Tourism Marketing Strategies Between Wineries Based on Size or Location
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While the number of United States wineries has doubled and wine production tripled, only three states represent the majority of wineries and wine production. Yet, small wineries must contend with similar production issues that larger wineries face: cultivation of grapes, fermentation of juice and finally bottling of the product.

By comparison small wineries face an even tougher challenge - attracting consumers' attention to their products, much of which must be sold directly to consumers at the winery. These cellar door sales account for substantial dollar and case volume and are particularly lucrative.

This study examined the relationship in off-site and on-site marketing strategies based upon winery size and location. The results indicated differences in tourism marketing strategies particularly with wine education at rural wineries and food/wine pairing techniques at larger wineries.

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