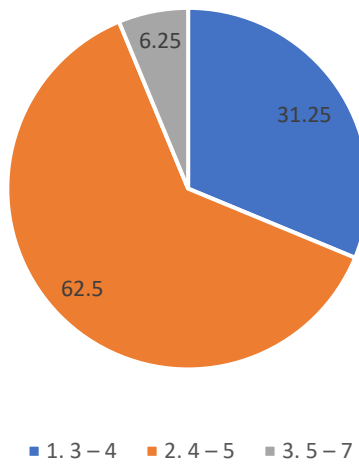


A.12



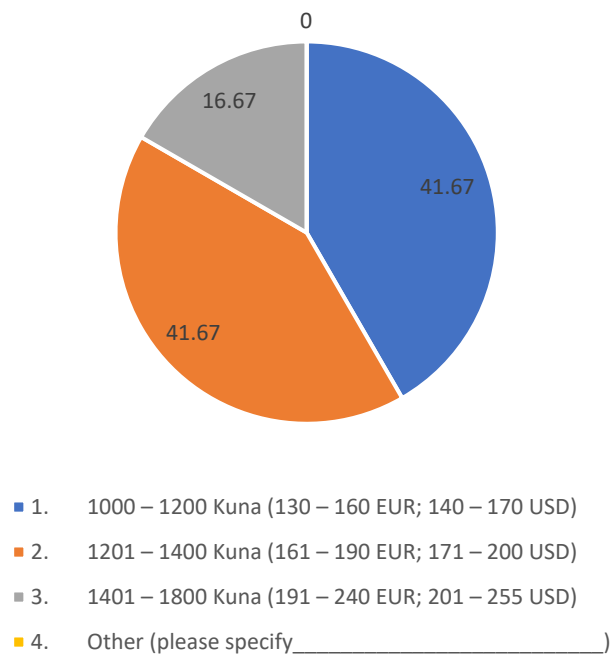
A.13

figure. 12



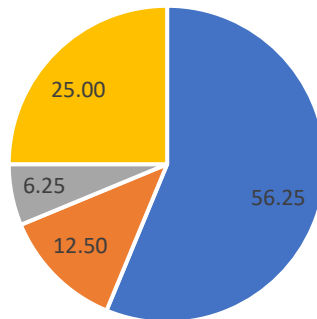
A.14

figure. 13



A.15

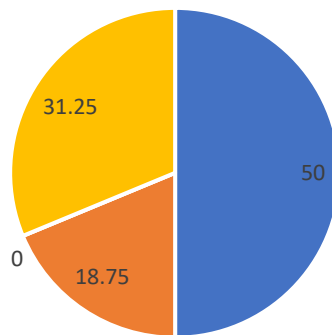
figure. 14



- 1. 1600 – 1800 Kuna (215 – 240 EUR; 225 – 255 USD)
- 2. 1801 – 2000 Kuna (241 – 265 EUR; 256 – 280 USD)
- 3. 2001 – 2200 Kuna (266 – 290 EUR; 281 – 310 USD)
- Other (please specify _____)

A.16

figure. 15



- 1. 2000 – 2200 Kuna (265 – 290 EUR; 281 – 310 USD)
- 2. 2201 – 2400 Kuna (291 – 320 EUR; 311 – 340 USD)
- 3. 2401 – 2600 Kuna (321 – 345 EUR; 341 – 370 USD)
- 4. Other (please specify _____)