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Abstract

Majorca is known as a tourism destination but not as a wine region destination. This paper suggests an analysis of the Majorcan wine tourists' profile from a demand perspective, including a Majorcan wine tourist typology developing its demographic and psychographic characteristics. A total of 104 responses collected through a survey self-administrated to wine tourists across six wineries of Majorca in 2018. Results stress that wine tourism is still underdeveloped at the Balearic Islands, in this regard, the data is expected to be used in a sustainable and useful way by the Majorcan wine industry, local authorities and other stakeholders or public interested.

Keywords

Wine Tourism, Wine Tourist, Wine Destination, Wine

1. Introduction

Wine Tourism become all around the world more popular to wine regions whose nature have been producing wine and using marketing promotion tools to become destination places that offer wine experiences to attract visitors (Bruwer, 2003; Hall, C. M., Sharples, L., Cambourne, B., & Macionis, 2009). Some literature refers that wine sector enjoys an increase of popularity between the private and public stakeholders (Alebaiki, M., Menexes, G., & Koutsouris, A., 2015) which combined with tourism practices enhance the land resources (Martínez, P., & Morales, Y. 2016) including wine into the tertiary sector. Wine tourism ought to be a crucial representative component of a destination (Garibaldi, Stone, Wolf, & Pozzi, 2017) also because gastronomy has been one of the main motives for modern travelers and its nature to marry wine with food or "food pairing", helps to bring hospitality and tourism near to the wine product (Alonso, A. D., & O'Neill, M. A. 2010). This paper demonstrates the interest of wine tourists in trying local products when doing wine tourism. Nonetheless, these items and others such as landscape, vineyards, wineries or winemakers, compose the regional attributes included at the wine tourism system proposed by Michell Hall et. all (2000) to describe the general components of a wine tourism experience including both supply and demand sides.

The Balearic Islands has a positive increment of wine extension compared to previous years. The production in 2018 is of 9.908,8 tones of grapes to elaborate wine resulting in 63.109 hectoliters of wine elaborated in 2018 (IQUA, 2019). Majorca has the most significant extension wine region compared to the other Balearic Islands, having their Origin Denominations (OD) and specific Protected Geographical Indications (PGI). Hence, a critical point of this research is to discover who demands this tourism typology (Afonso, C., Silva, G. M., Gonçalves, H. M., & Duarte, M., 2018), to learn about its profile and behavioral characteristics when visiting this wine region. For that reason, this research has the objective to identify the wine tourism typology of the Majorcan wine visitors, including their level of satisfaction after a wine tour or motivational factors that aimed to visit the Majorcan wine region.

Although Majorca is known as a tourist destination, there are few types of research among Majorca as a **wine tourist destination**, being a pitfall to find academic researches among visitors to Majorcan wineries and its profile characteristics. Hence, the need to discover who these visitors are and learn about them inspired the start of this paper. In this sense, the first step included the research of other wine regions that might develop similar studies to find visitors needs and interests when visit wineries to those regions. A study of visitors

to North Carolina wineries (Byrd, E. T., Canziani, B., Hsieh, J., & Debbage, K., 2012) has been selected to follow the investigation and apply a similar study in Majorca. An own elaborated survey was distributed across six wineries to catch up the statistical unit: visitors of Majorcan wineries. Considering that this type of tourism product is an improvement of tourism quality reducing seasonality, supporting that wine industry of Majorca has enough potential to become an attractive wine tourism destination (Cardona, J. R., & Pol, M. V., 2014). Nonetheless, this academic research wants to represent and stimulate the investigation labor contributing to the professionalization and standardization of the wine tourism sector at the island.

Therefore, this paper considers that data from direct visitors to Majorcan wineries is a start to establish wine routes together with other stakeholders, including the local community, restaurants, accommodation, or transport suppliers. In the same way that other Spanish wine regions already established (Alonso, A. D., & O'Neill, M. A, 2010; Rutas Vino de España, 2019). Nowadays, there are 30 wine routes spread out in the Spanish countryside in 2018, and almost three million wine tourism visitors registered during the past year 2018, but there are still non-officially certificated wine routes at the Balearic Islands (ACEVIN, 2019). Therefore, this paper considers that data from direct visitors to Majorcan wineries is a start to establish wine routes together with other stakeholders, including the local community, restaurants, accommodation, or transport suppliers. In the same way that other Spanish wine regions already established (Alonso, A. D., & O'Neill, M. A, 2010; Rutas Vino de España, 2019). Nowadays, there are 30 wine routes spread out in the Spanish countryside in 2018, and almost three million wine tourism visitors registered during the past year 2018, but there are still non-officially certificated wine routes at the Balearic Islands (ACEVIN, 2019). Nowadays, Majorcan wines started to promote through wine trade fairs during a weekend (abcMallorca, 2019) or wine routes across different wineries for one week (DO Binissalem, 2019). However, the official wine tourism of the Balearic Islands webpage should be improved and highlight more wine routes to highlight the landscape characteristics but also the micro-climatology's of the Majorcan wine regions (Illes Balears.travel, 2019)

Finally, this paper identifies the wine history framework of Majorca, including an empirical analysis of the actual wine tourist demand profile. Therefore, a descriptive analysis is developed to characterize this demand in three different wine tourist segments. In this regard, Majorcan wine tourist's analysis includes behavioral factors that impulse them to decide Majorcan wine cellar or to suggest the winery or wine region to others according to their level of satisfaction after a post-visit. This research concludes with hypothetical implementations that challenged wineries, local community, or other public interested, to implement responsible wine tourism strategies and promotional actions to increase wine region awareness.

2. Majorcan wine framework

One issue to understand the importance of wine elaboration in Majorca is to recognize the wine framework of the Balearic Islands, its wine history, the number of wineries in 2018 further included in brackets after each wine regulation, wine consumption and the principal wine exportation countries.

Winemakers of the Balearic Islands decided to improve wine quality elaboration at the end of the XIX's century. They decided to increase the quality rather than the quantity of

wine produced. In this sense, to stress the island's characteristics likewise micro-climates and its autochthonous vine-varieties (Cardona, J. R., & Pol, M. V., 2014; Binimelis Sebastian, J. 2019, IQUA, 2019). Hence, wine makers followed the Old-World practices where wine growing and wine making is much more integrated and individual wines are made from specific wine plots (Unwin, 2005). Following the practices to obtain quality certifications of "place of origin" and is defined as terroir¹ (Banks, G., & Overton, J., 2010) In this context, wines from the Balearic Islands are regulated through 2 Origin Denominations (OD) from the DO de Binissalem (11 wineries) and DO de Pla i Llevant (14 wineries) to 6 Protected Geographical Indications (PGI) Vi de la terra de les Illes Balears (4 wineries), Vi de la terra Mallorca (61 wineries), Vi de la Serra de Tramuntana-Costa Nord (5 wineries), Vi de la Terra Illa de Menorca (9 wineries), Vi de la terra Eivissa (5 wineries) and Vi de la terra de Formentera (2 wineries) (IQUA, 2019). Due to the improvement of the Majorcan viticulture and the need to increase wine industry, some of the wine regulations have been during the past years modified, to include new local and foreign vine-varieties (IQUA, 2019; Binimelis Sebastian, J. 2019; Binimelis Sebastian, J. 2014). As this academic research topic aids to study the island of Majorca, Figure 1 presents a wine regulatory framework, starting from the declaration of the Balearic Islands as a wine region in 1972, followed by the main dates were specific wine regulations of Majorca were approved.

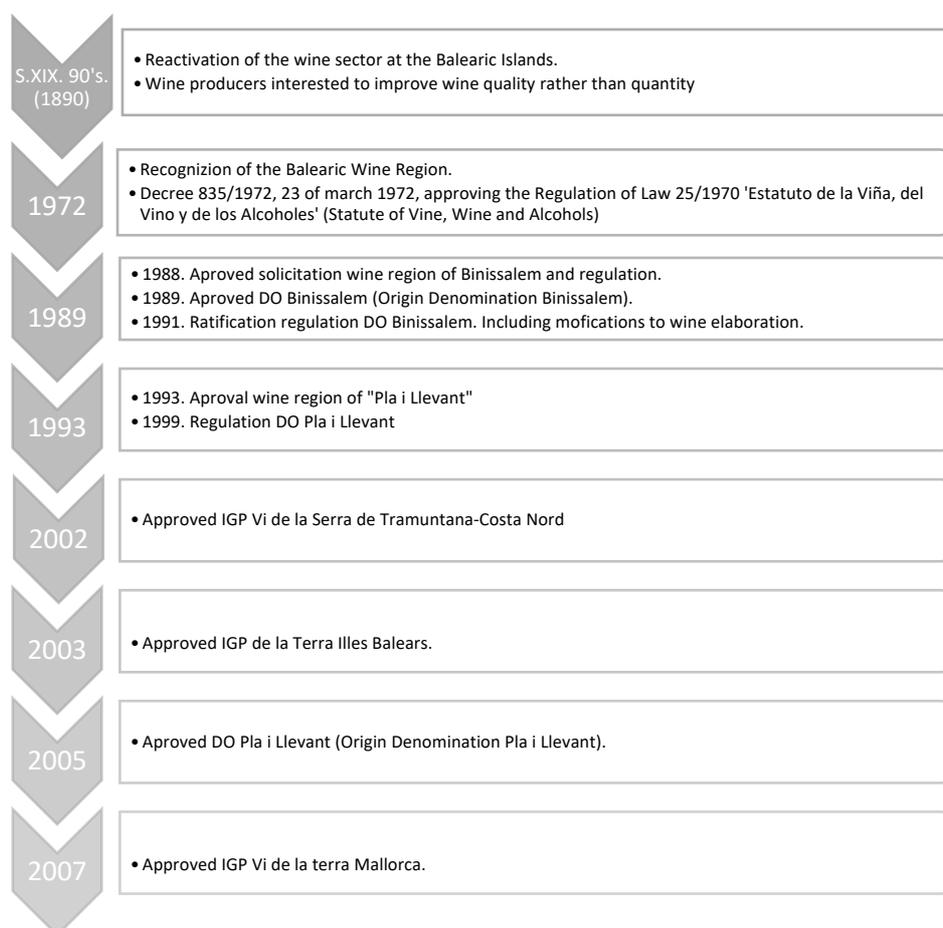


Figure 1. Wine regulatory framework of Majorca. Source: Own elaboration retrieved from www.illesbalearsqualitat.es, date 20.08.2019)

¹ Terroir: is the explanation of wines that are marketed as quality wines from a specific region and includes from the particular climatic and micro-climatic conditions until other factors (geology, topography, landscape) or winemaking traditions (Banks, G., & Overton, J., 2010)

2.1. When Majorca was an important wine exporter...

According to the Balearic viticulture literature, wine consumption and wine exportation dated before Romans conquered the island (Nicolau, A. M., Salort, J. B., & Prohens, J. M. L., 2012; Binimelis Sebastian, J., 2014). Majorca lived splendid and profitable years, especially during the XIX's century when the Phylloxera plague affected a high number of vineyards in Europe and an increase of Majorcan wine was demanded to supply the lack of wine in France (Manera, C., Méndez, A., & Escartín, J. M., 2009). However, this changed after the Phylloxera plague invaded Majorca in 1891 and most of the vineyards were affected and mostly replaced for other trees such as almond, fig-trees or cereals (Pons, 2000; Sebastian J.B., 2014). Vineyards extension before the Phylloxera was of 30.000 hectares and decreased to 3.000 hectares in 1907 (Manera, C., Méndez, A., & Escartín, J. M., 2009, p.65). After the implementation of wine regulations, the increment of vineyards has grown during the past years, reaching to 1.661 hectares of vineyards able to produce wine of quality (IQUA, 2019).

2.2. Wine commercialization...

Although viticulture of Majorca has lived periods of economic expansion and contraction (Sebastián, J. B., 2019) the recent statistics show an increment of wine commercialization during the past years being mostly of the wine consumed in the Balearic Islands. *Figure 2* include percentages of the Balearic Islands wine commercialization in 2018. This figure represents the wine consumption of the Balearic Islands, including the exportations to other countries. 77.93% belongs to local wine consumption, understanding that resident people are the one that most Majorcan wine drink. Nevertheless, the statistics show that other countries started to drink Majorcan wine, especially the European Countries and some others from the rest of the world. The Spanish mainland has a lower percentage of wine exportation. In this context, 14.59% is the total of European countries wine exportations, where Germany represent 88.97% of this amount. Moreover, with 4.45% belong to the rest of the world countries where the most representative country is Switzerland with 83.34% of the total exportations, followed by the United States with 9.24%. The percentages show an interest in other countries to taste Majorcan wines. In this sense, it could also be favorable to wineries because when tourists try Majorcan wines and do believe that they are right. They would be interested in visiting the winery or the wine region of Majorca.

Country	%
Balearic Islands	77.93%
Spain	3.03%
EU	14.59%
Rest of the world countries	4.45%

EU	
Germany	88.97%
Denmark	4.21%
Sweden	2.29%
Belgium	1.30%
England	0.86%
Rest of the world countries	
Switzerland	83.34%
United States	9.24%
Russia	2.74%
Mexico	1.74%

Figure 2. Principal wine exportation countries.

(Source: Own elaboration retrieved from:

<http://www.illesbalearsqualitat.es/iquafront/archivo/1511304?nom=%20RESUM+VI+2018+DO+%2B+VT+%28pr+duccio+%2B+comercializacio%29.pdf&mime=application%2Fpdf>)

3. Literature Review

This section resumes the wine tourism literature in two parts: firstly, the concept of wine tourism is described to understand its characteristics. Other concepts that refer to a wine tourism experience are detailed, and concerns among sustainability in the wine industry attached. Secondly, as the objective of this study is the visitor to wineries, it has been introduced the wine tourist demand profile and some literature among its behavioral characteristics.

3.1. Wine Tourism framework and concepts.

The *wine tourism* concept was introduced by Michell Hall et. all (2009), defining it as visit wineries, wine regions, wine events and their lifestyle for recreational purposes (Charters & Ali-Knight, 2002; Sparks, B., 2007). This concept starts with the interrelationship between wine and tourism (a combination of both concepts) utilized for territorial developments that integrate tourism and product development (Hall, C. M., & Mitchell, R., 2000), customer service and destination marketing (Charters, S., & Ali-Knight, J., 2002). Hence, the wine tourism system includes both sector attributes (wine & tourism) defining a wine tourism experience. According to Michell Hall et. all (2009), this system describes a dual definition of the wine tourism experience understood by the product or as a concept. The product belongs to the supply characteristics, which are the wider regional attributes (e.g., wineries, landscape, vineyards, restoration). The concept belongs to the demand characteristics, which are the individual's preferences when deciding to visit a destination, their expectations, motivations or the image that come from past experiences, perceptions or previous information (Hall, C. M., Sharples, L., Cambourne, B., & Macionis, 2009).

As this system includes different perspectives of the concept, most of the literature reveals that New World wine regions have been pioneers in developing academic studies, to understand especially the likelihood of visiting wineries (Charters & Ali-Knight, 2002; Getz, D., & Brown, G., 2006; Sparks, B., 2007), but also to apply marketing strategies (Campbell & Guibert, 2006) to become recognized wine tourism destinations (Hall, C. M., Sharples, L., Cambourne, B., & Macionis, N., 2009). So that, in some specific places, wine tourism becomes the way to get more significant profit rather than the retail sale of the wine itself (Glennen, C., 2017). However, in comparison to Old-World countries, although their long documented historical winemaking and mostly the most extensive wine producer countries in the world, wine tourism is still underdeveloped (Hall, C. M., Sharples, L., Cambourne, B., & Macionis, 2009) and it's interest came lately (Gómez, M., Molina, A., & Esteban, Á., 2013), being recently analyzed in European regions such as Spain, Italy or France. This dynamic phenomenon is relatively new (Bibicioiu, S., & Cretu, R. C, 2013), as the first reference started in Germany by Josef Bürkel carried out in 1935, who founded the "Wine Road" ("Weinstraße") and developed the idea to connect several wine villages or wineries to stimulate wine sales, called wine routes (Bruwer, 2003) or "cultural itineraries" (Gatti, S., & Incerti, F., 1997), being an inspiration of New World wine countries. As an example, the wine region of Napa Valley that developed a model of a wine tourism destination (Hall, C. M., Sharples, L., Cambourne, B., & Macionis, 2009).

According to Bruwer (2003), **wine routes** characterized by natural (mountains) or physical attractions (wineries) and other elements likewise vineyards, roads or signals

that conduces individuals to specific places, but also combines factors as accessibility to wineries (Colombini, D. C., 2013). Wine tourism also referred to winescape, basically because of the wine region and its attributes (Michell Hall et. al, 2009; Bruwer, J., Pratt, M. A., Saliba, A., & Hirche, M., 2017) that encompasses grapes, natural environment and winemakers that finish the product into a bottle (Byrd, E. T., Canziani, B., Hsieh, Y. C. J., Debbage, K., & Sonmez, S., 2016). A recent study by Thomas, B., Quintal, V. A., & Phau, I., (2018) sets out seven winescape key attributes (natural environment, wine product, service staff, signage...) where analyzes the wine tourism concept engagement with winescape, demonstrating that these attributes influence winery experience where individuals or wine tourists' perceptions, explain attitudes and behavioral intentions to revisit the wine destination. It is revealed that wine tourism is a widespread trend (Censis, 2010) that contributes positively to the economic welfare development of wine regions (Carlsen & Dowling, 1998; Carlsen, 2004; Molina, Gómez, González-Díaz, & Esteban, 2015) by attracting tourism to agricultural regions (Gomez, M., González-Díaz, B., & Molina, A., 2015), helping to preserve natural patrimony, vineyards and culture, but also aids to have direct impacts on the tourism industries' stakeholders likewise accommodation, restoration or transportation, as well as on the local community, based on wineries location (Alonso, A. D., & O'Neill, M. A., 2010). Due to market liberalization and globalization, recent studies go beyond above that "wine worlds"², revealing new emergent wine producers' countries who started to plant vineyards and produce their wine, offering wine experiences (Banks, G., & Overton, J., 2010).

However, some authors are concerned on winegrowers' practices which are oriented only on marketing initiatives rather than sustainability winegrowing innovations (Baird, T., Hall, C., & Castka, P. (2018) which ought to influence consumer's perception and turn the wine market down (Pomarici, E., & Vecchio, R. (2019). In this context, wineries that uses eco-friendly and sustainable practices should increase customer awareness bearing in mind that sustainability in wineries is going to grow in the future (Zucca, G., Smith, D. E., & Mitry, D. J., (2009) integrating sustainability strategies to be more social and environmental responsible on an ongoing basis (Bonn, I., & Fisher, J., 2011) to sustainable development approaches (United Nations, 2019)

3.2. Wine Tourist literature

This demand refers to people who demand the wine tourism product which is called participant or wine tourist defined merely as the "one who visits a vineyard, winery, wine festival or wine show for recreation" (Hall, Sharples, Cambourne & Macionis, 2000, p.5). Dreyer A. (2019) mentions that new winemakers use the figure of "wine tourist" as a target group promoting wine experiences. Therefore, Alebaki, M., & Iakovidou, O., (2011) resumes literature among wine tourist concluding that demand has been analyzed through different perspectives but mostly from a supplier point of view (wineries perspective). Nonetheless, demand academic studies based on demographic characteristics (e.g., gender, age, income, education level or family background) and psychographic characteristics such as motivational factors (e.g. interests, values or personality) or lifestyle aspects (Charters, S., & Ali-Knight, J., 2002; Alebaki, M., Meneses, G., & Koutsouris, A., 2015; Afonso, C., Silva, G. M., Gonçalves, H. M., &

² The concept of "Wine Worlds" appears in the academic research of Banks, G & Overton, J (2010) who argues the complexity of the Old World wineries (Western and Southern Europe countries: Spain, Portugal, France, Italy, Austria...) between the New World wineries (New Zealand, South Africa, Chile, USA, Argentina,...) and the rapid expansion of wine production and consumption of a "Third World" countries (Asia: China, India) (Tiefenbacher & Townsend, 2019; Campbell & Guibert, 2006)

Duarte, M., 2018) concluding that, there is no specific stereotypical wine tourist. In this regard, motivational factors have been one of the main factors used to analyze demand profile. Nonetheless, there are other factors interrelated, such as intentions or perceptions where together conform the theory of planned behavior. The idea stresses that individual's behavior can predict decisions, but the central factor is perception (Ajzen, I., 1991), this theory applied by Quintal, V. A., Thomas, B., & Phau, I. (2015) in a winescape context. In this regard, the behavior is analyzed to create a decision-making framework concluding that attributes such as service staff of the winery or complementary products influence wine tourist attitudes. Other demand categorization studies used other variables, as an example, Charters, S., & Ali-Knight, J. (2002) who developed with a self-assessments visitor's response across their wine consumption and level of wine knowledge. It combined motivations and travel purposes³ with the level of knowledge, obtaining a psychographic demand for wine tourist profile. Nonetheless, variables such as product involvement, product knowledge or past experiences are interesting to predict wine tourist behavior and capture wine tourist identity from a wine region (Alebaki, M., Menexes, G., & Koutsouris, A., 2015).

It is revealed that most of the academic researches come from the New World countries instead to Europe (Afonso, C., Silva, G. M., Gonçalves, H. M., & Duarte, M., 2018) which have different type of demand analysis (Mitchell, R., & Hall, C. M., 2004; Charters, S., & Ali-Knight, J., 2002; Michell Hall et. all, 2000;). However, recent studies show that European countries also started to analyze profile visitors and motivational characteristics, for instance, the Spanish region of Jerez with the Sherry wine route (López-Guzmán, T., Vieira-Rodríguez, A., & Rodríguez-García, J., 2014), Italy analyzed quality perception and customer satisfaction (Mauracher, C., Procidano, I., & Sacchi, G., 2016) or motivations when individuals participate on wine tourism activities (Akdag, G., Oyan, S., & Kastenholtz, E., 2017). To sum up, there is a recent study developed in Majorca from a supplier point of view being analysis from the winery's perspective (Cardona, J. R., Vachiano, P., & Serra, C. (2016). To sum up, according to Michell Hall et. all (2000), individuals characteristics may shift or become more significant factors to achieve interest in wine tourist travelers and decide to travel to that destination.

The originality of this academic study is to include a database developed at the Old-World country of Spain, specifically in the autonomous community of the Balearic Islands, Mallorca. It is of value to academic researchers, wine industry, travel, or accommodation providers interested in wine tourism. Nonetheless, this paper underlines the essential aspects of Majorcan wine tourists that ought to drive them to visit a winery in the region. To finish, it enables to add a demand data analysis of visitors to wineries of Majorca, being the first academic research study with oenological wine tourist's descriptive data from a demand perspective.

4. Study structure, development and implementation

This study is inspiration from a previous study of visitors to North Carolina wineries (Byrd, E. T., et al., 2012) very simple and useful to adapt to the wine region of Majorca. This research aims to describe the Majorcan wine tourist typology using descriptive statistics, highlighting the main demographic characteristics of the Majorcan wine

³ *Wine Lover*, principal motivation is to visit a winery, learn about wine history, goes to wine courses, likely to buy wine or select wine tour packages; *Wine Interested*, share same lifestyle characteristics of wine lovers, even more focused on wine knowledge; *Wine Novices or curious tourist*, less motivation to visit a winery, more likely to wine tours explanations with desire to eat at a winery. (Charters, S., & Ali-Knight, J., p.315-316 (2002),

tourists' visitors, but also other factors such as motivations, intentions, and satisfaction which are the ones that belong to behavior. Nonetheless, sustainable awareness from the demand perspective has also been analyzed to give wineries importance on sustainable and ecological wine elaboration practices that might be an added value between other wineries or wine regions destinations. Hence, altogether conform the wine tourist framework of the Majorcan winery's visitors.

This part structured in different sections includes the specifications of the survey, its development, and implementation across six wineries from different locations of the island.

4.1 Technical specifications survey

The technical specifications of the survey included in [Annex 1](#), due to the specificity of the statistical units, both paper and pencil interview (PAPI) and computer-assisted web interview (CAWI) methodologies have been used to collect responses (Kagerbauer, M., Manz, W., & Zumkeller, D., 2013). The maximum relative standard error is $\pm 6.67\%$ for individuals present in the population with 50% of occurrence frequency that conform a 95% of the confidence level of the study.

4.2 Survey structure

This survey is composed of 43 questions (see [Annex 2](#)) divided into eight different object studies (see Table 2) according to the information requested at each question. The survey includes questions about the demographic profile and behavioral practices such as visitor's interests or motivations when doing wine tourism at the Majorcan island. Furthermore, it includes questions about wine expertise or wine consumption and refereed questions on willingness to pay to Majorcan wines. Besides, satisfaction and quality perceived after the winery visit included because these variables result from influence positively or negatively recommendations to visit the winery or the wine region in general. The survey has been resumed on *Table 2* divided in three columns: first column is the object study, second column includes a description of each question and third column, the answer selected, in this context, according to their previous selection other questions appeared further to analyze other specific details among that previous question. In this context, the ones that are signaled by a (*)⁴ are the ones that not all respondents did have to answer, neither seen when used the online version. Finally, each item is segmented by eight lines, where each of the object studies are categorized with the specific variables about each item. Every variable belongs to each of the 43 questions of the survey; however, this table includes a resume of each of them, but also a categorization into different object studies.

Closed questions (36), semi-opened questions (2) and opened questions (5) included in the survey. Six of them include interval scale rates of 1 to 5 requesting the level of agreement, level of satisfaction, level of values and level of importance, nonetheless, one question has a scale rate of 1 to 4 based on a self-assessment of the level of expertise. Respondents should analyze their level of expertise on wine knowledge (none, basic, intermediate, or advanced). Also, the rest of the questions refereed on

⁴ These questions appeared at the online version automatically when respondent's previous selection was the answer that derives them to answer these specific questions, but on the paper version this information was written and personally explained to respondents.

“yes” or “no” as possible answers and some with “maybe,” and multiple-choice questions added.

Table 1. Survey distribution description.

Object Study	Question Description	Answer selected:
1. Wine Tourist Categorization	Number of Party Nationality Country of Residence*	<i>*(if no selected)</i> First visit at the destination Days of stay Travel purposes Accommodation
	First visit at a Majorcan winery **	<i>** (if not a first visit)</i> Same winery visited Number of times in Majorcan wineries
2. Wine Tourist Interest	Previous experiences***	<i>*** (if yes is selected)</i> Countries visited Type of activity preferred Number of winery visits less than 1 year
	Importance wine destination features Wine experience undertaken	
3. Wine Destination Quality	Likelihood of future visit, wine consumption and recommendations Social Media network used****	<i>**** (if yes or maybe selected)</i> Names of Social Media networks
	Level of agreement Expectations and Perceptions	
4. Satisfaction after wine experience	Frequently wine drinking Type of wines preferred Frequently wine purchase Wine purchase expenditure Majorcan wine purchase expenditure	
	Gathering information source Likelihood wine experience features Season preferred Level of wine knowledge Belong to wine clubs	
5. Wine Consumption	Importance Ecological & Biodynamic agriculture Opportunity to taste ecological wines Wineries wine elaboration practices	
	Age Gender Occupation Education Level Family Income	
6. Motivational Factors		
7. Sustainable awareness		
8. Demographic Profile		

In this sense, the object studies helped to select the variables that let the Majorcan wine tourist typology to be described and segmented, and finally, obtain the main results of this research. Therefore, demographic profile (8), with both qualitative and quantitative variables and wine tourist categorization (1) were treated together to develop the suggested wine tourist typology. The primary variable that contributed to creating the segmentation was the variable where “country of residence” was requested, which

stressed the development of the suggested segmentation based on the general distinctions of travel and tourist conceptualization⁵ for the credibility of tourism statistics (United Nations, Statistical Division, 2010). At this point, when respondents answer was affirmative, were defined “resident people”, however when answer was negative, definition was “non-resident people”, at this point other questions to learn their motivational factors that impulse them to visit the destination (*length of stay, main travel purposes and type of accommodation*)⁶. Wine tourist interest (2) are the parameters that analyze repeat visitors at the destination of Majorca. Also, to others wine regions destinations aiming to understand their interest. This wine tourist is described as the one who speaks the language of wine⁷.

As satisfaction results to recommendations, these impact positively or negatively the intention to return of visitors or solely other individuals’ decision to visit the winery or wine region. Thus, a single object study includes satisfaction after wine experience (4) results represented by means with the higher selection of the scale rate selected indicating the positive or negative aspects of the wine region or wineries of Majorca after a post-visit. Additionally, when this information combined by wine destination quality (3) visitors’ perception is enhanced when the visitor’s satisfaction is positive; however, it might reduce when visitor’s satisfaction is negative. In this regard, motivational factors (6) are analyzed based on a scale rate of importance that aimed to find the most important activities that might impulse visitors to visit a Majorcan winery. It has been additionally included the wine consumption (5) because of the information that might give when parameters of self-assessment categorizations among their wine knowledge are included but also others such as the purchase expectations on Majorcan wines, after the winery visit.

To sum up, this paper supports responsible tourism practices to reduce seasonality but also intending to meet the sustainable development goals (United Nations, 2019), in this sense, sustainable awareness (7) includes opinions of the wine tourists’ experiences point of view. Respondents might answer according to their experience at the winery to find whether wineries do include ecological wines when doing wine tastings or in this regard, they elaborate ecological and sustainable wines that some public might expect to find these wine products.

⁵“Travel refers to the activity of travelers. A traveler is someone who moves between different geographic locations for any purpose and any duration. Travel within a country by residents is called domestic travel. Travel to a country by non-residents called inbound travel, whereas travel outside a country by residents is called outbound travel. Nonetheless, a visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise.

⁶ Is revealed that the variable corrections are manual, due to individuals’ self-categorization condition. It did not have a sense when individuals considered themselves tourists staying more than 345 days at the island. Then, due to the distinctions of travel and tourists, being residents’ individuals that stay more than 345 days, these individuals were manual changed.

⁷ “*The language of wine can be understood beyond the borders of countries or cultures by people who “speak wine.” This conveys the important concepts, qualities, and explanations for the empirical and subjective elements of wines including how they were grown, how they were crafted, and why they seem to satisfy or dissatisfy the consumer. Promotes the wine industry by disseminating wine culture. It enhances the mundane consumption of wine, but it also promotes its celebration, study and appreciation in formal and informal settings. The unique characteristic of this language is that it primarily functions to foster commerce in wine, to increase the population of consumers, and to foment demand for and the volume of wines grown, produced and consumed.*” (Tiefenbacher & Townsend, 2019)

4.3 Survey implementation

The questionnaire took two weeks to achieve to both final versions (paper and online), dated from 1st of May until 15th. After that, an online demo version started some days before the survey online activation, to taste possible errors on the survey.

The official online survey started on the 18th of May until the 18th of July, being two months active. Although this survey started in May, it was not until June that wineries participated and that data collection with 104 valid responses. Three types of channels used for the survey distribution: traditional paper PDF document (English version), a website link from Qualtrics survey platform⁸ in 9 different languages (Catalan, Spanish, English, German, French, Italian, Finnish, Russian, Bulgarian)- the selection of languages aimed to capture easily respondents of different nationalities, and finally, a QR code card (see [Annex 3](#)). This QR code card facilitates both wineries and wine tourists. They access secure and free, accomplishing the General Data Protection Regulation (GDPR)⁹ introduced at the same period. This situation caused a reduction of visitor's responses. However, the observations obtained are relevant because of several reasons:

- a) is the first academic research study that introduces a Majorcan wine tourist database;
- b) the survey was distributed during the harvesting period where agricultural work increases;
- c) most of the wineries are small wineries, and some of them do not have wine tourism at their wine cellars developed but also do not have a website or social media accounts;
- d) interviewing people that visit a winery to enjoy and then ask them to answer 43 questions were not so that easy, for that reason, some wineries did present another glass of wine to collect responses.

Therefore, capture valid statistical unites the collaboration of wine industry (wineries and regulatory councils) has been crucial for this academic research study. Some steps were furthered to find some contact details and then contact. In this regard, the more natural way to gather contact details was through official Balearic Islands web pages: <https://www.illesbalears.travel/es/baleares/>- an official tourism webpage where wine and oil tourism are together in one section. Moreover, the quality agriculture statistical data website www.illesbalearsqualitat.com/- where wine regulations described and contact details uploaded. Finally, six wineries and two regulatory councils helped to distribute the survey. *Figure 3* resumes the supplier details.

This figure includes three columns: the first column includes supplier's name (regulatory council and wineries), the second column adds their website details, and then, a third column indicates the open date of the winery. This part considered representative because all the wineries selected are the ones that have a long and experienced history on wine production at the Majorcan island. Nonetheless, some of them have developed wine tourism sections into their websites that enable visitors to invite them to learn about their winery history and taste their wines.

⁸Survey platform to elaborate, manage and analyze questionnaires with full of variables included to design, elaborate including the option to translate them at different languages. Retrieved from: <https://www.qualtrics.com/es/?rid=ip&prevsite=en&newsite=es&geo=ES&geomatch=es>. Last Entrance 07th September 2019

⁹ General Data Protection Regulation (GDPR) introduced on 25th May 2018. Retrieved from: https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en. Last Entrance 07th September 2019

Figure 3. Regulatory Councils and Wineries that collaborated

Regulatory Councils	Webpage Details	
<i>DO Pla i Llevant</i>	www.doplaillevant.com	
<i>Vi de la terra de Mallorca</i>	www.illesbalearsqualitat.es/iquafront/principal.html	
Wineries		Open Year
<i>Bodega Biniagual</i>	www.bodegabiniagual.com	1999
<i>Bodega Bordoy</i>	www.bodegasbordoy.es	1993
<i>Bodega Jose Luis Ferrer</i>	www.vinosferrer.com/es/bodegas-jose-l-ferrer/	1931
<i>Bodega Mesquida Mora</i>	www.mesquidamora.com	2012
<i>Bodega Ribas</i>	www.bodegaribas.com	1711
<i>Bodega Son Prim</i>	www.sonprim.com	2004

Data collection was completed by individuals themselves being that delivered by winemakers, winery workers, but also self-administrated to respondents when wineries confirmed arranged wine tour groups from tour operators. The survey was self-completed by respondents after their wine tour experience.

5. Results

This section includes the data collected through descriptive analysis. Then the behavioral characteristics are described with variables of motivation, perception, satisfaction, and finally, an overview of this tourism typology on a qualitative point of view.

5.1 Majorcan wine tourist profile

The definition of this wine tourist typology based on the characteristic of Majorca as a tourist destination. Considering that visitors to wineries include resident and non-resident people, the Majorcan wine tourist suggested integrates both local and tourist people.

However, the segmentation of the wine tourist considered not also resident people but also visitors and tourists, meaning the following wine tourist profile: local wine tourist, one-day wine tourist, and long-stay wine tourist. This segmentation captures a type of visitor that might consider as a potential wine tourist to wineries. In this regard, “local” are residents, “one-day” are travelers that stay less than 24 hours at the island, and “long-stay” are tourists that stay longer than one day but less than one year.

Table 2 includes the results of all respondents and also each of the wine tourism typology considered. Then, the first column includes the level, which is the type of descriptive analysis of this wine tourist profile. The data collected gives the number of counts but also the corresponding percentages in parenthesis, of these counts, based on the column and line selected.

Levels		All Respondents	Local Wine Tourist	Wine Tourist	
		104 (100.0%)	35 (34%)	22 (21%)	47 (66%)
				One-Day Wine Tourist	Long-Stay Wine Tourist
		-	-	22 (21%)	47 (45%)
Age (mean)		40	32.9	58.7	37.3
	<i>Female</i>	38.40	31.50	61.70	36.60
	<i>Male</i>	42.70	35.10	55.60	38
Gender					
	Female	57 (54.80%)	21 (20.60%)	11 (10.60%)	25 (24.00%)
	Male	47 (45.20%)	14 (13.50%)	11 (10.60%)	22 (21.20%)
Nationality		100%	34%	21%	45%
	Spanish	29 (28%)	25.0%	-	3%
	German	17 (16%)	3.0%	-	13%
	British	11 (11%)	1.0%	1.0%	9%
	Danish	12 (11%)	-	-	11%
	American	21 (20%)	-	20%	-
	Others	14 (14%)	5%	-	9%
Occupation					
	Professional	63 (60.6%)	23 (22.1%)	11 (10.6%)	29 (27.9%)
	Student (full time)	4 (3.8%)	2 (1.9%)	-	2 (1.9%)
	Unemployed	4 (3.8%)	-	2 (1.9%)	2 (1.9%)
	Self-employed	12 (11.5%)	6 (5.8%)	4 (3.8%)	2 (1.9%)
	Public Sector	9 (8.7%)	1 (1.0%)	1 (1.0%)	7 (6.7%)
	Other	12 (11.5%)	3 (2.9%)	4 (3.8%)	5 (4.8%)
Education					
	High school or less	9 (8.7%)	-	1 (1.0%)	8 (7.7%)
	Some college-No degree	16 (15.4%)	6 (5.8%)	2 (1.9%)	8 (7.7%)
	Completed college with an associate degree	10 (9.6%)	6 (5.8%)	2 (1.9%)	2 (1.9%)
	Completed college with a bachelor's degree	33 (31.7%)	11 (10.6%)	8 (7.7%)	14 (13.5%)
	Post Graduate college/Doctorate/Master's degree	36 (34.6%)	12 (11.5%)	9 (8.7%)	15 (14.4%)
Household Income					
	Less than 15.000€	3 (2.9%)	1 (1.0%)	-	2 (1.9%)
	15.000 – 25.000€	27 (26.0%)	17 (16.3%)	-	10 (9.6%)
	25.000 – 40.000€	26 (25.0%)	7 (6.7%)	2 (1.9%)	17 (16.3%)
	More than 40.000€	48 (46.2%)	10 (9.6%)	20 (19.2%)	18 (17.3%)
Travel Party					
	Alone	12 (11.5%)	8 (7.7%)	-	4 (3.8%)
	A group of 2	31 (29.8%)	12 (11.5%)	1 (1.0%)	18 (17.3%)
	Group (between 3 to 10)	36 (34.6%)	13 (12.5%)	-	23 (22.1%)
	Group (between 11 to 20)	4 (3.8%)	2 (1.9%)	-	2 (1.9%)
	More than 21	21 (20.2%)	-	21 (20.2%)	-
Accommodation Type					69
	Hotel/Aparthotel	19 (18.27%)	-	-	19 (27.5%)
	Holiday Villa	15 (14.42%)	-	-	15 (21.7%)
	Apartment	7 (6.73%)	-	-	7 (10.1%)
	Rural Tourism/Agritourism	1 (0.96%)	-	-	1 (1.4%)
	Friends or family house	5 (4.81%)	-	-	5 (7.2%)
	Others (Cruise ship)	22 (21.15%)	-	22 (31.9%)	-
	Resident	35 (33.65%)	-	-	-

Table 2. Majorcan wine tourist profile

The number of valid observations is 104, with 34% of resident people and 66% of non-resident people, meaning that tourists visit more wineries than resident people. As Majorca is a tourist destination, nationality was an opened question, resulting in 16 different types of nationalities. When data collected was exploited, and some nationalities had only 1 or 2 respondents, the highest nationality percentages were selected, concluding on a new variable with only **six nationalities** (Spanish 28%; German 16%; British 11%; Danish 11%; Americans 20%; Others 14%) (see [Annex 4](#)).

The results show that there is a high percentage of “one-day” wine tourists, meaning that these people especially arrive at the island to visit a wine cellar. 21% of the total number of non-resident people stay less than 24 hours at the island, with American nationality. On accommodation type is described “others,” and some of them typed freely “cruise ship.” It is concluding that these people come by an arranged cruise ship that comes to Majorca and visits some wineries at the island. As the wineries stay outskirts of Palma, it might belong to a tour operator that also arranges a transport supplier to drive these visitors from the port of Palma to the winery. Then, the rest are long-stay wine tourists with 45%, stayed mostly “between 2 to 7 days” (see [Annex 5](#)). Their nationality is mostly German (13%) and Danish (11%). The accommodation type used is Hotels or Aparthotels (27.5%), followed by staying on Holiday villas (21.7%); other accommodation types also selected with few levels of percentages. Resident people did not have the option to select accommodation type because they already live on the island. Finally, the main travel purposes of non-resident people (see [Annex 6](#)) highlights with higher means travel for “holiday vacations.” However, one-day wine tourists selected “attend a winery sponsored event” with mean 0.864 and extended stay wine tourists selected “others” with mean 0.128 and 0.106 of mean for “visit friends/relatives” and “visit a Majorcan winery.” In conclusion, some of the non-resident people have as first motivation taste Majorcan wines at a wine cellar.

The Majorcan wine tourist profile shows a high-level of an educated individual with high levels of household income. They are mostly professionals or self-employed, and the age means 40 years old. Females are younger with 38 years old than males, that are 43 years old. Only “one-day wine tourists” have a higher mean with 59 years old. Nonetheless, females seem to be more interested in tasting wines and visiting wineries with 54.80%, than males with only 45.20%. Nonetheless, most of the wine tourists travel party are groups of more than three persons, with an accumulative percentage of 58.6%; 29.8% groups of 2 persons, and 11.5% visit wineries alone. In this context, the higher percentages based on the wine tourist segmentation: local and long-stay wine tourists prefer to visit wineries on groups of 2 (29.8%) and groups between 3 to 10 (34.6%), but one-day wine tourists with groups of more than 21 (20.2%).

5.2 Behavioral characteristics of Majorcan wine tourists

This section includes the behavioral characteristics of respondents based on psychographic variables that describe their motivations, perceptions, and intentions to travel at a wine region destination and or visit a winery. These results ought to be helpful at the Majorcan wine industry, local community, and other stakeholders interested in including wine tourism. This section develops some of the object studies previously categorized on the survey elaboration. To conclude with the main findings and results that are useful and attractive for the community. The variables selected are scale rates questions being then separate on tables with means of each of “*all respondents*” and each

of the wine tourism typologies. This part includes a description of three tables. These tables belong to the behavioral characteristics selected. These characteristics are motivational factors to visit a winery, perception of the destination, and satisfaction at the post-visit.

Motivational factors

Table 3, respondents selected how much value is the information source when deciding to visit a winery. From eleven scale rate options analyzing the value of each one, respondents highest and lowest scale rate means included. Results show that the primary motivation to visit a winery or wine region is mostly recommendations of people that they already know but with lower mean, other types of recommendations (experts or restaurants). However, “website and social media networks” are essential in their decision to visit or not the winery. In conclusion, respondents use the internet before traveling and should be an essential thing for wineries to be also there. In this regard, if wineries have their website or social media application, wine tourists can find them and also be interested in visiting the wine cellar.

The regional attributes considered motivational factors, previously mentioned at the literature, induces respondents during the decision to visit a winery or wine region period. In this regard, on a scale rate of eleven options, the highest means of all respondent’s selection is “to enjoy the beauty of rural Majorcan vineyards” with 4.33 of mean. Although most of the options have been highly scaled, generally, the Majorcan wine tourists want to taste a Majorcan wine, eat and drink at the wine cellar while they are socializing with friends or family and learning about wine elaboration and history.

<i>Motivational factors</i>					
<i>Note:</i> <i>Q16/ 1= No Value; 2=Little Value; 3=Neutral; 4=Some Value; 5=Very Valuable</i>		All Respo ndents	Local wine Tourist	One Day wine tourist	Long Stay wine tourist
<i>Question</i>	<i>Variable selected</i>	<i>Means</i>			
Gathering information source	<i>Recommendation from people I already know</i>	4.19	4.54	3.68	4.17
	<i>Website/Social Networks</i>	3.70	4.00	3.32	3.83
	<i>Chef or restaurant recommendations</i>	3.40	3.83	3.27	3.15
	<i>Expert’s formal rating of the wine produced</i>	3.39	4.00	3.18	3.04
	<i>Newspaper/Magazine advertisement</i>	2.41	2.94	1.91	2.26
	<i>Television/Radio</i>	2.16	2.80	1.86	1.83
<i>Note:</i> <i>Q26/ 1= Not Important; 2=Slightly not important; 3=Neutral; 4=Slightly important; 5=Very Important</i>					
Likeliness wine experience features (Q26)	<i>To enjoy the beauty of rural Majorcan vineyards</i>	4.33	4.57	4.32	4.15
	<i>Taste a Majorcan wine</i>	4.20	4.37	4.09	4.13
	<i>To eat and drink at the winery</i>	4.07	4.09	4.14	4.02
	<i>Socialize with friends and family</i>	3.99	3.97	4.32	3.85
	<i>Learn about wine and wine making</i>	3.93	4.51	4.32	4.15

Table 3. Motivational factors

Perception of the destination

Table 4 include the analysis of respondent's perceptions based on destination features. On a scale rate of ten options, the most selected have been the ones that belong to tasting local products. Nonetheless, the "interest to visit places" and "attend wine tourism activities such as events, wine tastings and trade fairs" are selected with means of little important and neutral. In this context, the quality of the destination might be improved according to the main interest of wine tourist responses. As their selection mostly is to visit places and taste local products, the wine region should increase their awareness through this type of products. Although, options of "special wine tourism packages/offers" and "large number of wineries to visit" are low rated, local residents give more importance than the rest of the wine tourists.

		<i>Wine Destination Quality</i>			
<i>Note:</i> <i>Q17/ 1= No Importance; 2=Little Important; 3=Neutral; 4=Some Important;</i> <i>5=Very Important</i>		All Respo ndents	Local wine Tourist	One Day wine tourist	Long Stay wine tourist
<i>Question</i>	<i>Variable selected</i>	Means			
<i>Importance wine destination features</i>	<i>Interest to visit & experience local productions</i>	3.97	4.17	3.55	4.02
	<i>The region has fine dining and gourmet wine restaurants</i>	3.63	4.03	3.64	3.32
	<i>Wine region well promoted and interesting to visit</i>	3.58	3.74	3.23	3.62
	<i>Wine range of events, wine tastings, trade fairs</i>	3.43	3.66	3.30	3.36
	<i>Special wine tourism packages/offers</i>	2.86	3.37	2.91	2.45
	<i>Large number of wineries to visit</i>	2.68	3.23	2.55	2.34

Table 4. Perceived image of the Majorcan wine destination

Satisfaction

The satisfaction analyzes the post-visit to a Majorcan winery. This characteristic comes from selected questions that aimed to find that emotion. According to a scale of likeliness from four options, respondents selected that they slightly likely would "recommend the visit at others" and "purchase Majorcan wines in the future." Then the other two options selected inform with 3.88 and 3.62 of means, that they would "revisit other wineries in Majorca" and "repeat a visit to that winery/vineyard in the future." Local wine tourists rated at most that they would purchase Majorcan wines with 4.31 of mean and -revisit a Majorcan winery in the future with mean 4.11. One-day wine tourists selected at most that they would "recommend to others that visit" with 4.27 mean, but neither likely nor unlikely "visit that winery in the future" with 3.59 mean. Long-stay wine tourists would slightly likely "recommend that winery in the future" with 4.11 mean and "purchase Majorcan wines" with 4.06 mean.

On a scale level of disagreement, respondents should rate for options based on their wine experience. The highest mean is 4.44 for "I enjoyed tasting Majorcan wines." That means that the experience taken is positive, and they believe that Majorcan wines are mostly of high quality with 3.72 means. When comparing individually by segments each rate, they nearly agree with the same.

Satisfaction after wine experience

<i>Note:</i> Q18/ 1= Extremely unlikely; 2=slightly unlikely; 3=Neither likely nor unlikely; 4=slightly likely; 5=Extremely likely		All Respo ndents	Local wine Tourist	One Day wine tourist	Long Stay wine tourist
Question <i>Likeliness of future visit, wine consumption and recommendations</i>	Variable selected	Means			
	Recommend this winery/vineyard to others?	4.11	4.00	4.27	4.11
	Purchase Majorcan wines in the future?	4.04	4.31	3.55	4.06
	Visit any winery in Majorca in the future?	3.88	4.11	3.36	3.96
	Visit this winery/vineyard in the future?	3.62	3.71	3.59	3.55
<i>Note:</i> Q28/ 1= Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree					
<i>Level of agreement</i>	<i>I enjoyed tasting Majorcan wines</i>	4.44	4.34	4.41	4.53
	<i>I believe that Majorcan wine are mostly of high quality</i>	3.72	3.83	3.82	3.60
	<i>I am loyal to one or more Majorcan wineries or wines</i>	2.75	3.06	3.00	2.40
<i>Note:</i> Q29/ 1= Strongly disappointed; 2=Disappointed; 3=Neutral; 4=Satisfied; 5=Strongly Satisfied					
<i>Expectations and Perceptions (Q29)</i>	<i>My expectations on their wine making experience and history</i>	4.04	4.09	4.36	3.85
	<i>Tradition and expertise on Majorcan winemaking</i>	3.95	3.97	4.50	3.68
	<i>Majorcan wines have a high quality</i>	3.92	4.09	4.05	3.74
	<i>Wine makers and wine workers are very close and familiar to visitors</i>	3.79	3.91	4.18	3.51

Table 5. Satisfaction winery post-visit

Satisfaction is also a combination of expectations and perceptions of the travel destination. Results show the scale rates of satisfaction levels on four scale rate options. The main results reveal the respondents are satisfied on their expectations on the winemaking experience and history of the wine cellar, meaning that they first would not have such high levels of expectations before visiting that, but after the experience satisfied them. However, there are several interpretations of the results of wine tourists' opinions because of different means between individuals. Local wine tourists rated with the same mean 4.09 both expectations and that Majorcan wines have a high quality. Then, one-day visitors rate scales were all more than 4.00 is the highest rate on "tradition and expertise on Majorcan winemaking," giving value to the product. Nonetheless, long-stay visitors scaled in the range of 3.50 to 3.90 means.

5.3 Majorcan wine tourist as a quality tourist

This point highlights the importance of this tourism typology according to the responses obtained from variables of seasonality and sustainability. The results show that visitors would visit wineries on a higher degree during "all year long" with 34.5%, Spring with 27.9% and "Autumn" with 22.1%. Winter was not selected, and Summer received the lowest percentage, with only 15.4% of respondents. According to these results, this tourism typology highly motivated on doing wine tourism during low season is an added

value to the Majorcan destination because of the need to reduce seasonality and extend tourism during all the year (see [Annex 7](#)).

Furthermore, Majorcan wine tourists 80.8% answered that ecological and agriculture biodynamic agriculture practices were essential for them. 19.2% answered that was not important (see [Annex 8](#)). Therefore, as most of the 50% of the Majorcan wine tourists consider ecological wines important, this might create an interesting way to promote Majorcan ecological wines or sustainable practices. As an example, the use of renewable energies, water consumption prevention, and or sanitary control practices.

6. Discussion and conclusions for future studies

This academic research introduces a wine tourist typology, including both resident and non-resident people with a segmentation of the wine tourist. The segmentation created is by Local wine tourists, One-day stay wine tourist, and Long-stay wine tourist. The reason is because of the database that showed a difference between non-resident people. In this regard, each typology database is showed by all respondents and individually.

The main results highlight that the Majorcan wine tourists highly educated with high household income levels, and most are professionals or self-employed. Nonetheless, these people prefer to travel by groups of more than three people. As non-resident people has been sub-categorized by one-day and long-stay, both typologies differ on the primary travel purposes. In this context, one-day visitors come from America with an arranged cruise ship travel that visits especially wineries to Majorca. Long-day visitors prefer to stay from 2 to 7 days in Hotels, Aparthotels or Holiday Villas, with other travel purposes rather than only visit a winery. Furthermore, these wine tourists considered that the wine experience was grateful because of the results of the scale rated questions. Most of the travelers enjoyed at the winery and would like to recommend the visit to others. As one of the information sources selected is Website and social media networks, it might be interesting to analyze the number of wineries that uses the internet to attract visitors. Future studies should develop this area.

This research describes the wine tourist profile with demographic and psychographic characteristics. It is useful for the wine industry but also to local communities or other stakeholders such as accommodation, restoration, or transport suppliers. In this regard, as most of the wine tourists selected that they visit the wine destination because of the local products, visit places and its destination features, it is needed to create some exciting wine routes. According to the Majorcan wine framework and all the wine regulations of the island, it is proposed to create different wine routes combining these small micro-climate areas. However, this should be further developed in future researches to find the optimal wine routes and also, contact with the local community to create synergies between stakeholders such as accommodation suppliers.

Consequently, several notes for them who are interested to improve and apply wine tourism in their wineries are developed through the following topics:

- Create strategical wine routes. For instance, wine routes based on the protected geographical areas or some routes defined from a particular town and further developed through other wineries including accommodation suppliers.

- Highlight wine tourism products, wine packages or wine offers for local wine visitors. For instance, special night events at the wine cellar, concerts at the vineyards or sport events.
- Promote wine tourism to specific wine clubs, or tour-operators that ought to attract visitors that speak the wine language and enjoy drinking and buying wines.

This paper believes that Majorca could also be known as a wine region destination including the rest of the islands, which need to also further analyzed. However, wineries should improve their use of internet and the autonomous community of the Balearic Islands should take part on these promotional activities. Although there is information uploaded on internet, it is not that easy to be interested on visiting wineries. These should be performed including a map with all the wineries of the island, then including the main information such as:

- Open times and days
- Types of wine tastings
- Redirection to the winery website

In conclusion, this academic research needs to be further completed with other studies based on the ideas resumed on the questionnaire. The database includes respondents of different typologies, that might be used for further marketing or promotional actions. In this sense, there are not only tourist interested on doing wine tourism, but also residents that want to enjoy the pleasure to drink wine and learn about the wine elaboration history of the Majorcan wineries. Nonetheless, this tourism typology would be interested on visit wineries during all the year, autumn or spring. This contributes to a reduction of seasonality where accommodation suppliers, local communities or other suppliers (restaurants, supermarkets, shops) might be interested to attract those visitors, increase local products sales and reduce seasonality in Majorca.

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7. Appendices

Annex 1. Technical specifications survey

Technical specifications survey	
<i>Type of investigation</i>	Quantitative and Qualitative analysis
<i>Statistical unit</i>	Majorcan wine tourists' visitors to wineries aged 18 or over
<i>Field work period</i>	From 18 th May 2018 to 18 th July 2018
<i>Geographical scope</i>	Wineries of Majorca: Binissalem, Consell, Sencelles, Porreres, Lluçmajor
<i>Survey method</i>	Self-administrated questionnaire/ paper interview = PAPI \pm 36.54% (38) and web interview = CAWI \pm 63.46% (66)
<i>Sample size</i>	104 valid respondents
<i>Sampling method</i>	Descriptive sampling
<i>Level of confidence</i>	95% \pm 6.67% p=q=0.5

Annex 2. Survey

WINE TOURISM IN MAJORCA

Q1- How many people are in your travel party?
 a. Alone d. 11 to 20
 b. 2 e. More than 21
 c. 3 to 10

Q2- Your Nationality? _____

Q3- Country of Residence:
 a. Mallorca b. Other

Answer (Q4 to Q7) only if you select "Other":
 Q4- Is this your first visit to Majorca?
 a. Yes b. No
 Q5- How many days do you plan to stay? ____
 Q6- What was the main purpose/reason of your visit to the area?
 a. Holiday Vacation
 b. Business
 c. Visit Friends/Relatives
 d. Visit a Majorcan Winery
 e. Attend a winery sponsored event
 f. Other reasons: _____

Q7- What type of accommodation are you using on this trip?
 a. Hotel/Aparthotel
 b. Holiday Villa
 c. Apartment
 d. Hostel
 e. Refuge
 f. Rural Tourism/Agrotourism

g. Friends or family house
 h. None
 i. Others: _____

Q8- Is this your first visit to a Majorcan winery?
 a. Yes b. No

Answer (Q9-Q10) only if "NO" is selected:
 Q9- Did you repeat your experience at the same winery?
 a. Yes b. No
 Q10- How many times have you been to Majorcan wineries?
 a. 1 c. More than 3
 b. 2

Q11- Have you already visited other wineries in other countries in the Past?
 a. Yes b. No

Answer Q12,Q14,Q15 only if "YES" is selected:
 Q12- Where have you visited a winery in the Past?
 a. Africa f. France
 b. Asia g. Italy
 c. Australia h. Spain
 d. New Zealand i. Portugal
 e. Germany j. Others

Answer Q13 only if "Others" is selected:
 Q13- Please type the wine region/regions you already visited in the Past: _____

Q14- What did you like in the regions mentioned above?
 a. Taste of wine f. Others
 b. Historical buildings
 c. Famous brands
 d. Good Wine Tours & Routes
 e. Complete Wine Packages offered

Q15-How many times have you been to wineries in the last year?
 a. 1 c. More than 3 times
 b. 2 d. None

Q16- Based on how valuable each information source would be to you in making a decision to visit a Majorcan winery. Please rate:
 1=No Value; 2=Little Value; 3=Neutral;
 4=Some Value;5=Very Valuable

a. Majorcan Winery Guide Book

1	2	3	4	5
---	---	---	---	---

b. Majorcan Official Travel Guide

1	2	3	4	5
---	---	---	---	---

c. Local region visitors guide

1	2	3	4	5
---	---	---	---	---

d. Website/Social Networks

1	2	3	4	5
---	---	---	---	---

e. Billboard advertisement

1	2	3	4	5
---	---	---	---	---

f. Newspaper/Magazine advertisement

1	2	3	4	5
---	---	---	---	---

g. Television/Radio

1	2	3	4	5
---	---	---	---	---

h. Previous Travel to Majorca

1	2	3	4	5
---	---	---	---	---

i. Expert's formal rating of the wines produced

1	2	3	4	5
---	---	---	---	---

j. Chef or restaurant recommendations

1	2	3	4	5
---	---	---	---	---

k. Recommendation from retail stores/supermarkets

1	2	3	4	5
---	---	---	---	---

l. Recommendations from people I already know

1	2	3	4	5
---	---	---	---	---

Q17- We are interested in the importance of different features when deciding to visit a Majorcan winery. Please rate:

1=No Importance; 2=No Important; 3=Neutral; 4=Important; 5=Very Important

a. Wine region is close to my residence

1	2	3	4	5
---	---	---	---	---

b. Large number of wineries to visit

1	2	3	4	5
---	---	---	---	---

c. Special Wine Tourism Packages/Others

1	2	3	4	5
---	---	---	---	---

d. Staying in Wine Hotels

1	2	3	4	5
---	---	---	---	---

e. Wine region well promoted and interesting to visit

1	2	3	4	5
---	---	---	---	---

f. Interest to visit & experience local productions

1	2	3	4	5
---	---	---	---	---

g. Another type of outdoor activity

1	2	3	4	5
---	---	---	---	---

h. The region has fine dining and gourmet wine restaurants

1	2	3	4	5
---	---	---	---	---

i. Wine range of events, wine tastings, trade fairs

1	2	3	4	5
---	---	---	---	---

j. Specialty shops of markets selling local products

1	2	3	4	5
---	---	---	---	---

Q18- We are interested on how likely are you to the following questions?

1=Extremely Unlikely; 2=Slightly Unlikely; 3=Neither Likely nor Unlikely; 4=Slightly Likely; 5=Extremely likely

a. Visit this winery / vineyard in the future?

1	2	3	4	5
---	---	---	---	---

b. Visit any winery in Majorca in the future?

1	2	3	4	5
---	---	---	---	---

c. Purchase Majorcan wines in the future?

1	2	3	4	5
---	---	---	---	---

d. Recommend this winery / vineyard to others?

1	2	3	4	5
---	---	---	---	---

Q19- Would you tell others about your winery experience via social media?

a. Yes b. Maybe c. No

Q20- Which one would you use? (do not answer if NO is selected)

a. Facebook e. WhatsApp
b. Instagram f. Pinterest
c. Google + g. Others
d. Twitter

Q21- How often do you drink wine?

a. Daily d. Less than 1 month
b. A couple of times per week e. Never
c. 1 to 2 times per month

Q22- Which of the following types of wines do you prefer?

a. Red Wines d. Sparkling Wines
b. White Wines e. No Preferences
c. Rose Wines f. Others

Q23- How often do you buy bottles of wine?

a. Daily d. Less than 1 month
b. A couple of times per week e. Never
c. 1 to 2 times per month

Q24- How much would you spend on a bottle of wine generally?

a. 10€ or less c. 21 – 40€
b. 10 – 20€ d. More than 40€

Q25- When having tried several Majorcan wines. What do you expect to pay for a bottle of Majorcan wine?

a. 10€ or less d. 20€ - 29,99€
b. 10€ – 14,99€ e. Over 30€
c. 15€ – 19,99€

Q26- How important are the following activities for you when visiting a Majorcan winery? Please Rate:

1=Not important; 2=Slightly not important; 3=Neutral; 4=Slightly important; 5=Very Important

a. Socialize with friends and family

1	2	3	4	5
---	---	---	---	---

b. Rest and Relax

1	2	3	4	5
---	---	---	---	---

c. To visit a historical or cultural attraction in the area

1	2	3	4	5
---	---	---	---	---

d. To engage in an activity to fill a free weekend or holiday period

1	2	3	4	5
---	---	---	---	---

e. Taste a Majorcan wine

1	2	3	4	5
---	---	---	---	---

f. Buy a Majorcan wine

1	2	3	4	5
---	---	---	---	---

g. Learn about wine and wine making

1	2	3	4	5
---	---	---	---	---

h. To enjoy the beauty of rural Majorcan vineyards

1	2	3	4	5
---	---	---	---	---

i. To visit the Wine Trail

1	2	3	4	5
---	---	---	---	---

j. To eat and drink at the winery

1	2	3	4	5
---	---	---	---	---

k. Attend a Majorcan wine-related festival or event

1	2	3	4	5
---	---	---	---	---

Q27- Please mention the type of wine experience you undertook in Majorca:

a. Wine Tour & Wine Tasting d. Wine Contest
b. Wine Trail e. Other
c. Wine Fair

Q28- Please rate your level of agreement with each of the following statements.

1=Strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree

a. I enjoyed tasting Majorcan wines

1	2	3	4	5
---	---	---	---	---

b. I am loyal to one or more Majorcan wineries or wines

1	2	3	4	5
---	---	---	---	---

c. I believe that Majorcan wines are mostly of high quality

1	2	3	4	5
---	---	---	---	---

Q29- Rate your satisfaction about the following features.

1=Strongly disappointed; 2=Disappointed; 3=Neutral; 4=Satisfied; 5=Strongly Satisfied

a. My expectations on their wine making experience and history

1	2	3	4	5
---	---	---	---	---

b. Majorcan wines have a high quality

1	2	3	4	5
---	---	---	---	---

c. Tradition and expertise on Majorcan wine-making

1	2	3	4	5
---	---	---	---	---

d. Wine makers and wine workers are very close and familiar to visitors

1	2	3	4	5
---	---	---	---	---

Q30- Do you feel there is enough promotion about Majorcan wineries?

a. Yes b. Maybe c. No

Q31- Do you feel Majorcan wineries would benefit from having a common brand as some other destinations do? (think about other wine regions e.g. Rioja or Rueda)

a. Yes b. Maybe c. No

Q32- What would be your suggestions to improve your wine experience in Majorca?

Q33- Wine tourism is not only visit a winery and taste their wines, it also includes harvesting, wine routes to vineyards, wine contests, knowledge, etc. Select the season when would you like to visit a winery or do wine tourism in Majorca:

a. Spring e. All year long
b. Summer
c. Autumn
d. Winter

Q34- Indicate your level of expertise in the following topics of wine knowledge.

1=None; 2=Basic; 3=Intermediate; 4=Advanced

a. Knowledge of major grape varieties and types of wines

1	2	3	4
---	---	---	---

b. Wine region geography, viticulture and wine types produced in major world regions

1	2	3	4
---	---	---	---

c. Wine grapes grown, and types of wines produced in Majorca

1	2	3	4
---	---	---	---

d. Majorcan wine production geography and history

1	2	3	4
---	---	---	---

Q35- Do you belong to winery clubs or wine-drinking social clubs? **Select maybe if you would like to be part of a club but aren't currently**

a. Yes b. Maybe c. No

Q36- Is ecological and/or biodynamic agriculture important to you?

a. Yes b. No

Q37-Did the winery you visited have information and/or produce ecological wines?

a. Yes b. No

Q38- Do you believe wineries are aware among sustainability, use renewable energies, prevent water consumption and control sanitary conditions?

a. Yes b. Maybe c. No

Q39- Age: _____

Q40- Gender: M _____ F _____

Q41- What occupational classification do you best fit in?

a. Professional d. Self-employed
b. Student (full time) e. Public Sector
c. Unemployed f. Other

Q42- What is the highest degree that you have earned?

a. High school or less
b. Some college – no degree
c. Completed college with an Associate Degree
d. Completed college with a Bachelor's Degree
e. Post graduate college / Doctorate / Master's Degree

Q43- Which bracket is closest to your total family income?

a. Less than 15.000€
b. 15.000 – 25.000€
c. 25000 – 40000€
d. More than 40000€

Annex 3. QR code card



Annex 4. Respondents Nationality

Frequencies of Q2. Nationality

Levels	Counts	% of Total	Cumulative %
Finnish	1	1.0 %	1.0 %
French	2	1.9 %	2.9 %
German	17	16.3 %	19.2 %
Spanish	29	27.9 %	47.1 %
British	11	10.6 %	57.7 %
Italian	2	1.9 %	59.6 %
Venezuelan	1	1.0 %	60.6 %
Swedish	1	1.0 %	61.5 %
Belgium	1	1.0 %	62.5 %
Danish	12	11.5 %	74.0 %
American	21	20.2 %	94.2 %
Croatian	1	1.0 %	95.2 %
Russian	2	1.9 %	97.1 %
Indian	1	1.0 %	98.1 %
Iranian	1	1.0 %	99.0 %
Chinese	1	1.0 %	100.0 %

Note: The variable “others” in Table 2 include the nationalities of 1 and 2 respondents.

Annex 5. Length of stay “Long-stay wine tourists”

Levels	Counts	% of Total	Cumulative %
Local Wine Tourist	35	33.7 %	33.7 %
Between 8 - 14 days	12	11.5 %	45.2 %
Between 2 - 7 days	31	29.8 %	75.0 %
More than 14 days	4	3.8 %	78.8 %
One Day Wine Tourist	22	21.2 %	100.0 %

Note: The Long-stay wine tourist is divided on three typologies of days of stay.

Annex 6. Reasons & Travel purposes non-resident people.

Reason/Travel purposes	Wine Tourist Typology		
	Local wine tourist	One-day wine tourist	Long-stay wine tourist
Holiday Vacation	0.00	0.636	0.723
Business	0.00	0.0455	0.00
Visit Friends/Relatives	0.00	0.0455	0.106
Visit a Majorcan Winery	0.00	0.0909	0.106
Attend a winery sponsored event	0.00	0.864	0.00
Others	0.00	0.0455	0.128

Note: This variable belongs to non-resident respondents. Resident people live already at the island.

Annex 7. Seasonality

Season	Wine Tourist Typology		
	Local wine tourist	One-day wine tourist	Long-stay wine tourist
Spring	13 (12.5%)	4 (3.8%)	12 (11.5%)
Summer	1 (1.0%)	3 (2.9%)	12 (11.5%)
Autumn	10 (9.5%)	11 (10.6%)	2 (1.9%)
All year long	11 (10.6%)	12 (11.5%)	13 (12.5%)
Winter	0	0	0

Annex 8. Level of Importance of Ecological and biodynamic agriculture.

Q36-Level of importance

Levels	Counts	% of Total	Cumulative %
Yes	84	80.8 %	80.8 %
No	20	19.2 %	100.0 %