Visitors motivations for attending wine festivals – a case study of „Vinistra wine festival“ in Croatia

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Introduction

- Vinistra wine fair as an event is a spatial and temporally unique event. As a planned event it has a primary purpose to promote business and trade of wine. The wine festival Vinistra started in 1992 as a local event and in two decades it became the most important regional event.
- Since then it had a constant gradually improving growth in the number of visitors and the number of wine producers attending the event.
- For wine producers Vinistra is a business event to present and promote their wine products, for wine professionals to explore what is going on in the wine business in the region, or to promote products connected to vineyard and wine production.

Methodology

- A pilot research focused on visitors’ motivations for attending wine exhibition Vinistra in Poreč, Croatia and their wine consumption habits was conducted on 1st May 2010.
- In this study the target population included those responders that were visitors who attended the wine exhibition Vinistra and were 18 years of age or older. Responders were approached by trained researchers and asked to participate in the survey. Researchers explained the purpose of the survey and said that the survey was anonymous. Data was collected through personal interview with responders. In that process convenient sampling was used.
- For the purpose of gathering data, the questionnaire was constructed. It consisted of 13 questions which were divided into three sections.

Results

- A total of 143 usable questionnaires were collected. The proportion of male responders (62%) was higher than that of female (38%).
- The mean age of the responders was 36.7 years, and the standard deviation was about 12 years. Most of the responders were between 25 and 34 years of age.
- More than 50% of responders obtained some kind of higher education level, but the most commonly obtained education level was secondary school. The responders had different background and occupation, most of the responders stated that they were employees, while about 6% were managers and about 18% were entrepreneurs/company owners.
Most of the responders were from County of Istria (67%), about 17% were from County of Primorje-Gorski kotar, and about 10% were from City of Zagreb.

Most of the responders had personal monthly income between 4,001 and 6,000 kn and lived in mid-sized town.

Average household of the responders had three members, but the most of the households had four members. Most of the visitors stated that they were only interested in wine (66%) and that they drank wine occasionally (54%).

To examine multidimensionality and internal reliability of the scale items, responders were asked to rate each of the 30 items as they apply to the various aspects related to visiting Vinistra wine exhibition.

Using eigenvalues greater than 1.0, as criteria, seven initial dimensions i.e. factors were generated, but through scree plot the possible number of factors was set at four factors. (Table 2):

1) wine buying stimulation, 2) visitation of wine cellars, 3) wine related improvements and 4) wine booths related issues. These four factors jointly accounted for 40.206% of accumulated variance.

To assess whether the items that were summed to create the four subscales of perceived value formed a reliable scale, Cronbach’s alpha was computed for each of the subscales. The alphas for the subscales were as follows: 1) wine buying stimulation 0.688, 2) visitation of wine cellars 0.751, 3) wine related improvements 0.818 and 4) wine booths related issues 0.678.
The factor analysis have showed four highly saturated factors; the first: wine buying stimulation shows that the visitation to Vinistra wine fair will enhance their willingness to buy and enjoy wines in the future and that the wide range of wine products offered is a positive aspect of the fair.

The socializing aspect of meeting the producer and hearing the story about him and the products scores highly in factor one.

The factor two visitation of wine cellars shows that the visitors have highly positive responses to attain organized wine cellar excursions. Attending Vinistra and its positive aspects will in future enhance the desire of visitors to use their leisure time in similar events and get more familiar with wine as a product and socializing glue.

The wine related improvements (F3) were put in a time scale and visitors had noticed the improvement of quality and design of promotion.

Finally wine booths related issues were (F4) positively ranked showing that the wine fair has been adequately organized its space enhancing the socializing aspects and assuring positive promotion of the producers.

Conclusions

Visitors attended the wine festival and were primarily attracted to the fair because of wine related motives - their interest for wine and wine attributes of the region.

Further motives were meeting the wine maker and learning about wines.
The position of wine boots at the fair, the story told by the producer, the wide passes and open spaces between wine boots on the fair encourages the visitors to socialise and provoke even more positive emotions and desire to attend the fair again.

Socializing implications were seen in the promotion on the fair and wine tasting, in hearing the story about wine from the producers, in stories about how the grapes are produced, processed and bottled, in stories about the producers’ family and heritage of the wine cellar.

All positive aspects of socializing and spending leisure time at the wine fair implies future intentions to visit the producer at their farms, spend a weekend on the farm and involve in farm activities (like harvesting) all in order to know more about wine, enjoy the wine and local produce and discover the surroundings and other activities offered in the region.

Finally all positive responses and visitors positive motivation will enhance future engagement in wine excursions in the region and abroad.

Thank You for Your attention