



2015 BRNO - CZ XXII ENOMETRICS CONFERENCE



ID=136

Visitors Motivations for Attending Wine Festivals – A Case Study of „Vinistra Wine Festival“ in Croatia Anita ILAK PERŠURIĆ, Ana TEŽAK

**The Institute of Agriculture and Tourism, HR
*anita@iptpo.hr***

Attending a wine festival as a planned activity has roots in the motivation of socializing during leisure time, enjoying wine, meeting the producers and learning about wine. In wider frames using leisure time in visiting wine fairs has future implications on visiting wine cellars, wine roads and enjoying the surroundings. Since Istria is a wide known tourism area that offers a large range of activities, the wine fair Vinistra is one weekend offer that occurs every year in May. For numerous local visitors this wine fair becomes a socializing point and a place for enjoying wine with friends and family. The fair is a focal point for discussion about wine preferences and gaining new wine experiences. Exploratory factor analysis in a clear factor structure with four factors have shown that Vinistra wine fair enhances the probability of future visits to wine fairs, wine roads and wine producers and increases wine consumption, wine tasting and wine purchase. Therefore the research on a sample of visitors provided important information for the organizers and wine producers explaining what to expect of such an event and what consumers demand, while for science it gave valuable input for further and deeper research.

Keywords: wine festivals, wine tasting, consumer preferences