UNDERSTANDING THE MOTIVATIONS OF MILLENNIALS IN PARTICIPATING
IN WINE TOURISM –
A CASE STUDY ON THE KAMLOOPS WINE TRAIL

By

SANJA HAECKER

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Thesis examining committee

John S. Hull (PhD) Associate Professor and Thesis Supervisor, Faculty of Adventure,
Culinary Arts and Tourism Management

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ABSTRACT

Tourism has become one of the world's largest and fastest growing contributors to the global economy, with Millennials being the industry's largest market segment. As for most people, experiencing local culture and traditions is one of the main motivators to travel, thus resulting in an increased demand in gastronomic tourism. Introducing Millennials to wine tourism and understanding their motivation for participation is a crucial part to ensure the industry's future growth. This research paper reviews literature vis-à-vis the tourism industry in Canada, one of the emerging destinations for culinary tourism. Special attention is drawn to wine tourism, wine tourist profiles and travel motivations, as well as the development and growth of wine tourism in British Columbia, which is one of the country's major players in the wine industry. A case study on the Kamloops Wine Trail, British Columbia's latest addition to wine tourism development, focuses on the Millennial Generation of students at Thompson Rivers University in engaging in local wine tourism practices. The results identify product related experiences as the main motivation for Millennials to participate in wine tourism, as well as the components of socializing and enjoying the natural setting as important attributes of a wine experience. By profiling the Millennial wine tourists who are dominantly female, the research provides recommendations for the participating wineries on the Kamloops Wine Trail to enhance their marketing strategy. Results indicate that Millennials rely on personal testimonials and recommendations when choosing to visit a winery yet are reluctant to share own experiences on social media.

Keywords: Wine tourism British Columbia, Millennials, Kamloops Wine Trail, Wine tourist profile

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CHAPTER 1

INTRODUCTION

According to the World Tourism Organization (UNWTO, 2017) the continuous expansion and diversification of tourism has become one of the world's largest and fastest growing contributors to the global economy. Currently, international tourism accounts for seven percent of global exports in services and goods ranking it 3rd after chemicals and fuels (UNWTO, 2017). In monetary terms, the total value of tourism exports in 2016 was US$ 1.4 trillion, which equals US$ 4 billion a day (UNWTO, 2017). In regard to the global Gross Domestic Product (GDP) the tourism industry holds a ten percent share and is responsible for one in ten jobs worldwide (UNWTO, 2017). Recapping the industry's growth over the past five years, it is remarkable that the sector has grown at a steady rate of around four percent (UNWTO, 2017). Concluding from this consecutive development, the World Tourism Organization predicts a continuous growth to 1.8 billion international tourists by 2030 (UNWTO, 2017). According to IPK International (2016) Millennials are the new key market for the industry's future growth.

For most people, experiencing local culture and traditions is one of the main motivators to travel. One of the emerging trends in tourism therefore is Culinary Tourism, which describes the participation in food experiences other than one is used to (Garibaldi, Stone, Wolf & Pozzi, 2017). As previous study results indicate, many holidaymakers these days are intentionally seeking food experiences during their trips, and hence allocate a generous budget to food while on holiday (Ab Karim & Chi, 2010; World Food Travel Association, n.d.b). The World Tourism Organization states that "gastronomic (wine & culinary) tourism is a local phenomenon of universal scope that is in a clear growth phase; it has a positive impact on the economy, employment and local heritage" (cited in Canadian Vintner Association (CVA) & Tourism Industry Association of Canada (TIAC), 2015, p. 6). According to Ab Karim and Chi (2010) Canada is one of the emerging culinary tourism destinations, due to their marketing of regional foods. Wine tourism is one part of this culinary experience. In 2015, tourist activities related to wine tourism accounted for over CA$1.2 billion, and wineries throughout the country welcomed more than three million visitors (CVA & TIAC, 2015). One of the major players in Canada's wine industry is British Columbia (BC). According to the British Columbia Wine Institute (BCWI, 2017) the local wine industry contributes around $2.8

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billion to the provincial economy and generates about 12,000 jobs every year. Hence, the promotion of wine tourism is a lucrative aspect in boosting the local economy.

In Kamloops, the Kamloops Wine Trail is the newest addition to BC's wine tourism development with currently three licensed wineries participating (Kamloops Wine Trail, 2017b). Based on its novelty, there has not been any empirical research conducted regarding the visitor profile of the Kamloops Wine Trail. Identifying the wine tourist target segment is an important step in maximizing a winery's sales, and customer satisfaction (Charters & Ali-Knight, 2002). According to Bruwer, Lesschaeve and Campbell (2012) people form their drinking habits while in their early to mid-twenties. Hence, introducing Millennials to wine, and wine tourism is a crucial part of ensuring the industry's future growth.

This research paper aims at analysing the motivations of Millennials participating in wine tourism through psychographic analysis. The study proposed combines a qualitative and quantitative approach by identifying the motivations of students at Thompson Rivers University, and the view of wineries in the area which are part of the Kamloops Wine Trail. Results aim at identifying Millennial wine tourist profiles. The importance of this research is to assist wineries that are part of the Kamloops Wine Trail with improving their marketing strategy aimed at Millennials.

This research project is part of an honours thesis for a Bachelor in Tourism Management from Thompson Rivers University, and a Bachelor of Arts in International Tourism Management from NHTV Breda University of Applied Sciences. Chapter two of this thesis reviews literature vis-à-vis the tourism industry in Canada, with specific focus on wine tourism and its development in British Columbia, as well as wine tourists and their travel motivations. In addition, the Millennial travel segment is analysed by their travel characteristics and relationship to wine tourism. The following chapter introduces the focus area of this research, the Kamloops Wine Trail and the currently affiliated wineries, Harper's Trail Winery, Monte Creek Ranch & Winery, and Privato Vineyard and Winery. Chapter four discusses the methodological approach to the case study, and its results are summarized in chapter five. Chapter six provides an analysis of the results and discusses relevant findings. Based on that, the concluding chapter provides recommendations for future research and outlines the limitations of this research project.

LITERATURE REVIEW

This literature review starts by providing an overview of the Canadian tourism industry, before analysing the concept of wine tourism in detail. Parts of this analysis include defining wine tourism, and its connection to culinary and food tourism, before reviewing literature on wine tourists and wine tourist profiles. The second part of the literature review deals with commonly accepted tourism motivation theories, and research results of wine tourist motivations. A third part of the literature review relevant to this research paper is to identify the proposed target segment; Millennials and their participation in wine tourism. By identifying the existing gaps, the literature review concludes with identifying the purpose of the research.

Tourism Industry in Canada – A Snapshot

According to the World Tourism Organization (UNWTO) North America still is one of the preferred travel destinations (UNWTO, 2017). Compared to the previous year, the Americas experienced a three percent increase of international tourist arrivals in 2016 (UNWTO, 2017). Out of those arrivals, two thirds arrived in North America which totals at 130.5 million people in 2016, or a 10.6 percent global market share (UNWTO, 2017). In comparison to international receipts, North America holds a 20 percent market share, which accounts for US$ 243.7 billion (UNWTO, 2017). The World Tourism Organization (2017) states that 2016 was a particularly good year for international tourism arrivals to Canada, due to a favourable exchange rate against the US dollar. The country increased its tourism volume by eleven percent, to almost 20 million, and earned US$ 18,213 million in tourism receipts (UNWTO, 2017). According to the Tourism Industry Association of Canada (TIAC) in 2015 the tourism industry accounted for CA$ 90.3 billion, and a 1.9 percent contribution to Canada's GDP (TIAC, 2015). The sector employs 1.7 million people, which is equivalent to one of eleven jobs in Canada, and just over 50 percent of its employees are under the age of 35 (TIAC, 2015).

An industry analysis conducted by Destination British Columbia (2017c) which compares tourism statistics on an annual basis concludes that there has been a constant growth in the destination's tourism development. British Columbia's tourism industry generated a total of CA$ 15.7 billion in revenue in 2015 (Destination British Columbia, 2017a). In regard to the provincial Gross Domestic Product (GDP) tourism activities are

valued at CA$ 7.4 million, which results in the industry contributing more revenue than any other primary resource industry in 2015 (Destination British Columbia, 2017a). According to Destination British Columbia (2017b) more than 5.5 million international visitors arrived in BC in 2016, which is a 12.3 percent increase compared to the previous year. With just over 3.6 million overnight guests, the US is the biggest market, followed by the Asian Pacific region, and Europe (Destination British Columbia, 2017b). Destination British Columbia (2017b) furthermore states that the Thompson Okanagan Valley is among the top tourist destinations within BC, increasing their tourist volume by around five percent in comparison to 2015.

In regard to domestic tourism arrivals statistics show an increase of almost six percent to 15.1 million overnight visitors in 2015 (Destination British Columbia, 2017c). Furthermore, more than two thirds of them were residents from British Columbia (Destination British Columbia, 2017c). As a result, the largest component of domestic overnight visitor expenditure, which amounts to CA$ 5.8 billion, is from BC residents. Yet compared to the actual numbers it indicates that BC residents spend less compared to visitors from other Canadian provinces (Destination British Columbia, 2017c).

Food Tourism

One of the emerging tourism sectors in Canada is culinary tourism as stated by Ab Karim and Chi (2010). According to the World Food Travel Association, food tourism is "the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near." (World Food Travel Association, n.d.b, para 3). This implies that the wine experience, or wine tourism is part of the concept of food tourism. As the terms food tourism, culinary tourism and gastronomy tourism all identify tourism activities related to food (Ab Karim & Chi, 2010), some researchers use these idioms interchangeably throughout their studies. Wolf (2002, in Ab Karim & Chi, 2010) claims that Lucy Long was the first one to develop the term culinary tourism in 1998, and to define it as "the intentional, exploratory participation in food ways of another – participation including the consumption, preparation, and presentation of a food item, cuisine, meal system, or eating style considered to belong to a culinary system not one's own" (Long, 2004, p 21). Other definitions identify the visitation of food producers, and food related events as primary motive for travel as part of the concept of culinary tourism (Ab Karim & Chi, 2010).

According to IPK International gastronomy tourism is considered one of the elements which can account for an authentic tourist experience (Garibaldi *et al*., 2017).

The World Tourism Organisation (2012) states that "gastronomy embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience" (UNWTO, 2012, p 10).

Defining Wine Tourism

Although there are different definitions regarding wine tourism, they all imply that wine tourism includes more than just the visit to a winery or vineyard (Cohen & Ben-Nun, 2009). Hall (1996) defines tourism as "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, 1996, p 109). Getz and Brown (2006) argue, that wine tourism definitions relate to a traveller's motivation. Getz (2000) however claims that not only the consumer's perspective is relevant to wine tourism, one should also consider the perspectives of wine producers and those of the destination, which for example can be represented by local tourism agencies. Hence, "wine tourism is, simultaneously a form of consumer behaviour, a strategy by which destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate, and to sell their products, directly to the consumers" (Getz & Brown, 2006, p 147). In short, wine tourism outlines the participation in wine related activities, such as wine sampling and purchasing, the visitation of wineries, vineyards, wine festivals and events (Garibaldi *et al.,* 2017).

Wine Tourism Development in Canada and British Columbia

Researchers argue that the development of wine tourism is a result of the wish to educate people about wine products, to build brand loyalty, and to facilitate new product testing. It is moreover an enabler to increase sales revenue, as according to Williams and Dossa (2003), selling directly to consumers through open wine cellars is more profitable for wineries.

The history of wine making in Canada can be traced back to the 19th century (Frank, Rimerman + Co. LLP, 2017). Commercial wine growth however didn't start until the 1930s and has experienced its boom in the 1990s (Martin & Williams, 2003). According to Doloreux and Lord-Tarte (2012) most of the Canadian wineries are small scale business operations, as more than 70 percent of them have fewer than ten employees, and only a tenth of all national wineries employ more than 50 people. In 2015, 604 wineries were associated with the Canadian Vintners Association (CVA),

which employ more than 5,000 people annually (CVA & TIAC, 2015). According to Frank, Rimerman + Co. LLP (2017) British Columbia is with 10,260 acres of vineyards the second largest wine producing province in Canada after Ontario.

There are five different regions where wine tourism activities can be pursued within British Columbia; the coastal area of Vancouver Island, and the Gulf Islands, the Fraser Valley, the Okanagan Valley, and the Similkameen Valley (BCWI, 2017) as indicated in Figure 2.1.

Figure 2.1: Wine regions in British Columbia *(retrieved from* British Columbia Wine Institute, BCWI, 2017).

The Okanagan Valley, where BC's wine industry began, is still the largest wine growing region with approximately 85 percent of the total vineyards (Martin & Williams, 2003). By 2008 the wine growing area in BC has been four times as big compared to the early 1990s (Doloreux & Lord-Tarte, 2012). Similarly, the wine production was 400 percent higher than in roughly a decade and a half ago (Doloreux & Lord-Tarte, 2012; Martin & Williams, 2003).

The history of wine growing in BC started in the 1860s when the first vines were planted in the Okanagan Valley. It wasn't until the 1920s to 1930s though that commercial wine growing and making began (Martin & Williams, 2003). Wine tourism development in Canada is under provincial government decision, as federal policies are solely focused on agricultural diversification (Martin & Williams, 2003). Due to governmental support, and the focus on high quality vines, the face of the BC wine industry changed dramatically in the 1990s. According to Martin and Williams (2003) the number of wineries tripled during this time, with many small-scale, and family-owned wineries emerging. As more land was dedicated to wine growth, by 1999, the grape production has increased by 182 percent compared to 1990 (Martin & Williams, 2003). As a result of producing higher quality wines, the price of BC grown wine has increased by almost 50 percent (Martin & Williams, 2003; Williams & Dossa, 2003).

Challenges for the BC wine industry during this time were according to Williams and Dossa (2003) related to slow growth in wine sales, which was less than the overall wine production. This was due to a relatively weak economy, but also a poorly managed marketing strategy which didn't raise much awareness for BC quality wines internationally (Williams & Dossa, 2003). As a result, the local wine industry started focussing on wine tourism as a new distribution channel, and around 70 percent of BC wineries now take part in wine tourism activities (Williams & Dossa, 2003).

Economic Impact of Wine Tourism

On an annual average, Canadian wines win over 1,000 international wine awards for their outstanding quality. Out of the various wine regions in Canada, British Columbia is one of the key ones (VVA & TIAC, 2015). Yet, most of Canadian grown and produced wines are only sold domestically. In 2007, the export rate of Canadian wines was merely three percent (Doloreux & Lord-Tarte, 2012).

According to the British Columbia Wine Institute (BCWI, 2017) and Frank, Rimerman + Co. LLP (2017) the provincial wine industry contributes more than CA$ 2.8 billion to the local economy, and created 20 percent more jobs compared to 2013, hence is an important driver for the provincial economy. In 2015, the industry also supported 12,000 jobs annually, which were distributed over the 929 grape growers, and 275 wineries in the province (Frank, Rimerman + Co. LLP, 2017). In the same year, more than 43 million litres of wine were sold (BCWI, 2017). An average bottle of wine sold in BC has an economic impact of just over CA$ 48 as specified by Frank, Rimerman + Co.

LLP (2017). In regard to wine tourism related activities in the province, Frank, Rimerman + Co. LLP (2017) state that the BC wine tourism industry contributed around CA$ 246 million in 2015 to the provincial economy.

Defining the Wine Tourist

Food tourists are according to the World Travel Organization (2012) authenticity seekers, who explore the heritage of places through food, and who share their experiences with others. The World Food Travel Association (n.d.a), formerly known as the International Culinary Tourism Association, identified 13 PsychoCulinary profiles based on people's food purchasing behaviour, and the therefore associated culinary experience. The 13 different profiles are Adventurer, Ambience, Authentic, Budget, Eclectic, Gourmet, Innovative, Localist, Novice, Organic, Social, Trendy, and Vegetarian (World Food Travel Association, n.d.a). Findings however suggest that no food tourist fits only one profile, therefore, a maximum of three profiles can be applied to each consumer (Garibaldi *et al.*, 2017; World Food Association, n.d.). Furthermore, these profiles are according to the World Food Travel Association (n.d.a) not only applicable to the consumer itself, but also to the destination.

Research consultants for the Canadian Tourism Commission (CTC) define wine and culinary enthusiast as "Canadians who have taken leisure trips in Canada and exhibit a particular interest in fine foods and wine" (Research Resolutions & Consulting Ltd., 2003, p. 1). A gastronomic tourist is a person who intentionally travels to places in order to try new foods and drinks, or who has culinary experiences while travelling (Garibaldi *et al.,* 2017). According to the World Food Travel Association (n.d.a) people, or *foodies,* who primarily travel because of their interest in food experiences are the minority. In regard to the identified PsychoCulinary profile they fall into the category of the 'Gourmet' (World Food Travel Association, n.d.a).

Researchers agree that wine tourists are those who come and visit a winery, yet do not necessarily have to be tourists in the sense of being on vacation, or away from home (Alant & Bruwer, 2004). Research conducted by Charters and Ali-Knight (2002) identifies three wine tourist categories in regard to a person's motivation and involvement in wine tourism: 'Wine lovers' are those who frequently go to wineries to purchase wines, they tend to be highly educated and have a higher disposable income; 'wine interested' are winery visitors whose primary purpose of the visit is not the wine itself, but rather other destination features, and lastly, the 'curious tourist'. The latter one tends to have a

moderate income and education level, and a visit to a winery is merely because it is one of many destination attractions in the area. Pratt (2014) adds a fourth category, namely the 'disinterested wine tourist'. Characteristics of those people are not interested in learning about wine, and the participation in wine tourism activities is based on group pressure.

According to Croce and Perri (2010) food and wine tourists can all be defined within a pyramid of different types (p 51). The pyramids edges represent wine tourist novices, those who have no knowledge on gastronomy or culture; wine tourist experts, who are knowledgeable about gastronomic subjects, yet have no interest in combining other interests with the winery visit; and lastly multi-interested visitors. The latter enjoys combining two or more interests into their leisure program, and has some kind of expertise, yet not necessarily in food and wine. All food and wine tourists can be placed within the pyramid, depending on their individual profile.

Research results from winery managers describe wine tourists as visitors to a winery or vineyard who have no special knowledge, yet they are eager to learn, and who will drink wine regularly which justifies their visit (Charters & Ali-Knight, 2002). According to Charters and Ali-Knight (2002) identifying the wine tourist target segment is however an important step in maximizing a winery's sales and customer satisfaction. Lastly, it is essential to acknowledge that there is no such thing as a stereotypical wine tourist (Charters & Ali-Knight, 2002; Pratt, 2014). There are however several indications on the average wine tourist's profile, which have changed over the years.

Wine Tourist Profiles

Early research from Italy defines wine tourists as "consumer-connoisseur-explorer, usually male, aged between 26-45, medium-high socio-economic level, travels by car, or own independent transportation, tends not to travel solo" (Croce & Perri, 2010, p 48). Croce and Perri (2010) also define wine trail tourists as independent travellers with a sophisticated cultural knowledge who are open to new experiences, and enjoy food and wine, and who wish to be educated about it.

According to Research and Planning Tourism British Columbia (2009) the majority of wine consumers in the Okanagan Valley are aged 35 to 64, and every fourth person being 45 to 54 years of age which is the average age of a domestic Canadian traveller. Almost three quarters of the interviewees had at least a college diploma, and just over half of the participants stated to have an annual household income of minimum CA$

100,000 (Research and Planning Tourism British Columbia, 2009). Despite a wide range of disposable income and education backgrounds there is a tendency among wine enthusiasts towards a higher income and higher level of education compared to the average Canadian domestic tourist (Research and Planning Tourism British Columbia, 2009). Results also indicate that for around 80 percent of the participants this was not their first time visiting a winery (Research and Planning Tourism British Columbia, 2009). Research among US wine travellers indicates that they tend to be wealthier and higher educated than the average US leisure traveller, and travel more often internationally (Garibaldi *et al.,* 2017).

An analysis of the travel activities and motivation survey (TAMS) among Canadian wine travellers concludes that related leisure activities identify almost 40 percent of wine enthusiasts as soft-adventure enthusiasts, and almost one third as heritage enthusiasts (Research Resolutions & Consulting Ltd., 2003). According to Martin and Williams (2003) wine tourists in BC value the wine varieties, as well as the destinations cultural and natural attractions. Findings confirm that 93 percent of US wine tourists are likely to combine their visit with other sightseeing in the area, of which 85 percent preferred historical and cultural sights, and around two thirds combined their visit to the winery with an event they attended (Garibaldi *et al.*, 2017). Primary leisure activities are mostly nature based, with 15 percent arguing that lake-based activities were their primary travel motive (Research and Planning Tourism British Columbia, 2009). Apart from nature-based leisure activities, two thirds participate in fine dining, and visiting farmer's markets, as well as one third pay a visit to a museum or historical site as research among the Okanagan Valley wine visitors reveals (Research and Planning Tourism British Columbia, 2009).

Recent research results indicate that more women consume wine than men (Bruwer *et al.,* 2012). In the United Kingdom however, it is men who purchase wine from specialty shops and cellars, as opposed to women who buy wine in supermarkets (Bruwer *et al.,* 2012). The authors moreover argue that there is a strong female tendency to white wine, and sparkling wines (Bruwer *et al.,* 2012). In addition, white wine is considered by some researchers to be the exclusive drink among a younger and less experienced generation (Bruwer *et al.,* 2012). Results by Ignatov and Smith (2006) indicate that females have a higher participation rate in food and wine related activities. These results are conclusive with those of the US wine travellers study (Garibaldi *et al.,* 2017), and a study conducted by Quadri-Felitti and Fiore (2013). According to Getz and Brown (2006)

the number of female visitors at wineries is higher than the number of men, however, men tend to be older and more critical of the wine tasting experience. For women the atmosphere at the winery and its social character are more central to the overall experience (Getz & Brown, 2006).

For a holistic analysis of the wine tourist various aspects have to be taken into consideration. As generalizing a demographic profile is rather difficult, and overly simplistic, a psychographic analysis of the wine tourist, which identifies tourism motivation, involvement, personalities and lifestyle is according to Pratt (2014) the most preferred segmentation method.

Motivation

Motivation is the driver of human behaviour. It can be defined as a psychological force which leads to action (Touré-Tillery & Fishbach, 2014). According to Li and Cai (2011) a persons' behaviour is influenced by their cultural background based on different values. Values can be both external and internal. External ones can be symbolized by an object, and tangible if they represent a sense of belonging or a need of self-esteem (Li & Cai, 2011). Internal values on the other hand are determined by expectations (Li & Cai, 2011). A model to define and label values is Rokeach's Value Survey (RVS) (Rokeach, 1973), where 18 terminal and instrumental values are identified. Terminal values describe how a person would like to be, and act. They define a person's ultimate goal, whereas instrumental values are behavioural ideals which the person lives by in order to reach terminal values.

Identifying Travel Motivation

A common understating among scholars is that there is never one sole motivator, but rather a multitude (Maria, 2014). People's motivation to travel is because they want to satisfy their inner needs, which are related to a person's socio-economic and psychological circumstances (Chang, 2007). According to Mehmetoglu (2012) two main concepts define motivational factors in tourism. For once, it is the tourist's culture which would reflect intrinsic motivations. Secondly, there is a quest for innovation and new experiences which motivates people to travel (Mehmetoglu, 2012).

One of the most recognized theories of travel motivations is Dann's (1977) idea of push and pull factors. Push factors are the travellers escape motives; the inner, psychological needs to travel, a desire for relaxation, and self-exploration, whereas pull factors are compensation motives, or the destinations benefits, like the idea of novelty and

education. According to Fodness (1994) pull factors can also be tangible aspects of the destination that attract and generate needs which subsequently lead to actions. Crompton (1979) further developed this theory by adding socio-psychological elements which identified nine different push motives; namely escape, exploration, relaxation, prestige, regression, enhancement of kinship relationships, facilitation of social interaction, novelty and education. Most of these motives Crompton (1979) refers to are push factors, as they can be classified as socio-psychological motives. These kinds of motivations are generally unrelated to a choice of destination. He argues that psychological needs rank higher in destination decision-making than attractions at the place itself (Crompton, 1979).

The Word Tourism Organization (2012) links tourism motivation to customer satisfaction and argues that motivation can be influenced by physical and physiological needs, security, cultural and social need, or status. In regard to food tourism motivations however, the trends show a tendency to local identity and cultural experience (UNWTO, 2012). Chang (2007) agrees that understanding traveller's psychological needs and desires play a key role in customer satisfaction.

Motivation of Wine Tourists

There are several different modes to identify and analyse wine tourists' motivation. Most of them however agree that wine tourists seek product-related experiences, as the primary motivation of visitors to wineries is wine tasting and buying (Alant & Bruwer, 2004). Secondary motivators are according to researchers the wish to improve ones' knowledge of wines and to socialize with other people who share a similar life-style (Alant & Bruwer, 2004). The educational experience has also been identified as one of the main motivators for participating in wine tourism by various researchers (Getz & Carlsen, 2008; Quadri-Felitti & Fiore, 2013). Fields (2002, in Ignatov & Smith, 2006) argues that culinary tourists are motivated by either the physical drivers, like tasting regional foods, cultural drivers which are linked to a learning experience of traditional food-ways, inter-personal drivers which means to link food to social bonds, or prestige drivers where a visit allows the people to brag about their experience. According to Alebaki, Menexes, and Koutsouris (2015) study results indicate that the distance of a wine region from the visitors' residence is a crucial factor when deciding on participation in wine tourism activities.

The survey results among wine travellers in the Okanagan Valley identifying the main activities at the winery are for 85 percent of the participants wine tasting, for 71 percent wine purchasing, and for only 23 percent the participation in (self)guided tours (Research and Planning Tourism British Columbia, 2009). For the analysis the researchers divided the participants into 'high interested wine travellers' and 'low interested wine travellers' (Research and Planning Tourism British Columbia, 2009). It is indicated that for 'low interested wine travellers' the primary motivation of the trip is to be spending time with family and friends, compared to 'high interested wine travellers' where this is the primary motivation for less than a third of them. Consequently, 'high interested wine travellers' state that their passion for wine is their primary motivation for this visit, compared to only three percent of 'low interested wine travellers' supporting this statement. In conclusion, the Research and Planning Tourism British Columbia (2009) survey claims, that the wine experience is primary motivation for one quarter of 'high interested wine travellers', and only for five percent of 'low interested wine travellers'.

As reported by Alant and Bruwer (2004) wine tourism activities have an indulging component, as it includes the idea of socializing and relaxation, in combination with tasting alcohol. Concluding from this observation the main motivational factors of wine tourism would fall into the category of the destinations pull factors. Hence, the wine tourist could be described as mixture of wine consumer, and recreation seeker.

Based on the previously published findings on wine tourism motivations, it is essential to acknowledge that there is no differentiation made to travel motivations based on generational differences. Since motivation is however influenced by a person's values (Li & Cai, 2011) and they adapt over time, thus different generations are raised with different values in mind, based on the cultural and historic background. As such, it is critical for this study to identify the characteristics and ideals of the targeted generation, Millennials.

Millennials

Defining Millennials
According to IPK International (2016) Millennials are the new key market for the industry's future growth, as they currently are the largest generation in history (Napier Burkhard, 2016). Millennials are defined as people born between 1980 and 2000, with a global estimate of 1.8 billion people (IPK International, 2016). In 2015, Millennials in Europe went on around 150 million outbound trips which represents one third of all

European outbound trips (IPK International, 2016), underlining the segment's importance to the tourism industry.

The main differences between Millennial travellers and older generations are less spending while on holiday, as well as the acquisition of information which is more technological based. Hence, one of the most prominent characteristic of Millennials is online booking (Napier Burkhard, 2016), and making use of modern technologies. According to Barton, Haywood, Jhunjhunwala and Bhatia (2013) Millennials are more used to share experiences online, and to make use of online booking tools like mobile apps and websites. As Millennials place high value on reviews while planning for their trips they are also the generation which is the most likely one to leave an online review about their personal experience (Barton *et al.,* 2013). Millennials are also identified to be more likely to rely on testimonials and personal referrals when making their choice (Gelfeld, 2016; TIAC and HLT Advisory Inc., 2016). Additionally, Barton *et al.* (2013) argue that Millennials distinguish themselves from other generations through their brand loyalty. Research also concludes that despite Facebooks' leading position in social media, almost half of all Millennials also make use of Instagram as a source for holiday planning (Gelfeld, 2016).

According to Gelfeld (2016) the Millennial Generation takes more trips on an annual basis than Generation X or Baby Boomers, however, the two latter generations prefer outbound trips rather than domestic travel. The higher number of trips can be explained by weekend getaways which are the preferred domestic type of travel among Millennials, who are according to Barton *et al.,* (2013) restrained by their limited income due to their age. As a result, both Millennials and Generation X are more likely to travel on a budget and change their plans in case of increasing air fares which is due to their limited income compared to Baby Boomers (Gelfeld, 2016).

Although the length of the trips, and accommodation choices do not differ much to the older generation, according to IPK International (2016) Millennial travellers have a stronger desire for "authentic cultural experiences" (IPK International, 2016, p. 26) than other generations. This means, Millennials are interested in the interaction with local people and participating in local customs. This profile is in line with research published by the Boston Consultancy Group (BCG) which states that Millennials are open to new experiences and value diversity within a global perspective (Barton *et al*., 2013). The Tourism Industry Association of Canada (TIAC) and HLT Advisory Inc. (2016) characterize Millennials as "those who see travel as a source of memorable, authentic and

social experience and find ways to hit the road cutting costs as needed" (p. 32). Moreover, they seem to be more likely to combine leisure travel with a business trip and try to cut costs for their allocated transportation budget (Barton *et al.,* 2013). It is predicted that by 2020 half of all business flight in the US will be used by Millennials, and they are forecasted to be dominating the tourism industry for at least the coming 15 years (Barton *et al.,* 2013). Baby Boomers on the other hand are expected to soon be reducing their spending in terms of business travel (Barton *et al.,* 2013).

Research conducted by the BCG draws the conclusion that based on the social orientated habits of Millennials they are also more likely to spend their leisure holidays in groups, and travel on organized trips (Barton *et al.,* 2013). These characteristics of Millennials are in contrast to Chang (2007) who identifies independent holiday makers rather than group travellers to seek adventure and have a stronger wish for interaction with locals. Analysing the travel party of Millennials visiting wineries on the Kamloops Wine Trail might be able to resolve some of the existing contradicting literature findings.

Millennials and Wine Tourism
Research identifies food and wine as one of the main motivators for Millennial leisure travels (Barton *et al.,* 2013). According to Bruwer *et al.* (2012) the main part of the Millennial winery visitors are females, who have a high level of education and hence are relatively wealthy. Research conducted by Garibaldi *et al.* (2017) concludes that Generation X has the highest percentage of US wine travellers, however, the percentage of Millennial US wine travellers is almost equivalent to the Millennial segment of US leisure travellers. Getz and Carlsen's (2008) results of a study among Generation Y wine tourists, which are also known as Millennials, concludes that the primary motive of participating in wine tourism is not only to taste wine, but primarily an opportunity to socialize and have fun with friends. Moreover, it is indicated that wine related festivals and events are a suitable way to attract a younger generation to wine tourism, as it is suggested that the traditional cellar door experience intimidates younger visitors (Getz & Carlsen, 2008). Creating a more social and relaxed atmosphere increases the chance of wineries to attract Generation Y visitors (Getz & Carlsen, 2008).
According to a working paper by Carlsen, Getz and Willock (2006, in Cohen & Ben-Nun, 2009) especially the younger generation places high value on the surrounding activities as a motivation to participate in wine tourism in the Margaret River region in Western Australia. Hence, Getz and Brown (2006) conclude that for attracting a younger

generation of wine drinkers, destination features, and cultural activities are as important to the experience as wine-related features itself.

Gaps in the Literature

Based on the literature in regard to profiling wine tourists, contradictive information regarding the wine tourist's demographic profile can be identified, which shifts over time from a male dominant segment (Croce & Perri, 2010), to a higher participation rate among females (Ignatov & Smith, 2006; Quadri-Felitti & Fiore, 2013). Moreover, there is only a limited number of academic studies on the Millennial wine tourist, whose results are also close to a decade old. Getz and Carlsen (2008) were among the only scholars analysing wine tourist's motivations between Generation X and Generation Y. As their study was set in Western Australia however, results may not be applicable for a North American market. Bruwer *et al.* (2012) did focus their research on Canadian wine tourists, yet without special attention to the Millennial Generation. Lastly, based on its novelty no academic research has so far been published on the Kamloops Wine Trail and its wine tourist profile.

Research Purpose

As outlined above several gaps can be identified in reviewing literature on wine tourist profiles. This research intends on the one hand to shed light on the wine tourist profiles on the Kamloops Wine Trail which is part of the emerging wine region in the Thompson Valley. Moreover, this research is intended to provide local wineries with insight information of a possible future wine tourist segment; Millennials who are identified as authenticity seekers, thus a seemingly perfect fit for wine and gastronomic tourism which can provide such an authentic experience. On the other hand, this research should encourage further research projects on the Millennial Generation, not only in regard to their participation in wine tourism but also possibly differentiating travel motivations for a Millennial Generation.

KAMLOOPS WINE TRAIL

The following chapter describes the study site, the Kamloops Wine Trail in further detail. It provides background information on the tourism sector in Kamloops, BC, and the history of the Kamloops Wine Trail. Moreover, the chapter offers detailed information of the three participating wineries of the Kamloops Wine Trail.

Destination Kamloops

Kamloops is one of the major cities in British Columbia situated in the Thompson Nicola District. The city is conveniently located along the TransCanada Highway Number 1 which connects Eastern and Western Canada and it is the main travel route for visitors from Vancouver to the Rocky Mountains. With four major highways converging, as shown in Figure 3.1., the destination can easily be reached from within British Columbia, Washington State in the United States, as well as Alberta.

Figure 3.1.: Kamloops area map. (*retrieved from* Town Directory Systems, 2002)

Tourism in Kamloops

Tourism development in Kamloops is slowly increasing with around nine percent of the local population being employed in the sector (Venture Kamloops, 2017). Competitive advantages of the area include on the one hand its geographical location between the

Lower Mainland and the Rocky Mountains, hence a favoured stop for tour busses and the Rocky Mountaineer; on the other hand, the local government has invested almost CA$ 50 million in sporting facilities in Kamloops like the Tournament Capital Centre (Venture Kamloops, 2017). According to Venture Kamloops (2017) the city's effort on using tourism as an economic driver is mainly focused on sports tourism, which is in line with Kamloops' tag line "The Tournament Capital of Canada" (Venture Kamloops, 2017).

Thanks to Kamloops' mild climate and natural setting the region is a year-round holiday destination. Within an hours' drive from Kamloops one can reach Sun Peaks Ski Resort, Harper Mountain, and more than 200 lakes (Venture Kamloops, 2017). Subsequently, most recreational activities offered are outdoor oriented, such as hiking, mountain biking, or skiing. Within the city itself facilities such as tennis courts, baseball diamonds, football fields, swimming pools, and 82 parks can be found (Venture Kamloops, 2017).

Development of the Kamloops Wine Trail

As food and wine is essential to everyday life it can be an integrated part of many different forms of tourism (Croce & Perri, 2010). Gastronomic tourism is known for being more dominant in rural areas, as it mainly contributes to the local economy by supporting local businesses and introducing tourists to local traditions and flavours (Maria, 2014). Local food and wine products provide a competitive advantage for an area as they serve as a distinct destination differentiator (Croce & Perri, 2010), and help create a region's identity (Ignatov & Smith, 2006).

For successful wine growth certain environmental conditions like climate, soil, water quality and availability have to be present in a region (Croce & Perri, 2010). All of these environmental characteristics are summarized under the term terroir (Doloreux & Lord-Tarte, 2012). Terroir, retrieved from French *terre,* translates to land (Kamloops Wine Trail, 2017a). The Kamloops terroir is similar to that of the Burgundy area in France and with 2,000 hours of annual sunshine and minimal rainfall the semi-arid conditions are well suited for earlier ripening and winter hearty grapes (Kamloops Wine Trail, 2017a). Among the most commonly grown grape plantings for the red wines are Pinot Noir, Cab Franc, Marechal Foch and Gamey Noir; and Chardonnay, Riesling, Pinot Gris, Gewürztraminer, Kerner and Marquette for the whites ("A grape grows in Kamloops", 2018). The BCWI's Wine & Culinary Tourism Strategy aims at increasing

the direct sales by five percent, and focuses on wine tourism developments around Kamloops, Kelowna, Penticton and Osoyoos (BCWI, 2017).

The non-profit Kamloops Winery Association was founded in fall of 2014 in order to help promote and market Kamloops as a new wine region ("A grape grows in Kamloops", 2018). According to Williams and Dossa (2003) the implementation of branded wine routes increases a destination's marketing power, as it combines wineries and other local tourism services. One of the marketing tools was the creation of the Kamloops Wine Trail. Although operating individually this collective approach of Kamloops' four founding wineries offers the opportunity to reach a broader audience. Since the foundation of the Kamloops Winery Association and the creation of the Kamloops Wine Trail the average visitor number to affiliated wineries grew by 290 percent, and the overall wine sales in Kamloops experienced an increase of 117 percent (Kamloops Chamber of Commerce, 2016). Alongside the economic impact the Wine Trail has on the local economy it also enhances the city's social and cultural value, as the integration of milieu in the Kamloops Wine Trail experience is an important one. Visitors are not only tasting wine, but also learning about the history of the place (Kamloops Wine Trail, 2017b). According to the Kamloops Chamber of Commerce (2016) capturing only one percent of BC's wine tourism impact would result in more than CA$ 4.7 million in tourism related business and roughly 9,000 new visitors to Kamloops on an annual basis.

One of the current tasks the Kamloops Winery Association is concerned with is lobbying the local government and the BC Wine Institute to recognize the Thompson Valley as a geographic indicator, which is "a standard element of appellation systems used around the world that help people identify wines in the marketplace, provide assurance as to the origin and quality of the wine, and promote agri-tourism" (Townsend, 2018, para 3). At the moment, the geographical indication of the wine's origin is restricted to British Columbia only. An appellation would allow local wine makers to place the location within British Columbia on the wine bottle label and thus strengthening the position of the Thompson Valley as an emerging wine region. As of April 12, 2018, the British Columbia Vintners Quality Alliance (BC VQA) and Ministry of Agriculture have announced to establish the Thompson Valley, alongside three other emerging wine regions in BC, as a geographic indicator later that year (Townsend, 2018).

There are four wineries located within the vicinity of Kamloops: Sagewood Winery which has the oldest vineyards in the region ("A grape grows in Kamloops", 2018), Harper's Trail Estate Winery, Privato Vineyard & Winery and Monte Creek Ranch

Winery. However, only three of them are currently affiliated with the Kamloops Wine Trail. The wineries are also equal voting members of the Kamloops Winery Association, and members of the British Columbia Wine Institute (BCWI, 2017). Additional partners of the project are the Minister of Transportation and Infrastructure, and Tourism Kamloops, which help with the introduction of highway signage which highlights the Kamloops Wine Trail (Kamloops Chamber of Commerce, 2016). Table 3.1. proved a numerical summary of the Kamloops Wine Trail.

Table 3.1

Kamloops Wine Trail overview

Number of licensed wineries	3
Number of vineyards	6
Number of total acreage	78

Source: Kamloops Wine Trail (2017b); Tourism Kamloops (2017)

Participating Wineries

The three participating wineries of the Kamloops Wine Trail – Harper's Trail Estate Winery, Privato Vineyard & Winery and Monte Creek Ranch Winery – are all situated within the outskirts of Kamloops, alongside the North and South Thompson Rivers. They can be reached from the city centre within a short drive, as indicated in Figure 3.2.
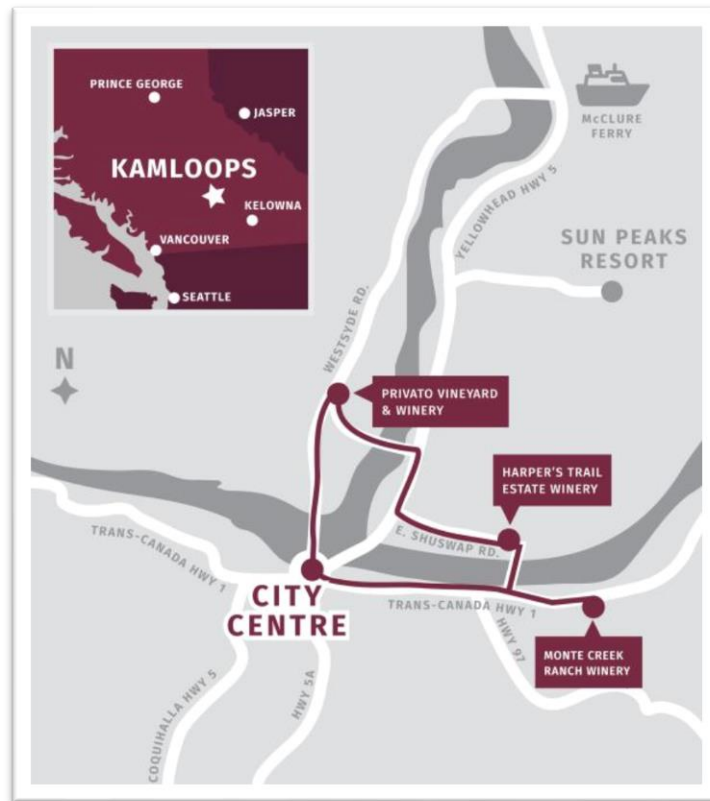
Figure 3.2: Wineries on the Kamloops Wine Trail. (*retrieved from* Tourism Kamloops, 2017)

Harper's Trail Estate Winery

Harper's Trail Winery is Kamloops' first winery to open in 2012 (BCWI, 2017), and is family owned and run by Ed and Vicky Collett (Harper's Trail, 2017c). The winery has been named after the rancher Thaddeus Harper who used to drive his cattle from the US to Chilcotin, and would bypass Kamloops (Harper's Trail, 2017c; Kamloops Wine Trail, 2017). The historical connection the winery has to Kamloops and the Western lifestyle is also represented in the winery's architectural style. The tasting room, which is adjacent to the fermentation room, is openly designed with glass and wood elements.

The clay and limestone soil on the property allows for a variety of vines to grow on the 24-acre vineyard (Harper's Trail, 2017b). All of the grapes used for wine making are 100 percent estate grown (Kamloops Wine Trail, 2017c), and are used to produce Riesling, Chardonnay, Pinot Gris, Gewürztraminer, Sauvignon Blanc, Pinot Noir, Gamay Noir and Cabernet Franc (Harper's Trail, 2017b). Harper's Trail wines have been awarded multiple times with the BC Wine Awards, the National Wine Awards of Canada, and the Intervin International Wine Awards just to name a few (Harper's Trail, 2017a).

The winery is only open during the summer months from the end of April to the end of October, and special occasions, such as on the Easter weekend, Valentine's Day or the Kamloops Wine Trail open house event. In addition to wine tasting and vineyard tours offered by the winery, the location can be booked for private events and corporate functions (Harper's Trail, 2017c). The winery has an outdoor patio where free music events are held during the summer months. Moreover, the business partners with the local agricultural sector and businesses, such as Harmony Hills Honey, which have one of their hives on Harper's Trail Property.

Monte Creek Ranch Winery
Monte Creek Ranch Winery first opened its doors in 2015 and is a working ranch with two vineyards, as well as the newest of the local wineries. Wine tastings at Monte Creek Ranch can be combined with other elements of culinary tourism, such as natural honey or jams tastings. In addition, the winery has an on-site terrace restaurant (Monte Creek Ranch, 2017e). The organically orientated ranch is a family business, yet managed by an onsite general manager, Erik Fisher (Monte Creek Ranch, 2017c). Monte Creek's business operation is more extensive than those of other wineries around Kamloops, and it is the only winery on the Kamloops Wine Trail which is open year-round.
Of the 1,200-acre farm 65 acres are assigned to vines. The wines produced are mainly made from grapes grown on-site, as well as some purchased grapes from the Okanagan Valley. Monte Creek Ranch is known for its award-winning wines, as well as the fruit wines. Compared to other wineries, Monte Creek Ranch Winery has its own specialty grape mix, like in the "Hand-up Red", "Hands-up White", and the "Ranch Hand Red" (Monte Creek Ranch, 2017b). The wine names and most of the wine labels refer to the legend of Bill Miner. He was known as the "Gentleman Bandit" (Monte Creek Ranch, 2017d), a notorious train robber whose last robbery took place in the area in 1906.

The winery also offers events and wedding packages on the property which include the ceremony, catering, etc (Monte Creek Ranch, 2017c). The "barn architecture" (Monte Creek Ranch, 2017a) of the main building, where the tasting room and restaurants are located intends to connect rural roots with modern technology. The church-like building made of weathered zinc, concrete, glass and steel is intended to create a "place of community and celebration" (Monte Creek Ranch, 2017a). Of all of the three participating wineries, Monte Creek Ranch is the most diversified in terms of additional services and activities around its core business, wine making.

Privato Vineyard & Winery

Privato Vineyard and Winery is situated within a private Christmas tree farm, and a family owned boutique winery which opened in 2011 (Privato Vineyard & Winery, 2017a). The Christmas tree business, owned and run by John and Debbie Westwood has been established since 1987, and in 2010, the first vines were grown and harvested. With only a five-acre vineyard however, Privato Vineyard & Winery is the smallest winery on the Kamloops Wine Trail. All the wines at Privato are handcrafted and only available in small quantities. As such, Privato Vineyard & Winery's wine production focusses on only producing Pinot Noir, Pinot Gris, Chardonnay and Rosé in traditional Burgundy style with estate grown grapes and grapes from vineyards in the Okanagan Valley (Privato Vineyard & Winery, 2017a). Nevertheless, Privato's wines have been awarded numerous times; the flagship Pinot Noir has won the double gold medal at the All Canadian Wine Awards (Privato Vineyard & Winery, 2017b).

Compared to the other two wineries, the tasting room at Privato resembles a true cellar experience; the space is windowless, smaller, and hence more intimate. The winery only allows ten people per tasting which has the advantage of getting to know ones' visitors better. After hour corporate events can be organized at the winery as well as vineyard weddings. To extend their event space, the winery has plans to convert some of its landscaped areas into special-event areas and outdoor lounge with extended operating hours (Klassen, 2018). Similar to Harper's Trail, the winery is open from the end of April until the end of October, and for the month of December during the holiday season (Privato Vineyard & Winery, 2017c).

CHAPTER 4

METHODOLOGY

The following section describes the methodological approach of this thesis and is organised into the following six themes. The first two sections summarize the approach to research and then the study design. The following four sections provide an explanation of the research instruments used for data collection, followed by the sampling strategy, the approach to data collection and analysis, and finally the ethics review.

Approach to Research

This project uses an inductive approach to research. According to Bryman and Teevan (2005) an inductive approach uses a researchers' knowledge of a topic as a basis for the research project. Based on the observations and results a new theory might be developed. Through the use of mixed method research instruments, a hermeneutic approach is used to interpret theory and methods for social science, as we gain knowledge through experience (Caton, n.d.). As Bryman and Teevan (2005) define it, a hermeneutic worldview is concerned with theory and method of interpretation of human action and emphasises the need to understand it from the perspective of the social actor – in this case through the researcher's personal experience in the field of tourism. As reality in social science is created by individuals, it needs to be interpreted as such too (Bryman & Teevan, 2005). Hence, a constructionist ontology is used for this case study. Constructionism is the opposite to objectivism and argues that social phenomena and their meanings are continually being accomplished by social actors (Bryman & Teevan, 2005). Survey responses acknowledge that there are different perceptions and views of reality and that gathering these responses can inform and help understand tourism on the Kamloops Wine Trail.

Study Design

This research is designed around a case study on the Kamloops Wine Trail. A case study, as defined by Yin (1984) is "an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used" (as cited in Zaidah Zainal, 2007, p 1). As such, case studies are observations of a natural phenomenon which is limited in geographical area and population (Zaidah Zainal, 2007).

Zaidah Zainal (2007) states that case studies are a commonly used research method in question of social and behavioural issues which may not be thoroughly analysed using quantitative methods. The in-depth nature of case studies allows researchers to understand the perspectives of the people involved, rather than solely relying on statistical data (Zaidah Zainal, 2007). Beeton (2005) claims that cases studies are specific to an area, thus they are limited in their ability to generate generalizable results. Moreover, the author argues that because of their holistic-inductive nature they can highly be affected by the researcher's personal connection which can increase the risk of bias (Beeton, 2005). In order to overcome these issues, a variety of research instruments are recommended which also make use of a mix of methodologies (Beeton, 2005). The combination of quantitative and qualitative research methods in a case study allows for a complete observation and analysis of the issue (Zaidah Zainal, 2007).

Advantages of case studies are, according to Beeton (2005) that they identify personal influences and can specify a general issue based on a specific location. Moreover, case studies allow for theoretical concepts to be verified in a local environment (Beeton, 2005). Zaidah Zainal (2007) states that case studies allow for data collection on a micro level, which is especially useful if reaching a big population proves to be difficult.

In terms of this study, the results should help analyse the millennial wine tourist on the Kamloops Wine Trail, which then can be compared with previously published research. In this sense, the theoretical knowledge can be tested and gaps may be identified. As defined by Stake (1995, in Zaidah Zainal, 2007) this research uses an instrumental case study, which means that a group of subjects is examined in order to understand a certain behaviour pattern.

Research Instruments

A mixed-method survey and semi-structured interviews are the two methods that have been used for this study. The questions generated for these methods are constructed around previously identified wine tourist profiles and motivation patters, which allow for comparison with previous research findings.

Survey

The survey research instrument includes both quantitative and qualitative elements and is structured into five parts. The first five closed questions are to analyse the participants demographic and social-economic profile, as well as ensuring that each participant meets

the sampling criteria of being enrolled at Thompson Rivers University (Question 1). The questions are loosely adapted from the Research and Planning Tourism British Columbia (2009) survey, which analysed the wine tourist to the Okanagan Valley. In this sense, participants are asked for their gender (Question 4), age group (Question 3) and university level (Question 2). The university level should provide a more detailed analysis of the participants and replaces the question of a participant's highest educational degree, which is most commonly used for profiling wine tourist's demographics as for example in the Research and Planning Tourism British Columbia (2009) survey, or Getz and Carlsen's (2008) study. In addition, participants are not being asked to state their annual household income, but rather whether they have an income apart from their studies, or not (Question 5).

The second part consists of ten questions regarding the participant's wine experience at the Kamloops Wine Trail, as well as identifying previous experience in participating in wine tourism related activities. Question 6 allows for multiple answers and is specific to this survey as it asks which wineries on the Kamloops Wine Trail the participants had been to in the past. Questions 8 and 9 look at participant's previous experiences at wineries on the Kamloops Wine Trail and in other locations. Both questions have been paraphrased from the survey among wine tourists in the Okanagan Valley (Research and Planning Tourism British Columbia, 2009), which also identifies participant's previous experience in wine tourism related activities. Question 10 identifies how often the participants visit wineries on the Kamloops Wine Trail. Questions 12 and 13 are again adapted from the Research and Planning Tourism British Columbia (2009) survey, as well as from Alonso (2008) and identify participant's travel parties and modes. Questions 14 and 15 analyse the respondent's social media behaviour and were taken from Backman, Hull and Marlowe (under review).

The third part identifies the participants wine consumption and purchasing profile. Question 16 asks for the participants involvement or membership in wine-related magazines, groups or organizations and was paraphrased from Backman *et at.* (under review). Question 17 looks at the respondent's preferred wine type which relates to observations by Bruwer e*t al.* (2012). The following two questions identify the most common occasions for consuming wine (Question 18), as well as what attributes are most important to purchase a bottle of wine (Question 19). Both questions have sections for participant's own thoughts in addition to statements provided by the researcher based on personal experience and observations from the literature.

The second last part of the survey are personal statements measured with a 7-point Likert scale from 1, strongly disagree, to 7, strongly agree. According to Bryman and Teevan (2005) a Likert scale is a widely used format which measure the agreeableness of the respondents in a series of attitude statements that together from a multiple-indicator measure, hence is a commonly used tool to analyse the participants psychographic profile. The psychographic analysis of respondents is according to Pratt (2014) the most preferred segmentation method. Question 20 consists of a series of seven motivation statements regarding the decision to visit the wineries on the Kamloops Wine Trail. Questions 21 and 22 use six statements which describe the attributes of a winery experience and four characteristics which were stood out during the experience. Question 23 consists of a series of eight statements which describe the participant's lifestyle choices and perception in regard to wine. The lifestyle statements used for Questions 20 to 23 were taken from Alant and Bruwer (2004), Alebaki *et al.* (2015), and Getz and Carlsen (2008). The last question of this survey part is a self-reflection of the respondents and the overall visitor profile of the wineries on the Kamloops Wine Trail. The question was taken and paraphrased from Backman *et al.* (under review).

The last part of the survey is an open question about each participant's most memorable experience at a winery of the Kamloops Wine Trail. Through the qualitative section of the survey it is aimed to gain an understanding of the participants individual perception of the wine experience and also to identify, if possible, gaps in previous research which may be relevant to understand the motivation to participate in wine tourism activities.

Interviews

A semi-structured interview guide was created to gain an insight in the supply side of the Kamloops Wine Trail. Semi-structured interviews are according to Jennings (2005) conversation-like interviews of quantitative and qualitative nature. Although more structured than an informal conversational interview, the general interview guide approach provides the researcher with some flexibility to ask follow-up questions or probes (Turner III, 2010). Turner III (2010) moreover states that the advantage of using an interview guide is that the research can still collect all the information on the outlined topics yet is more flexible in the way and order of asking questions, hence making the interview experience more personal, and customized to the interviewee. In contrast

however, there is a lack of inconsistency as questions are phrased differently each time compared to standardized open-ended interviews (Turner III, 2010).

The interview guide was structured into five parts; the first one identifying the interviewee demographics based on their educational and work-related background. The interviewee's position and responsibilities at the winery were also a focus of this part.

Then, the interview guide included questions to identify the main target segment at the winery. In relation to Charters and Ali-Knight's (2002) observation, the goal was to identify measures the winery might have in place to analyse their visitor profile, and to identify generational differences in regard to behaviour and expectations during the winery visit, as suggested by Fountain and Charters (2006). In addition, questions regarding the visitor's transportation modes were asked to compare the observations at the winery with survey findings.

The third part of the interview guide aimed at identifying the Millennial visitor segment at the winery. As such, questions regarding the importance of the segment, and how the target segment has evolved over time. Fountain and Charters (2006) suggest that expectations and behaviours at the winery differs in regard to various generations, and that wineries treat visitors differently. Hence, interview questions also analysed the way the tasting experience is conducted at the winery.

A subsequent part of the interview questions was directed at the winery's marketing strategy, before concluding with questions regarding the implementation of the Kamloops Wine Trail and consequences for the winery. Here special attention is drawn to the marketing channels used by the wineries and how it aligns with the results gained from the surveys.

Sampling Strategy

Survey

In order to reach a significant sampling population, the sampling strategy projected an outcome of around 250 responses. Based on the experience with the pilot study the sampling population was opened to all students of Thompson Rivers University who had experience in wine tasting at participating wineries of the Kamloops Wine Trail in the past twelve months, instead of only focussing on students of the Faculty of Adventure, Culinary Arts and Tourism Management. The convenience sampling strategy was chosen due to time and financial constraints. Bornstein, Jager and Putnick (2013) state that convenience sampling is nonprobability sampling strategy as participants are selected

based on their accessibility and proximity to the research site. As such convenience sampling is the least time-intensive and least expensive sampling strategy to implement when doing research (Bornstein *et al.*, 2013). Its main critique however, is the lack of creating generalizable results for a population outside the research location (Bornstein *et al.*, 2013).

Interviews

For the interviews the researcher contacted the three participating wineries on the Kamloops Wine Trail, Harper's Trail Winery, Monte Creek Ranch Winery and Privato Vineyard & Winery. Interviews with the wineries sales and marketing manager, as well as tasting room managers and owners were set up. All participants received the interview guide ahead of time in order to prepare.

Data Collection and Analysis

Surveys

Prior to the data collection the survey instrument was pilot tested in October and November 2017 among 23 students of the Faculty of Adventure, Culinary Arts and Tourism Management at Thompson Rivers University, and based on its results amended. As these indicated a substantial difference in participants visitation choices, Question 7 was added, which asks for participants reasons to visit one winery over another. Six choices are provided; five closed statements and one open line. The choices are based on personal communication with students during the pilot phase. The participants were to rank from 1 to 6; with 1 being the most important and 6 the least important. In addition, Question 11 was added after analysing the results of the pilot study, as most respondents only went to the winery once. As it is intended to turn visitors into repeat guests, the question asks what would encourage participants to visit the local wineries more frequently. Seven statements could be ranked from the most to least important. The choices provided are all strategies that the wineries have already implemented, as well as an option for participants own input.

The research data then was collected through an online survey created with Qualtrics which was available from January 17 until February 17, 2018. Based on the slow response rate during the pilot test, paper copies of the survey were distributed in 19 different classes in the departments of tourism, adventure studies, nursing, business, hospitality, biology and law. In addition, the link to the online survey posted was to

classes Moodle sites by various professors at Thompson Rivers University. In order to reach a broader audience, students were encouraged to share the link. Lastly, students on campus were approached randomly and asked to participate. A total of 246 valid responses were collected by the end of the data collection period.

All data from the paper surveys was recoded electronically by the researcher and destroyed afterwards. Upon data retrieval, frequency and cross tables were created in Qualtrics. For a visual representation of the results, the statistical data was expressed through graphs and charts using Microsoft Word.

Interviews

A total of two interviews with four participants were conducted between March 08 and 12, 2018. Although initially interested in this research project, Privato Vineyard & Winery withdrew their participation. Interviews took place at Monte Creek Ranch Winery and at Harper's Trail's downtown office in Kamloops. Prior to the interviews, the research and interview purposes were stated again and the participants signed a consent form as required by Thompson Rivers University. The interviews were conducted anonymously and audio recorded for later analysis. The recordings were stored in a password protected folder on the researcher's laptop who was the only one with access. The recordings were deleted after transcription. Before analysing the content of the interviews, the participants received a copy of the interview transcripts to review. Subsequently, the interviews were coded and analysed based on the reoccurring themes following the principle of Glaser and Strauss's (1967) Grounded Theory. Grounded theory describes an area of study where theory emerges from data (Strauss & Corbin, 1998). Open and axial coding describes the process where key phrases are identified, and then repetitive themes are related with each other (Glaser & Strauss, 1967). As such "[g]rounded theories, because they are drawn from data, are likely to offer insight, enhance understanding, and provide a meaningful guide to action." (Strauss & Corbin, 1998, p 12).

Ethical Review

Prior to the commencement of this research project the research ethics were approved by the Human Subjects Board in October 2017. The Thompson Rivers University Human Ethics Policy reviews the research proposal and evaluates the risks of the research project (Thompson Rivers University, 2017). Moreover, the research instrument and consent

forms are reviewed, and approved (Thompson Rivers University, 2017). All participants of this research project signed a consent form before any data was gathered.

CHAPTER 5

RESULTS

The result chapter is divided into two sections. The first one summarizes the results of the survey conducted between January 17 and February 17, 2018, among students at Thompson Rivers University. The outline of the report follows the structure of the questionnaire and provides tables and graphs regarding the demographic profile of the participants, the wine experience, the participants wine consumption and purchasing profile, as well as a psychographic profile. The data is based on a total of 246 valid responses. The response rate of the paper questionnaires distributed in classes shows a positive response rate of 35 percent. This is can be explained by participation rates of close to 90 percent among those classes who have a mandatory field trip to the local wineries as part of their curriculum. Excluding those three classes, the response rate is at a respectable 22.3 percent.

The results are presented in forms of tables which provide information regarding the response frequency, and overall percentage for quantitative questions. Ranking questions and those concerned with people's agreeableness show results based on 7-point Likert scale means and standard deviation. Lastly, open questions were coded and regrouped based on reoccurring themes.

The second section summarizes the results of the two interviews conducted with employees at the participating wineries on the Kamloops Wine Trail. The information gained from the interviews is structured around the themes of the general visitor profile in connection to the Millennial Generation, the overall marketing strategy of the winery, and its connection to the Kamloops Wine Trail.

Survey Results

Demographic Profile

Table 5.1

Participants enrolled at Thompson Rivers University

Variable	Frequency	Percentage
Yes	246	100
No	0	0
Total	246	100

Table 5.2

University level of the participants

Variable	Frequency	Percentage
4th year and above	83	33.33
3rd year	74	30.08
2nd year	36	14.63
1st year	23	9.35
Post baccalaureate	18	7.32
Master's program	16	5.28
Total	246	100
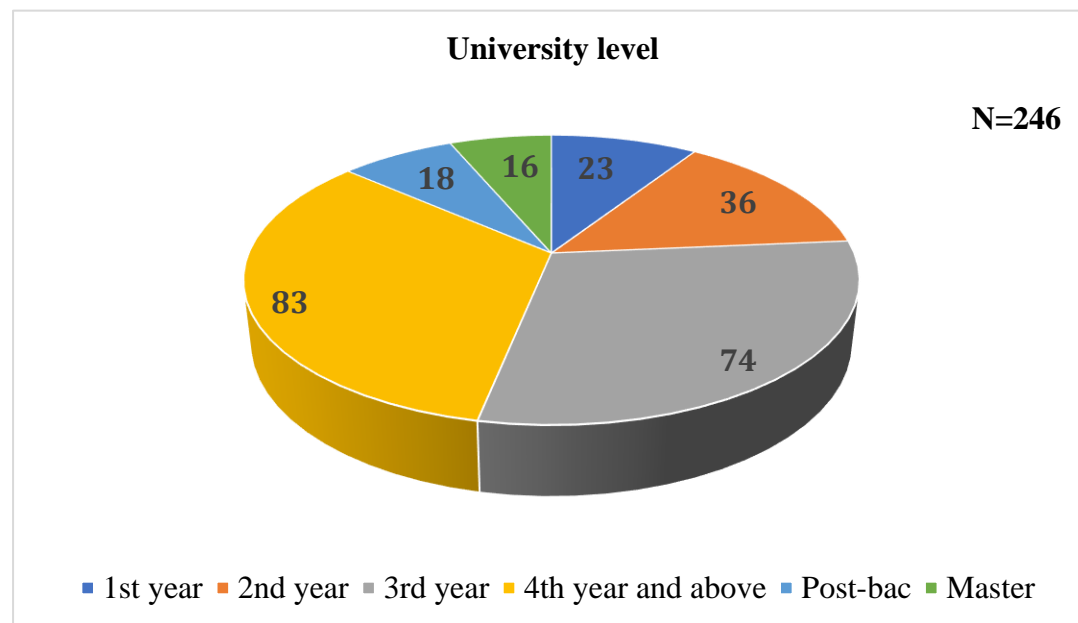
Figure 5.1: University level of the participants.

Table 5.3

Age of the participants

Variable	Frequency	Percentage
Under 19 years of age	0	0
19 – 24 years	175	71.14
25 – 29 years	56	22.76
30 – 37 years	15	6.10
Above 38 years of age	0	0
Total	246	100
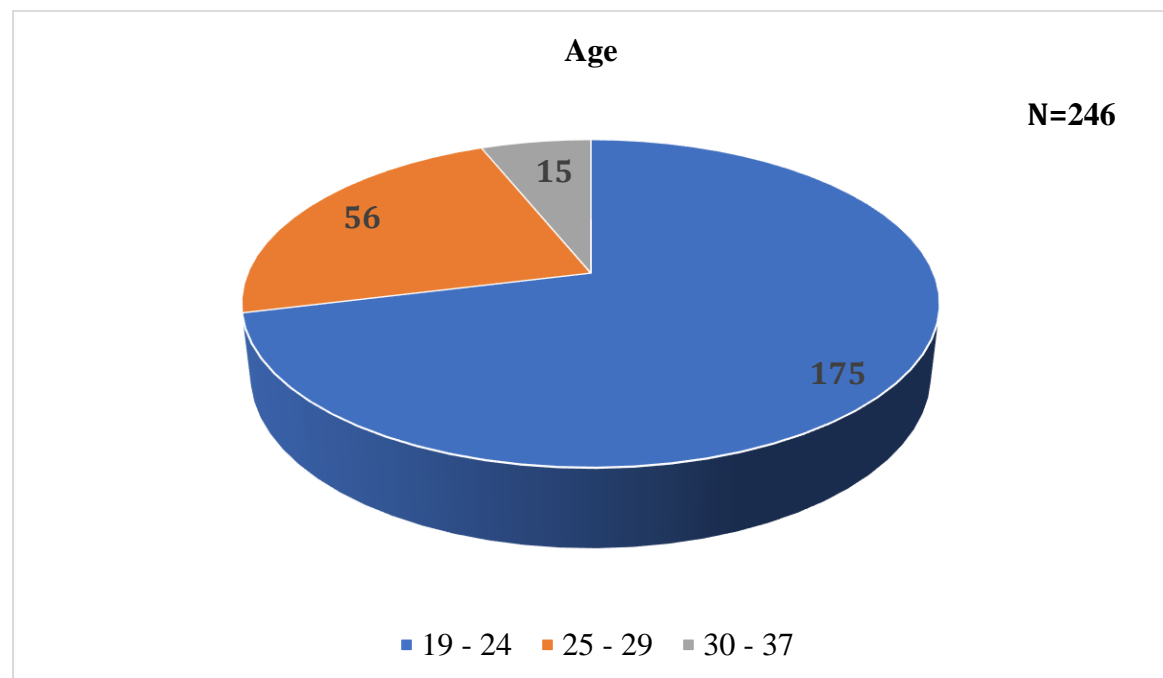
Figure 5.2: Age of the participants.

Table 5.4

Gender of the participants

Variable	Frequency	Percentage
Female	184	74.80
Male	62	25.20
Non-binary	0	0
Total	246	100
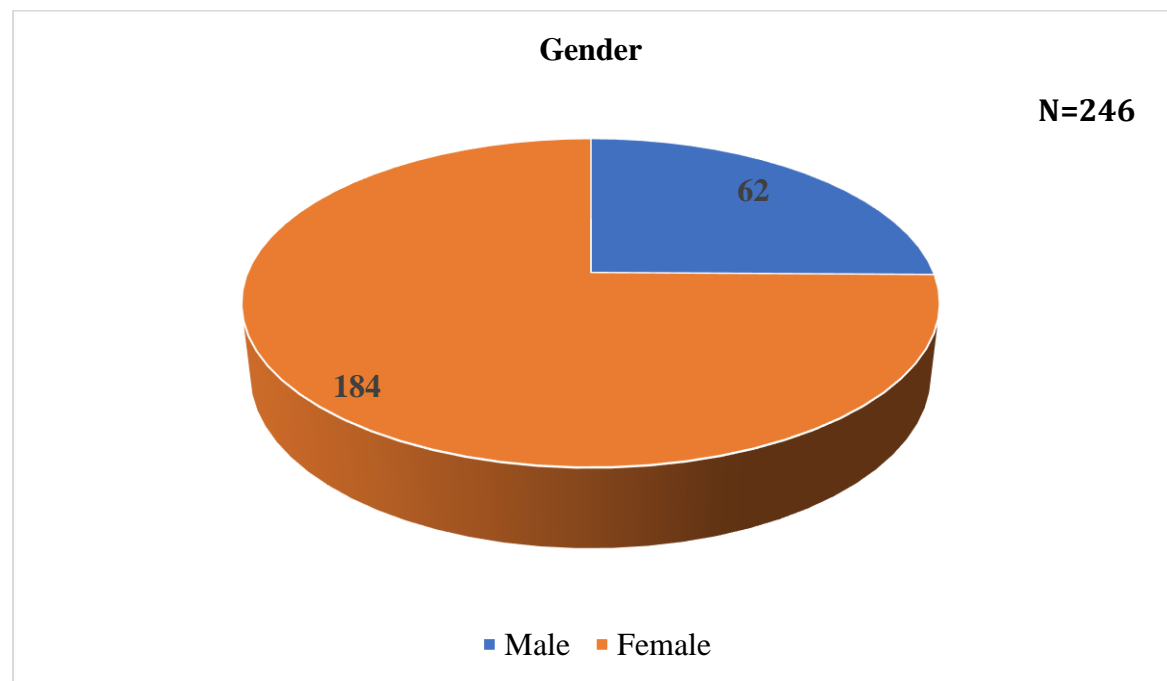
Figure 5.3: Gender of the participants.

Table 5.5

Income source outside of TRU

Variable	Frequency	Percentage
Part-time job	120	48.78
I do not have a job	76	30.89
Casual work	34	13.82
Full-time job	16	6.50
Total	246	100
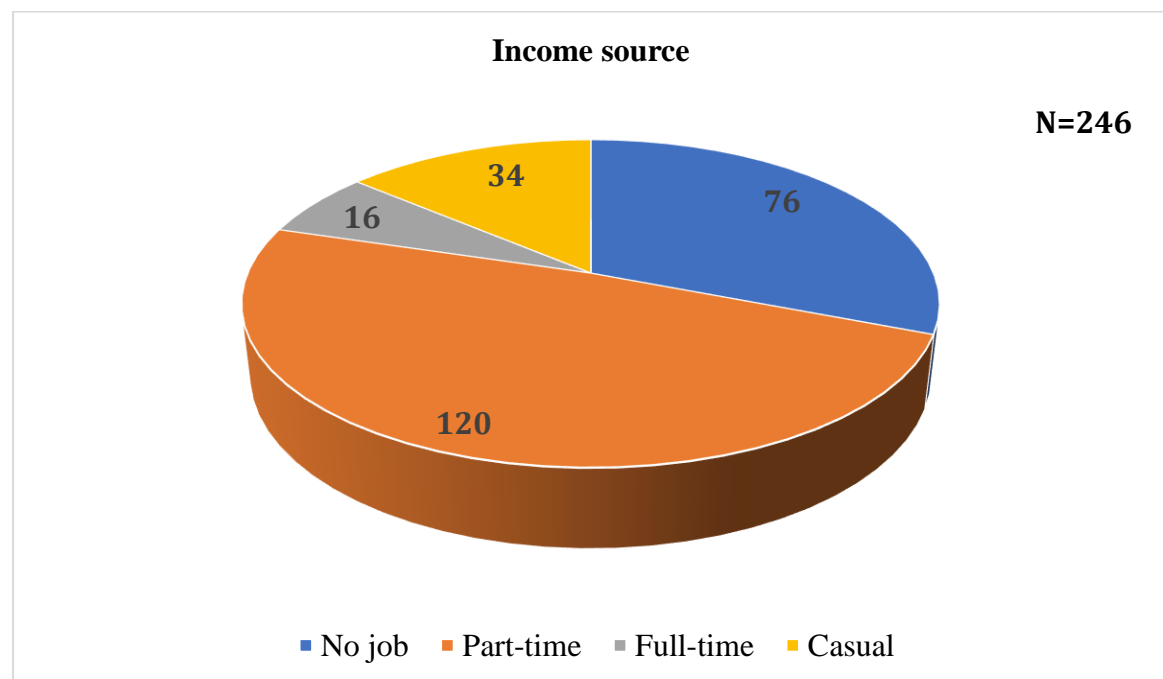
Figure 5.4: Income source of the participants outside of TRU.

The Wine Experience

Table 5.6

Visitation of wineries in the past 12 months

Variable	Frequency	Percentage
Monte Creek Ranch & Winery	194	43.21
Harper's Trail Winery	141	31.40
Privato Vineyard and Winery	75	16.70
Sagewood Winery	39	8.69
Total	449	100
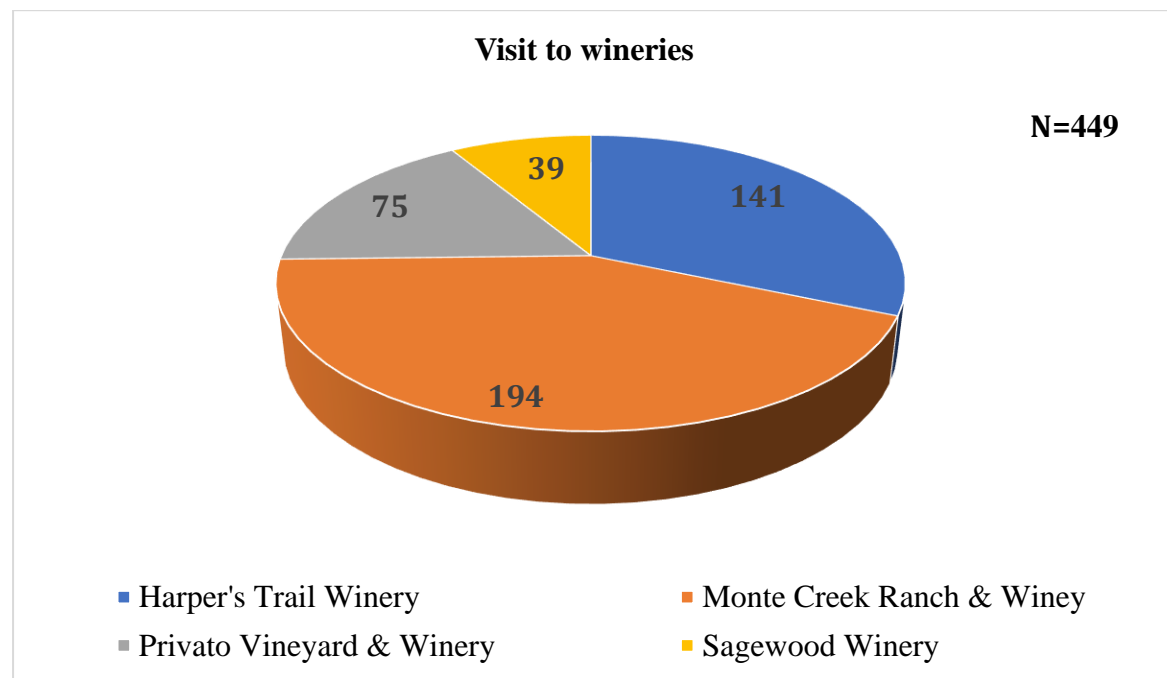
Figure 5.5: Visitation of wineries in the past 12 months.

Table 5.7

Reasons for choosing one winery over another from 1=the most important to 6=the least important

Variable	Mean	Standard Deviation	Rank
A friend's recommendation	2.31	1.19	1
I have been to this winery before	3.10	1.45	2
The winery experience seemed more appealing than those of other wineries	3.15	1.21	3
The tour was pre-organised for me, so it wasn't my choice	3.29	1.67	4
I was not aware of other wineries in the area	3.97	1.40	5
Other	5.17	1.74	6

N= 246

Table 5.7.1.

Other reasons for choosing one winery over another

Theme	Frequency
Special events & attractions	14
Location & convenience	12
Familiarity with wines & other personal connections	11
Other people's decision; excursions & (online) reviews	8
Work related	5
Discounts & Price	2
Most photogenic	1

N=53

Table 5.8

First time visit to one of the wineries on the Kamloops Wine Trail

Variable	Frequency	Percentage
Yes	143	58.13
No	103	41.87
Total	246	100
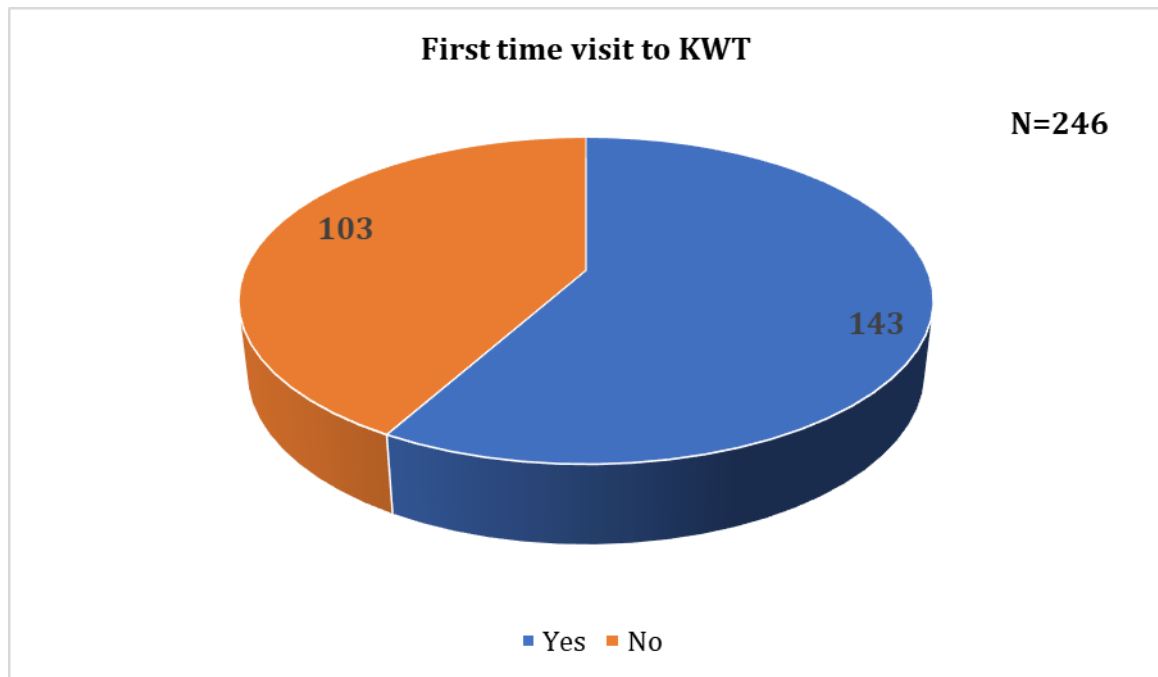
Figure 5.6: First time visit to one of the wineries on the Kamloops Wine Trail.

Table 5.9

Previous visit to other wineries which are not part of the Kamloops Wine Trail

Variable	Frequency	Percentage
Yes	141	57.32
No	105	42.68
Total	246	100
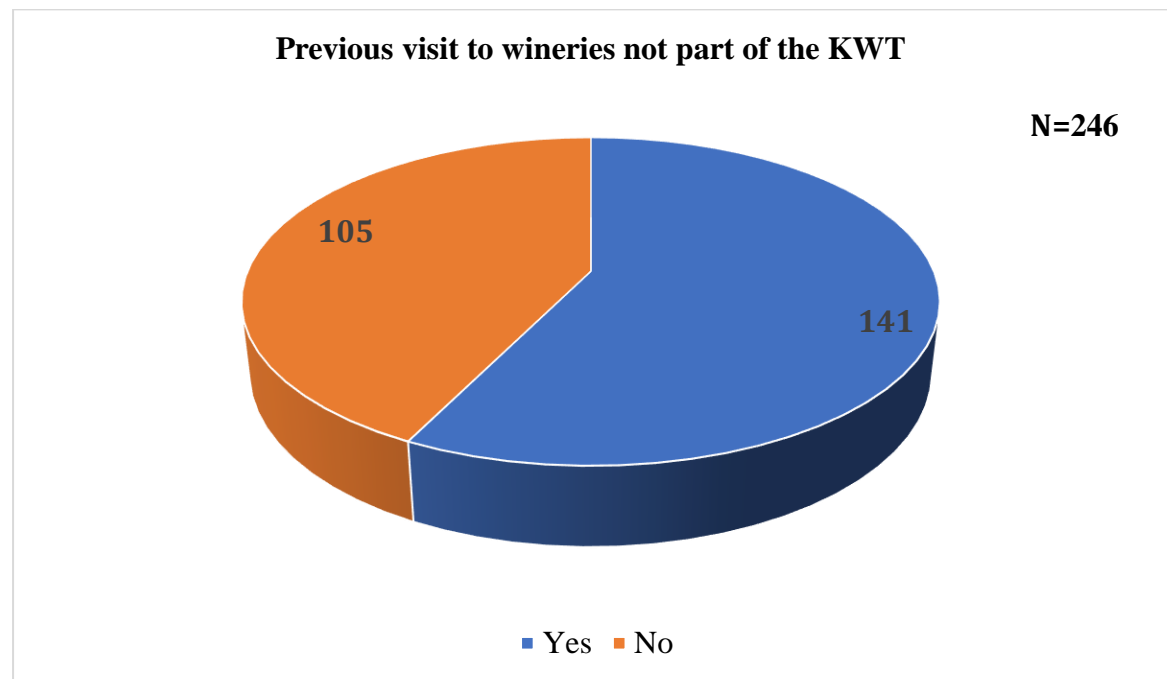
Figure 5.7: Previous visit to other wineries which are not part of the Kamloops Wine Trail.

Table 5.10

Number of visits to wineries on the Kamloops Wine Trail in the past 12 months

Variable	Frequency	Percentage
Once	169	68.70
Twice	44	17.89
Three to four times	22	8.94
Five or more times	11	4.47
Total	246	100
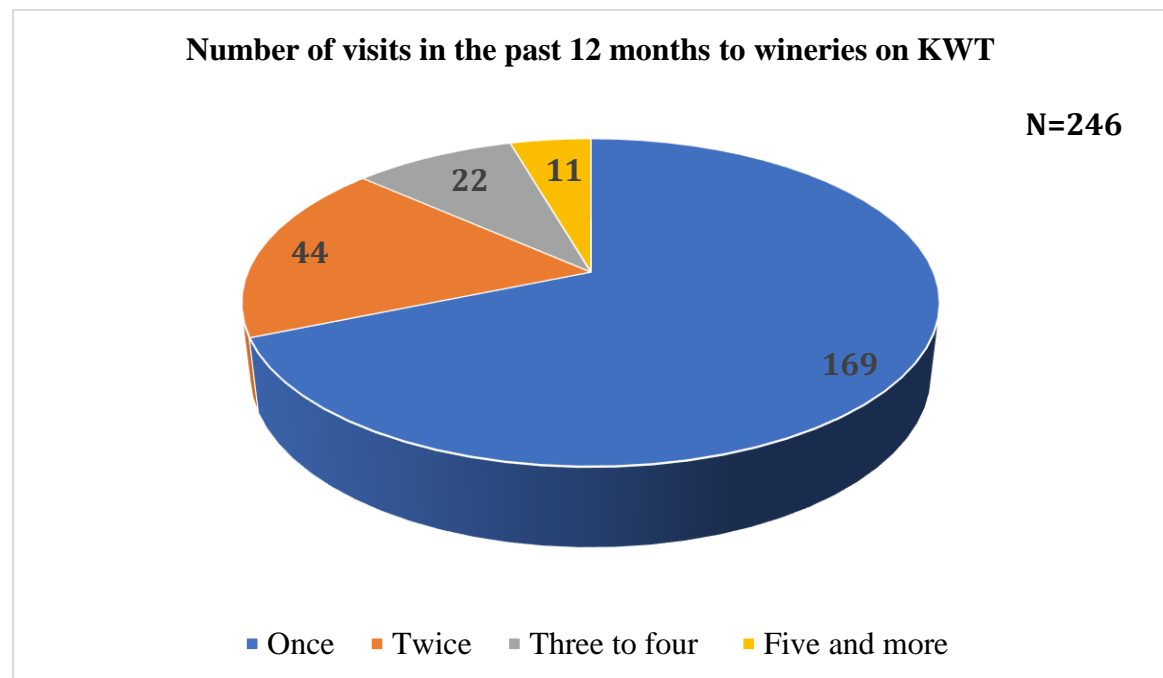
Figure 5.8: Number of visits to wineries on the Kamloops Wine Trail in the past 12 months.

Table 5.11

Encouragement to visit wineries more frequently from 1=the most important to 7=the least important

Variable	Mean	Standard Deviation	Rank
Attending special events at the winery	2.23	1.53	1
Wider spread distribution of products, eg. Wine tastings at liquor stores	2.77	1.35	2
Increased marketing presence on social media	3.35	1.38	3
Joining and receiving rewards from a loyalty program	3.7	1.66	4
More links to winery websites or Kamloops Wine Trail website	4.65	1.46	5
Popular features in press and TV	5.11	1.30	6
Other	6.21	1.91	7

N= 246

Table 5.11.1

Other encouragements to visit wineries more frequently

Theme	Frequency
Improved access; transportation options	16
Increased product variety	7
Food outlets	5
Promotions & Discounts	5
Radio commercials	1
Extended opening hours	1

N=35

Table 5.12

Travel party

Variable	Frequency	Percentage
With friends	148	38.44
With my family	84	21.82
With my partner	61	15.84
With an organized excursion from TRU as part of my studies	50	12.99
Through my workplace	21	5.45
On my own	12	3.12
Other	9	2.34
Total	385	100

Table 5.12.1

Other travel parties

| Theme	Frequency
On business	5
Special occasion/ event	4

N=9
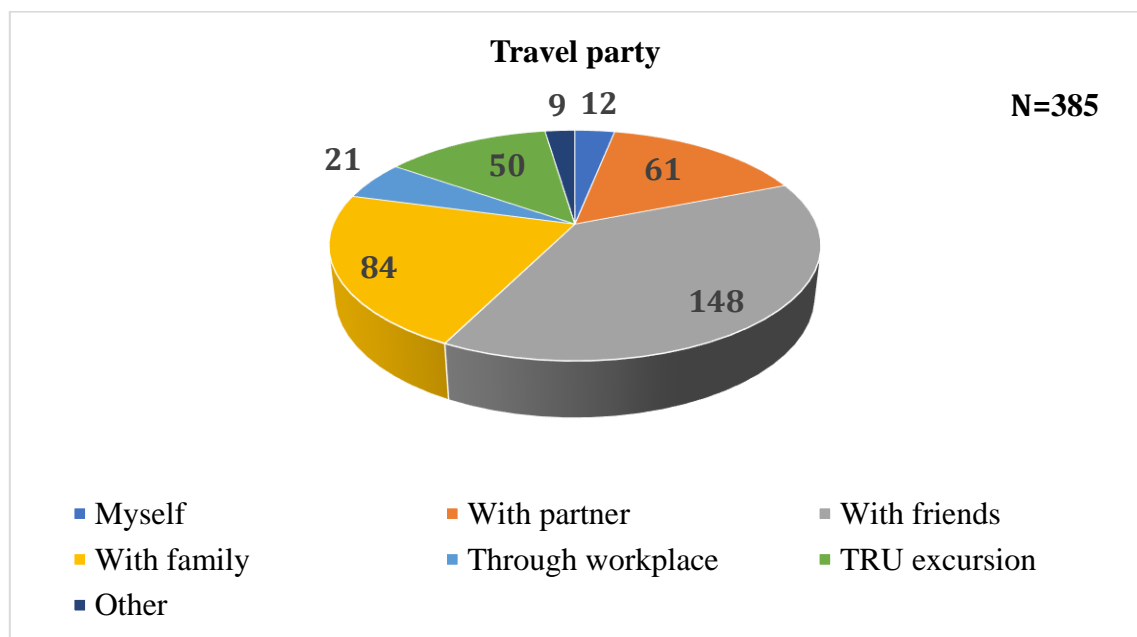
Figure 5.9: Travel party during visits.

Table 5.13

Organization of the visit to the winery

Variable	Frequency	Percentage
Privately, using independent transportation	201	70.77
Booked on an organized tour	61	21.48
Other	20	7.04
Booking through a travel agency/visitor centre	2	0.70
Total	284	100

Table 5.13.1

Other travel parties

| Theme	Frequency
Another person organized it	10
Unplanned drop in	3
In combination with special event	3
Coupon/ Gift card	2
Business meeting	1
Can't remember	1

N=20
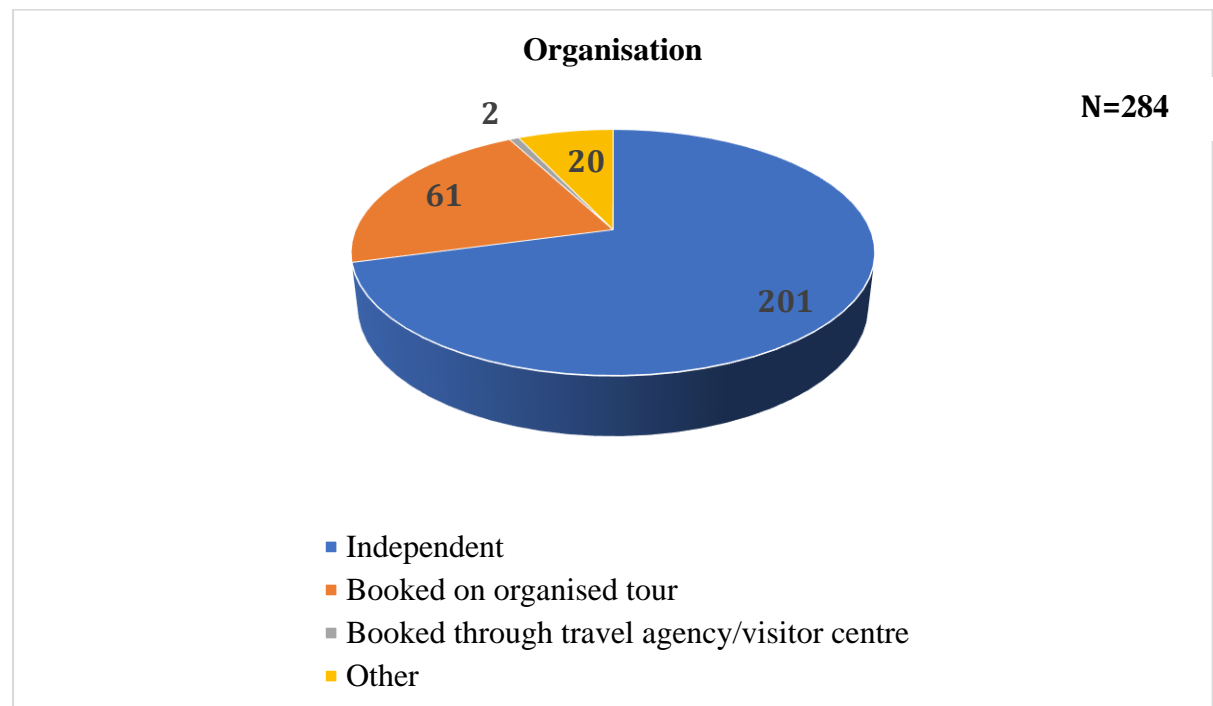
Figure 5.10: Organisation of visit to the winery.

Table 5.14

Experience shared on social media

| Variable	Frequency	Percentage
No	135	54.88
Yes	111	45.12
Total	246	100
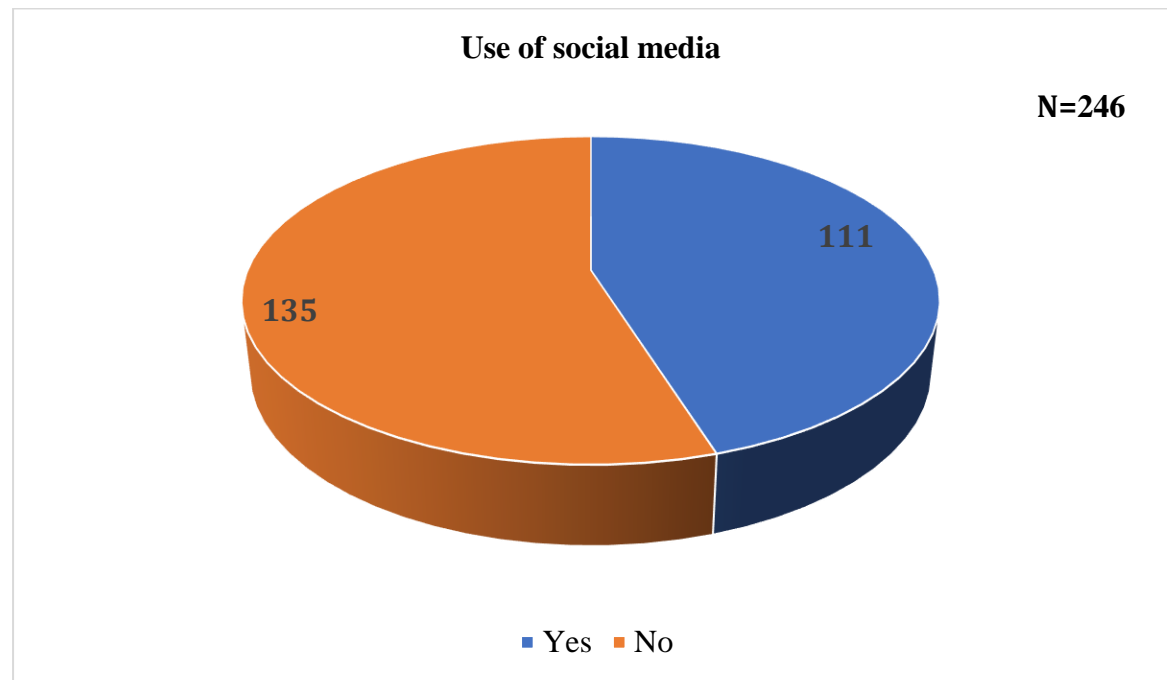
Figure 5.11: Use of social media to share experience.

Table 5.14.1

Reasons for not sharing experiences on social media

Theme	Frequency	Percentage
Not an active person on social media, don't post that much	45	42.45
Didn't feel the need; forgot, living in the moment	24	22.64
No (good) pictures were taken	11	10.38
Nature of the trip	9	8.49
Don't have social media	8	7.55
Other	6	5.66
Friends were posting instead	3	2.83
Total	106	100

Table 5.14.2

Preferred social media channel

Theme	Frequency
Instagram	42
Two or more channels	31
Facebook	17
Snap chat	12
YouTube, Weibo, Twitter, "Kamloops BC Now"	4

N=106

N=111

Figure 5.12: Social media channels used for sharing experiences. Word cloud.

Table 5.15

Perception of social media posts

<u>Mean and Standard deviation based on a 7-Point Likert scale</u>

Social media posts of visiting wineries on the Kamloops Wine Trail make…

Variable	Mean	Standard Deviation
… the visitor look cool	4.63	1.43
… me envious of the visitor	4.61	1.71
… the visitor look savvy	4.59	1.41
… the visitor stand out	4.52	1.39
… the visitor look unique	4.40	1.44
… the visitor more popular	4.31	1.43

N= 246

Wine Consumption and Purchasing Profile

Table 5.16

Means and standard deviation per variable on 7-point Likert scale

Household membership or subscriptions to wine related publications and groups

	Yes		No	
Variable	Frequency	Percentage	Frequency	Percentage
A subscriber to a wine related magazine / publication	22	8.94	224	91.06
A member of a wine related organisation	27	10.98	219	89.02
A follower of online wine related social media	91	36.99	155	63.01
A participant of any informal wine social group	41	16.67	205	83.33

N=246
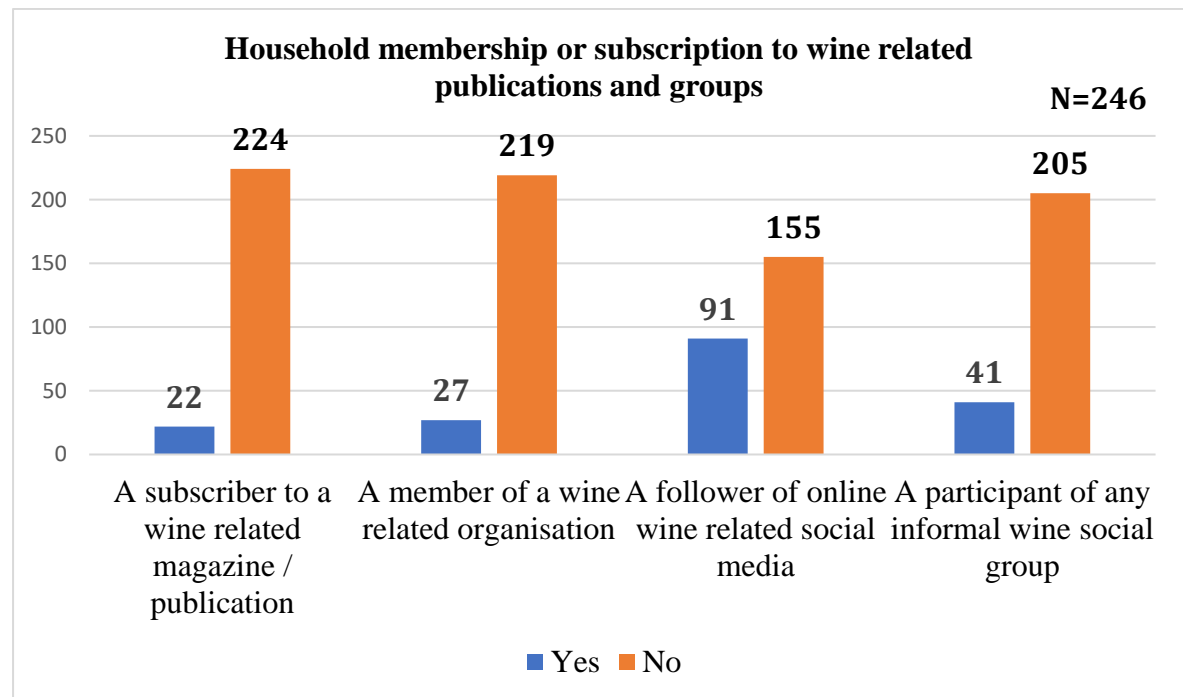
Figure 5.13: Household membership or subscriptions to wine related publications and groups.

Table 5.17

Preferred type of wine

Variable	Frequency	Percentage
Red wine	84	34.15
White wine	73	29.67
I don't have a preferred type of wine	44	17.89
Rosé wine	30	12.20
Sparkling wine	15	6.10
Total	246	100
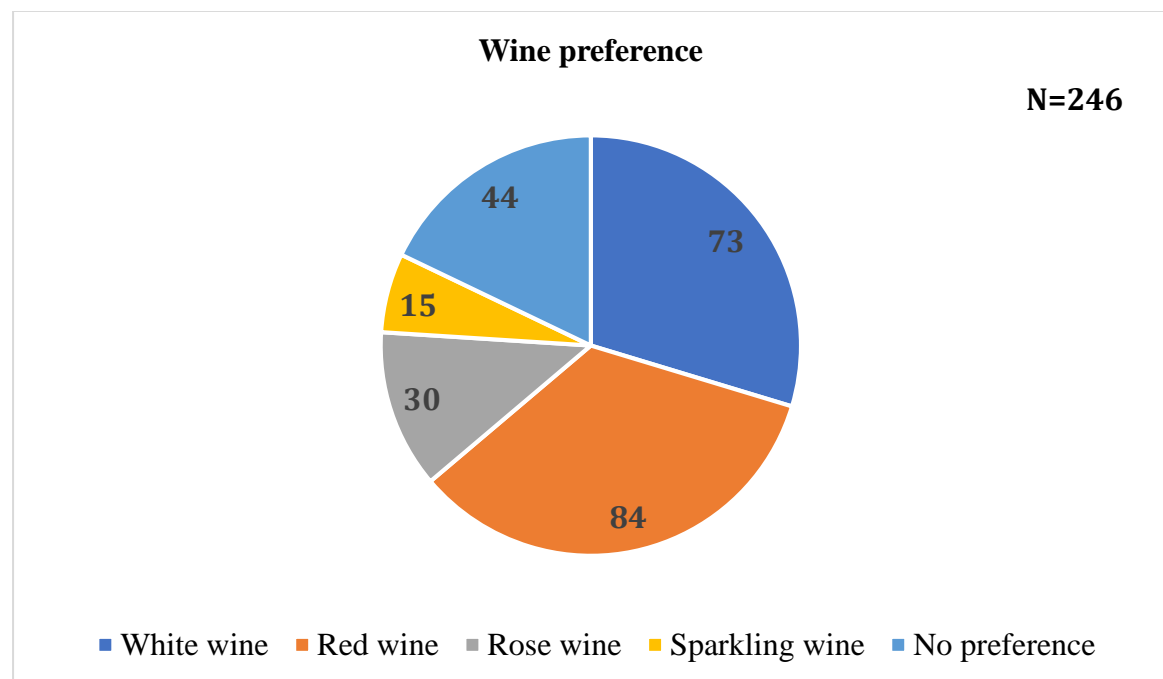
Figure 5.14: Preferred type of wine.

Table 5.18

Most common occasion for consuming wine from 1=the most common to 6=the least common

Variable	Rank	Percentage
When I socialize with friends	1	45.93
When I intend to go out	2	16.67
At restaurants	3	28.05
With meals	4	28.05
When I'm with my family	5	21.54
Other	6	89.02

N=246

Table 5.18.1

Other occasion for consuming wine

Theme	Frequency
Rarely drink wine	8
At any time	6
By myself	6
At home/ when I want to relax	5
At a winey/ wine tour/ at tastings	5
Special occasions	2
Work related	2
When I'm stressed	2

N=36

Table 5.19

Most common reason to buy wine

Variable	Frequency	Percentage
I have had this wine before, and like it	161	23.92
A family member's recommendation	136	20.21
It's on sale	102	15.16
I have been to the winery	92	13.67
The label looks appealing	91	13.52
I know the wine maker, as I had similar wines before	69	10.52
Other	22	3.27
Total	673	100

Table 5.19.1

Other reasons to buy wine

Theme	Frequency
Never, or rarely purchase wine	5
It's from a specific region/ local	4
Preferred grape variety	4
Recommendation from liquor store/ something new	4
Emotional connection to wine	3
As a present	2

N=22
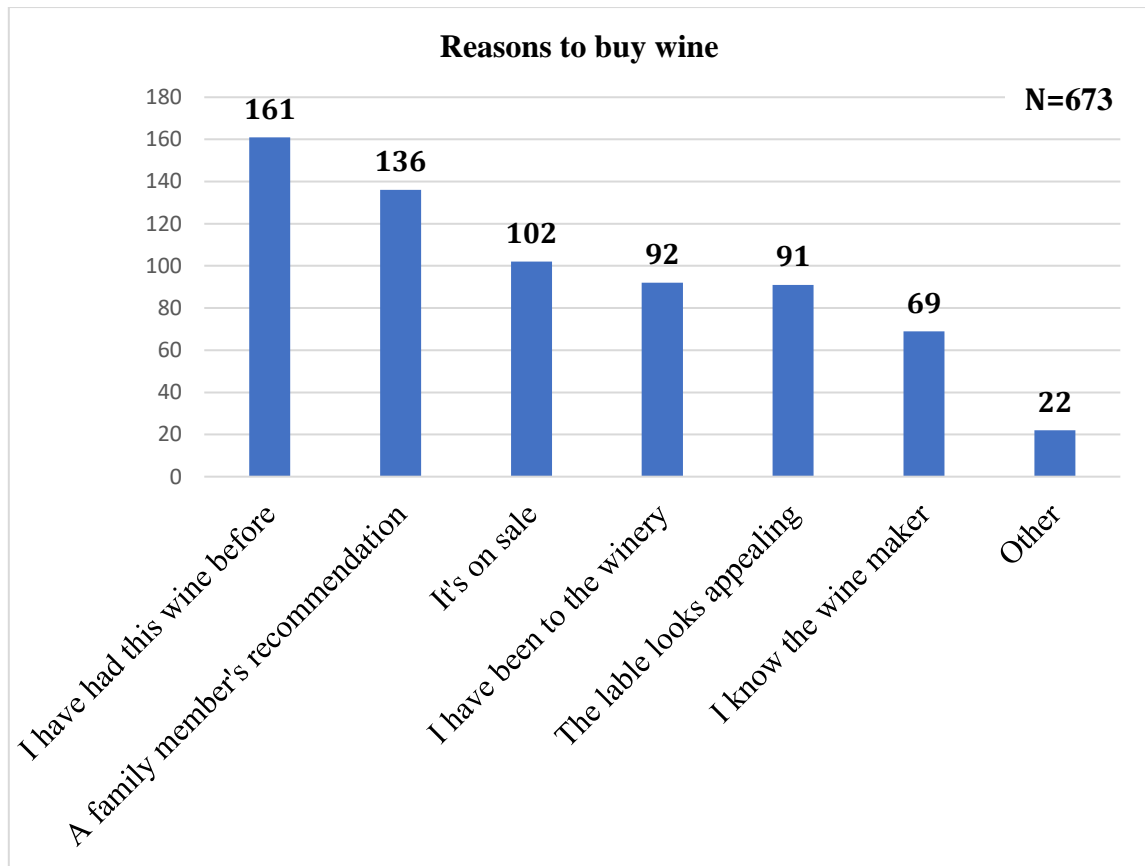
Figure 5.15: Most common reason to buy wine.

Psychographic Profile

Table 5.20

Means and standard deviation per variable on 7-point Likert scale

Motives to visit the wineries

Variable	Mean	Standard Deviation
To socialize with friends	5.65	1.47
To participate in a new activity	5.55	1.38
The wineries on the Kamloops Wine Trail are easily accessed	5.02	1.56
The rest of the group influenced my intention to visit the winery	4.74	1.72
To do something with my family	4.52	2.05
The wine tasting was combined with other activities	4.46	1.83
The visit was a mandatory part of my course	2.27	2.06

N=246

Table 5.21

Means and standard deviation per variable on 7-point Likert scale

Importance of attributes of a winery experience

Variable	Mean	Standard Deviation
To taste the winery's products	6.30	0.96
To enjoy the landscape and scenery	6.00	0.97
To learn how to appreciate wine, and how to taste wine	5.43	1.39
To have a tour through the vineyards	5.34	1.30
To increase my knowledge on wine and viticulture, and learn about the wine making process	5.23	1.49
To purchase wine	5.02	1.54

N=246

Table 5.22

Means and standard deviation per variable on 7-point Likert scale

The visit to the wineries allowed me to…

Variable	Mean	Standard Deviation
… have fun	6.15	0.90
… relax	5.81	0.99
… escape routine	5.18	1.32
… drink a lot	3.98	1.71

N=246

Table 5.23

Means and standard deviation per variable on 7-point Likert scale

Personal statements

Variable	Mean	Standard Deviation
I am always looking for new experiences	5.05	1.00
Wine tourism is a great way to experience different lifestyles and cultures	4.71	1.15
Wine is sophisticated, compared to other alcoholic beverages	4.35	1.65
I have great interest in wine, and the art of wine making	4.30	1.88
My family always drank wine so it was natural for me to start	4.26	2.20
Wine drinking is a great way to meet people	4.21	1.42
I started to drink wine in response to wine advertisement	4.09	3.07
My friends were drinking wine so I tried it	4.08	2.04

N=246

Table 5.24

Self-reflection on visitor profile of wineries on the Kamloops Wine Trail

Means and standard deviation per variable on 7-point Likert scale

The way I see people who visit the wineries on the Kamloops Wine Trail is consistent with how I…

Variable	Mean	Standard Deviation
… like to see myself	3.95	1.50
… see myself	3.93	1.48
… would like others to see me	3.83	1.50
… believe others see me	3.75	1.46

N=246

Table 5.25

Most memorable experience

Theme	Frequency	Percentage
Socializing with friends/family, spending time with loved ones	64	34.22
Wine tasting and other food products	60	32.09
Scenery and natural setting	46	24.59
Learning experience	32	17.11
Attending special event/ special occasion	32	17.11
Meeting staff and owners	25	13.37
Atmosphere, architecture and design	15	8.02

N=187

Figure 5.16: Most memorable experience. Word cloud.

Interview Results

Both interviews took place at the winery, or downtown office and were of approximately 40 minutes of length and addressed the same topics - the general visitor profile of the wineries, Millennials at the wineries, the marketing channels and means, and lastly the creation of the Kamloops Wine Trail and its importance to the business operation.

Harper's Trail Estate Winery

For the interview at Harper's Trail two members of the team were present. The main interview partner (Interviewee 1.1) is the winery's sales representative, who is in charge of maintaining the winery's restaurant accounts, retailers, local government stores, as well as being present at wine events and trade shows, and meeting new clients. As the interviewee has only been with Harper's Trail since 2017, one of the winery owners (Interviewee 1.2) was present to answer questions relating to the Kamloops Wine Trail. Harper's Trail only employs a hand full of full-time staff, thus many task responsibilities overlap; for instance, the marketing department at Harper's Trail is a joint effort by the entire staff. Similarly, during peak season it is not uncommon to find the interviewee behind the tasting room bar, which however allows her to know the product she is selling from start to finish.

Visitor profile

In terms of identifying the visitors coming to Harper's Trail the winey relies on its employee's observational skills. As the tasting room is particularly busy during the summer months, there is no system in place which tracks the visitor's origin, but through personal connection. As the interviewee states "[w]e keep a really personal connection with our customers here" (Interviewee 1.1). The winery has a strong local customer base to which they promote to, as "they are what made us successful" (Interviewee 1.1). In regard to provincial visitors, the main focus of Harper's Trail is to capture visitors from the Lower Mainland. An increasing market for the winery are independent international travellers travelling from Vancouver to Jasper or Banff National Parks in Alberta, and for the domestic segment there is an increase in visor numbers coming from Ontario. At the same time, Harper's Trail experiences a number of wine tours coming to the winery with varying sizes, which however are not the most important economic aspect for Harper's Trail.

"But I wouldn't say wine tours are the main focus of our business. They don't generate a lot of sales, wine tours. Because, let's face it, people on the wine tour have fun, so (…), we're not seeing them walk out with cases of wine, in some cases not even a bottle of wine. (…) but they're fantastic to have and we're really fortunate to have the four that we have in Kamloops." – Interviewee 1.2

Millennials at Harper's Trail

As stated by the interviewee the visitor profile to Harper's Trail is quite diverse; "we see everything from young couples to families, to groups of girlfriends" (Interviewee 1.1). As such, the Millennial Generation represents approximately 40 percent of the overall visitor traffic to Harper's Trail. One of the reasons for such a large proportion might be the fact that Kamloops is an emerging region which markets itself as an accessible destination to everyone.

"I feel like that is something that we are really trying to pull away from. And the BC wine industry as a whole is trying to do that, like BC Wine Institute. And (…) especially Kamloops Wine Trail, we're trying to make it accessible. Like, all of our staff, we're all highly trained in wine. This is what we live and breathe and love to do. And you can still educate and share wine, but it doesn't have to be snobby or doesn't have to be viewed that way; that to me is something that was back in the like 70s, early 80s. And we have seen this big shift in transition now, where it's you're trying to share knowledge and share the product, but in a way that is accessible to everyone. So, people don't feel intimidated when they walk through the door. And that is really our mandate. When people walk through the door, we want you to feel comfortable." – Interviewee 1.1

Marketing

In line with Harper's Trail vision of providing an open and accessible experience to everyone at the winery is the way they market themselves.

"Because we know that that's for now, especially that generation, sharing your experiences online and on social media is a very important part of your life. And something that we actually encourage here at the winery. (…) So, I think that what we're doing is, we're marketing toward those people, and trying to get people, a little but up and close to the product, that before it ends up in the bottle. And it really helps, with that you know open, sharing information atmosphere." – Interviewee 1.1

As such, Harper's Trail main marketing channels are through social media and only very little in print advertisement. The winery makes no differentiation in marketing towards different generational segments. However, for events held at Harper's Trail, like 'Wine

down Wednesday', a free music event during the summer, they focus on including all different demographic, hence "we try to make sure we have events of different kinds to attract different groups of people and different demographics" (Interviewee 1.1).

Harper's Trail and the Kamloops Wine Trail

The last part of the interview was concerned with the creation of the Kamloops Wine Trail. Both interview partners agree that being a member of the Kamloops Wine Trail helps increase awareness both locally and provincially and brings more visitors to the winery. At the same time, the interviewee predicts a prosperous future for the Kamloops wine industry which might help tackle current issues like provision adequate transportation to local wineries in the future.

> "(...) Kamloops is going to get more wineries down the road. And so, hopefully with more interest coming to this region, and people wanting to spend more money, tourists coming through, maybe we can have a solution worked out. In the future, and something that we can involve the city and or the Wine Trail and something that makes that transportation issue easier." – Interviewee 1.1

Monte Creek Ranch Winery

Similar to the first interview, two managers from Monte Creek Ranch Winery were present during the interview. The primary interview partner (Interviewee 2.1) is in charge of marketing, yet despite Monte Creek Ranch being a larger operation than the other local wineries, "[P]eople (still) wear lots of hats and support each other (...)" (Interviewee 2.1). The second interview partner (Interviewee 2.2) is responsible for the operations of the on-site tasting room.

Visitor profile

Monte Creek Ranch's domestic market is Western Canada, predominantly Alberta and British Columbia. However, the winery is the only one on the Kamloops which welcomes big tour coaches and collaborates with "some big names in the tourism industry" (Interviewee 2.1) like Jonview's Discover Canada tours, which results in wine tours being an important revenue stream for Monte Creek Ranch. As such Monte Creek Ranch receives many international travellers, too.

Nevertheless, the majority of the visitors to Monte Creek Ranch Winery are independent travellers that bypass Kamloops on the way to Banff and Jasper National Park. The business however still faces some challenges in keeping track of their visitor data especially during peak season. Among the means taken to receive visitor feedback is having a manager on the floor which allows for "more organic feedback from guests who were coming up to the manager on the floor and sharing comments for the first time" (Interviewee 2.2). Additional to the feedback in the taste room the winery relies on comments from TripAdvisor.

One of the measures taken by the management to better streamline their visitor's expectations and marketing approach was to identify visitors based on Destination Canada's Explorer Quotient (EQ) tool. The Explorer Quotient is a market research tool for tourism business which identifies people's social values, world views and personal beliefs to understand what different travel experiences people pursue. The Canadian Tourism Commission (CTC) has identifies three different EQ profiles: Free Spirits, Cultural Explorers, and Authentic Experiencers (CTC, 2015). The CTC (2015) defines global free spirits as "highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others." (CTC, 2015, p 10). Cultural Explorers on the other hand are characterized by "their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit." (CTC, 2015, p 12), and Authentic Experiencers are "typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit." (CTC, 2015, p 14).

"We're more of, I guess, the newer version of how Canada and BC are looking at travellers. So, we follow the EQ [Explorer Quotient] profile types. So, we go with, you know, free spirits, cultural explorers and authentic experiencers; are kind of the main people that come to our building. So, people that are looking for something outside of the box. Off the beaten path, but they want an authentic feel as well. That's kind of where we go. So, with that, you know, I guess marketing plan and also building out our tour program, what we say in the taste room as

well, that connection and storytelling that we create with our staff, that then are told to our guests, we do capture some certain types." – Interviewee 2.1

Millennials at Monte Creek Ranch

In regard to millennial wine tourist Monte Creek Ranch sees an almost even number of Millennials and other generations. In line with their visitor profile and less focus on generational differences is the winery's marketing stagey.

"We focus less on kind of people's age and their income and more about how they want to feel, what they want, the emotional connection they want to their travel experiences, that's what we kind of focus on. (…) We're targeting a certain type of person, who may, or may not be a Millennial." – Interviewee 2.1

Marketing

As for Monte Creek Ranch's marketing approach the focus is to meet the expectations of free spirits and authentic experiencers which have been identified as the majority of the winery's visitor profile. There is however some sort of generational segmentation based on the preferred marketing communication channel and chosen images.

"But we do, for our marketing, we do have to segment a bit. Because, (…) Millennials are very much on Instagram, whereas Baby Boomers like more print materials. They like more the website, Facebook, so, we kind of play around, but the messaging is still the same, that it is an authentic, you know, unique BC experience. Thompson Valley is the new frontier BC wine making, we're a new region, emerging. We offer these things. But that's also how (…) we kind of tell our story. And then we branch it out a little bit, use different images for different groups (…), use younger couple to appeal to the Millennials, use an older couple for the Baby Boomers, but generally the story is still the same." – Interviewee 2.1

Monte Creek Ranch and the Kamloops Wine Trail

In being the newest addition to wineries in the local area, the founding of the Kamloops Wine Association was initially initiated by Monte Creek's general manager. The interviewee agrees that one of the outcomes of the association is the increase in visitors, yet "when it comes to volume of visitors through revenue from, (…) Wine Trail related things, it's a smaller number. So, we get way more, you know, revenue from the tour busses that come through." (Interviewee 2.1). For Monte Creek Ranch the Kamloops Wine Trail is less of a revenue stream yet more a means of strengthening the overall local wine industry.

"For us, it was more about just creating the community feel, (…), rising tide raises all boats. That if we're all talking about each other, then people are more inclined to spend more money on the trail, spend more time with us on the trail, and also have such a good experience, that they bring their friends and family, next time people are in town. Or next time they're through. So, I wouldn't say like a considerable amount of our success is because of the Wine Trail, because we do so much for ourselves. Like, when it comes to our budgeting for the year, a very small portion of our budget goes to our association fees and things like that, paying for our association and all the events that go on with that. So, it's a very small piece of what we do, but it's an extremely important part for our community, and bringing awareness to our region." – Interviewee 2.1

As for Kamloops' future in wine tourism the interviewee predicts continuous growth. "And it's only going to be growing in this area. More land is becoming available. More vineyards are being planted." (Interviewee 2.1).

CHAPTER 6

ANALYSIS & DISCUSSION

This chapter begins by analysing the results as outlined in the previous chapter. In brief, the participation and knowledge of local wineries among survey participants is examined in further detail, and a visitation profile for the wineries on the Kamloops Wine Trail is provided. Based on this, the subsequent discussion examines first time visitors to the Kamloops Wine Trail compared to repeat visitors which should help the participating wineries to better understand the market segment of Millennial TRU students.

Winery Profiles

As an overall observation it is inevitable that the participation rate among students of the Millennial Generation at Thompson Rivers University is relatively low. Based on the administration of paper surveys in classes, the average response rate was around 23 percent.

Knowledge on Local Wineries

One of the most striking observations during the time of data gathering was the fact that many of the students approached by the researcher were unaware of the existence of wineries in the vicinity. Students however are aware of other wine regions in British Columbia, such as the Okanagan Valley, or wineries in the Penticton area, which poses a direct threat of competition to wineries in Kamloops. This observation is shared by the participating wineries, as during both interviews participants agreed that there is a substantial number of local people in Kamloops who are unaware of the existence of local wineries or the Kamloops Wine Trail. Moreover, most of the provincial support and marketing is directed to wineries in the Okanagan Valley as indicated by one of the interviewees.

With the aim of this research paper to support local wineries in their pursuit to attract and market to a millennial target segment, one of the primary steps is to establish what makes the participants choose a specific winery. Generally speaking, only 22 of the 246 respondents have been to all four wineries around Kamloops, which suggests that there are differences in the wine experience offered by individual wineries which may influence visitor's decisions to visit or not. 72 percent of the 22 are repeat visitors to the Kamloops Wine Trail who visit local wineries multiple times per year. The majority of the 246 respondents (52 percent) have only been to one winery, of which two thirds are

first time visitors to the Kamloops Wine Trail. Almost one quarter of the respondents has been to two wineries, and 15 percent have visited three different wineries in 2017.

Sagewood Winery

Sagewood Winery is with 39 respondents the least visited winery around Kamloops among the survey participants. The average visitor to Sagewood Winery can be profiled as dominantly female, aged 19 to 24, thus in their 3rd to 4th year of university, and having a working position. With only 12 percent of the visitors to Sagewood Winery not having a job, this is the lowest rate of all winery profiles. Moreover, almost all visitors to Sagewood have also been to other wineries in the area, as such more than 80 percent of visitor to this winery are repeat guests to the Kamloops Wine Trail. Visits to Sagewood Winery are most commonly with friends or family and the used method of transportation is almost exclusively independent. Similarly, close to 88 percent of visitors to Sagewood Winery have an income source of some sort, which is significantly higher than the overall results among the participants where this is applicable to around 70 percent.

Among visitors who have been to Sagewood Winery the most common reason to visit the wineries is based on personal recommendations, closely followed by previous experiences. Means to increase repeat visitations include attending special events, wider spread of products, increased marketing presence on social media as well as rewards from loyalty programs. Among all respondents, visitors to Sagewood Winery have stated the highest degree of importance for loyalty programs, as they also have the highest degree of agreeableness to purchase wines when visiting a winery compared to visitors of other wineries.

The overall lower visitation number can be explained by the fact that Sagewood is no longer a member of the Kamloops Wine Trail. The winery is a small family-run operation with a limited marketing reach. This however suggests, that millennial wine tourists who have previously been to the winery, have a high return rate thus supporting Barton *et al.'s* (2013) observation of loyalty among Millennials. More than a third of all visitors to Sagewood Winery have been three or more times to the winery in 2017. Also, participants to Sagewood Winery have shown the highest rate for sharing their experiences on social media (59 percent) than participants to other wineries on the Kamloops Wine Trail and have the highest percentages for wine-related memberships and subscriptions. Lastly, visitors to Sagewood Winery have the strongest sense of all visitors

to local wineries who can identify themselves with the winery and their visitors (M=4.33).

The main motivations for visitors coming to Sagewood Winery include to taste the winery's products (M=6.56), to have fun (M=6.25), to enjoy the scenery (M=6.18), to have an opportunity to socialize (M=5.92), and to do something with the family (M=5.31).

Privato Vineyard & Winery

Similar to the other winery profiles, the demographics of 75 visitors to Privato Vineyard & Winery in this study are 19 to 24 year-old, 4th year female students who have a part-time job. Privato has with 27 percent, the highest visitor rate for male participants among all wineries which reflects on visitors travel companions. In regard to the travel party participants were going with, the majority of visits to Privato was still with friends or family, yet there were also significantly more participants visiting with one's partner than at any other winery.

Privato Vineyard & Winery is a more preferred destination on the Kamloops Wine Trail among those visitors who have been to other wineries on the Wine Trail before. Less than 25 percent of visitors to Privato are first time visitors to the Kamloops Wine Trail. Hence, three quarter of visitors to Privato Vineyard & Winery are repeat visitors to local wineries and chose to visit because of personal recommendations. As such, more than half of the visitors to Privato Vineyard & Winery have visited at least twice in the past year. Some participants also cited that the Christmas Tree Farm, especially during the Holidays, presents a unique feature and draw to the winery. Per se, hosting special events would encourage more repeat business as recommended by most of the participants. Another recommendation which visitors to Privato Vineyard & Winery place more importance on than visitors to Sagewood Winery, is the wider spread of product distribution, for instance in local liquor stores.

The most commonly cited reasons for visiting the winery are to taste the products (M=6.43), and to have fun (M=6.31) which is closely related to the idea of socializing with friends (M=5.73), to enjoy the landscape and scenery (M=5.96),) and to relax (M=5.96). Visitors to Privato Vineyard & Winery have were also among those respondents who showed the highest interest in wine and the art of wine making (M=4.67). Thus, similar to visitors to Sagewood Winery, those visitors place high

importance on increasing their knowledge on wine and viticulture while at the winery (M=5.41).

Harper's Trail Estate Winery

The demographic profile of the visitors to Harper's Trail Winery can be summarized as mainly female 4th year students, aged 19 to 24 who have a part-time position. Results on the visitation to Harper's Trail Winery indicates that 47 percent of the 141 respondents have been to wineries on the Kamloops Wine Trail for the first time. The survey results also indicate that visitors to Harper's Trail have often been to other local wineries, too. Only about one quarter of visitors to the winery have not visited other local wineries, and for almost all of them (31 out of 36), it was the first time to a winery on the Kamloops Wine Trail. With such a high percentage of first time visitors to the winery, most people (62 percent) have only come once in the past year.

For most respondents the main reason to visit Harper's Trail was a friend's recommendation, as well as their previous experience at the winery. Recommendations on how to encourage repeat visitation includes offering special events at the winery and a wider distribution of the winery's products.

The majority of the respondents visit Harper's Trail Winery with their friends (38 percent), family (21 percent), partners (15 percent), as well as excursion based (12 percent). As such, there is a relatively high rate of visitors booked on an organized tour with every fourth visit being organized that way. The preferred transportation method however remains independent, as two thirds of the respondents claim.

Just over half of all respondents' state to not post their visit on social media for reasons of privacy. Similarly, most visitors have a somewhat undecided opinion on social media posts of people visiting the winery. Nevertheless, 42 percent of the visitors are following wine related social media posts, compared to only 8 percent of the visitors subscribing to wine related print advertisement, which supports the winery's observation of prints not being a valuable marketing channel for them (Interviewee 1.2).

The respondents' main motivation to come to the winery is to being able to taste the winery's products (M=6.38), to have fun (M=6.25), to enjoy the landscape and scenery (M=6.09), and to socialize with friends (M=5.81).

Monte Creek Ranch Winery

Monte Creek Ranch Winery seems to be the most popular choice for people to visit a winery on the Kamloops Wine Trail for both repeat and first time visitors as 196 of the

total 246 respondents have been to Monte Creek Ranch Winery. The winery appears to be rather popular for younger participants as with more than 71 percent of all its visitors, Monte Creek Ranch has the highest percentage of the 19 to 24 year olds. However, there are more visitors in a 4th year program than any other university level. Almost two third of all visitors to Monte Creek Ranch were first time visitors to the Kamloops Wine Trail, and two third of those first time visitors chose to only visit Monte Creek Ranch.

The winery has overall the highest share of visitors who only visit one of the possible four wineries (42 percent). Among all visitors to Monte Creek Ranch, roughly one fourth was booked on an organized tour. This high percentage can be explained by participants who came on organized excursions through Thompson Rivers University. There are a number of university classes in the Culinary Arts, Tourism Management and Biology department that have mandatory visits to the wineries on the Kamloops Wine Trail, whereas Monte Creek Ranch and Harper's Trail are the most commonly visited ones. In this sense, both winery profiles have the highest mean score for mandatory visits to the wineries. Subsequently, some of the respondents cited not posting their experience on social media as the visit was part of their studies and for educational purpose which is one reason to explain the high response rate of 52 percent of visitors not sharing their visit. In addition, as Monte Creek Ranch is the only winery which is open year-round, it is the only option for classes during the winter semester. One of the interview partners from Harper's Trail Winery shared similar thoughts; as most students take classes from September to April, the winery is unable to attract many non-resident students due to their limited opening season. In line with Monte Creek Ranch's high percentage of first time visitors which with almost 53 percent the highest among all wineries, is the fact that more than 30 percent of visitors to the winery do not have an income source. This is the highest percentage among all visitors to local wineries.

Participant's reasons for choosing to visit one winery over another are remarkably different for Monte Creek Ranch, as participants most commonly agree that the winery experience at Monte Creek Ranch appears more appealing than those at other wineries, which was rated slightly higher than a friend's recommendation. Also, a majority of visitors claimed to not have been aware of other wineries in the area.

Motivations to visit Mote Creek Ranch are to taste the winery's product (M=6.35), and to have fun (M=6.17), to enjoy the natural landscape (M=5.98), as well as to socialize with friends (M=5.66).

Based on the differences between the participants visiting local wineries and the fact that around two thirds of all survey participant have been to wineries on the Kamloops Wine Trail for the first time, their results will be compared to those of repeat visitors to the Kamloops Wine Trail. Within this analysis, a differentiation is made between the results of participants who have never been to any winery beforehand and those participants who visit local wineries frequently and who have also been to wineries outside the Kamloops Wine Trail.

First time versus Repeat Visitors to the Kamloops Wine Trail

As one of the research outcomes is to help local wineries improve their marketing strategy in order to attract more Millennial wine tourists to their businesses, one part of the analysis compares research results of first time visitors to the Kamloops Wine Trail versus repeat visitors to the Kamloops Wine Trail. First time visitors to the Kamloops Wine Trail represent roughly two third of the total respondents from the survey, whereas only 80 of the 246 participants have previously been to wineries on the Kamloops Wine Trail. Out of the 80 repeat visitors to the Kamloops Wine Trail 66 have been to other wineries outside of Kamloops which suggests that those participants can be accounted for experienced wine tourists. In contrast, 91 of the 166 first time visitors have never been to any winery beforehand, thus being first time wine tourist. This number of first time visitors to any winery is relatively high as it represents 37 percent of the total respondents, and 55 percent of the first time visitors to the Kamloops Wine Trail.

Demographics

In regard to the participants demographics no significant differences are apparent based on gender or age group as indicated in Table 6.1. The analysis of repeat visitors shows a slightly higher number among 4th year university students. However, some socio-economic differences are apparent regarding the participants' income as outlined in Table 6.1. Whereas more than one third of first time visitors do not have an income source aside of their studies for repeat visitors this is only applicable to one fifth. A similar association can be identified between experienced and first time wine tourists. The more experienced wine tourists are, them more likely they are to have a job compared to first time wine tourists.

This observation supports the notion of more experienced wine tourists having a higher disposable income than average tourists as reported by Bruwer *et al.* (2012), Garibaldi *et al.* (2017), and Research Resolutions & Consulting Ltd. (2003).

Table 6.1

Socio-economic profile of visitors to the Kamloops Wine Trail

Socio-demographic characteristics	First time visitors		Repeat visitors	
	N=166	%	N=80	%
Age				
19 to 24 years	121	72.89	54	67.5
25 to 29 years	36	21.68	20	25
30 to 37 years	9	5.42	6	7.5
Gender				
Male	41	24.69	21	26.25
Female	124	74.69	59	73.75
Level of university education				
1st year	15	9.03	8	10
2nd year	27	16.26	9	11.25
3rd year	51	30.72	23	28.75
4th year and above	51	30.72	31	38.75
Master's program	12	7.22	1	1.25
Post-Baccalaureate diploma	10	6.02	8	10
Income source				
Part-time job	76	45.78	44	55
Full-time job	9	5.42	7	8.75
Casual work	21	12.65	13	16.25
No job	60	36.14	16	20

The Winery Experience

Regarding the visitation of the wineries on the Kamloops Wine Trail first time visitors have visited the participating wineries on average 1.12 times in 2017, compared to repeat visitors who have come on average 2.38 times respectively. The results for first time wine tourists and experienced wine tourists is somewhat similar, as on average, first time wine tourists have visited 1.09 wineries in 2017, compared to 2.45 for experienced wine tourists. Out of the four local wineries that represents 1.3 wineries per visit and 2.65 respectively. Based on the winery's visitor profiles it can be summarized that both Sagewood Winery and Privato Vineyard and Winery receive a higher visitation from more experienced wine tourist than first time wine visitors.

As for the preferred travel party both groups tend to visit with friends, which with three quarters of all repeat respondents and just over half among first time visitors was the most commonly cited travel party. Notable observations are that repeat visitors have a higher probability of visiting on their own or through their workplace than first time visitors. Experienced wine tourists also seem to come more frequently with family and

partners. This significantly higher response rate could be explained by including both international and domestic students in the survey. Especially within Thompson Rivers University's Faculty of Adventure, Culinary Arts and Tourism Management is a high number of international students who do not have family living in the area. Thus, first time visitors indicate a higher response rate for visiting the local wineries as part of an excursion organized by TRU. Hereby it is important to acknowledge that this result reflects in the choice of which winery to visit. Most TRU organized excursions go to Monte Creek Ranch Winery and/or Harper's Trail Winery for several reasons. First, as addressed earlier Monte Creek Ranch is the only winery which is open year-round. Subsequently, it is the only possible choice for excursions taking place during the winter semester. Secondly, while Monte Creek Ranch is the newest addition to the Kamloops Wine Trail, it is also the largest operation of the participating three wineries, hence a favourable and informative site to educate students on the local viticulture and wine making process. Lastly, Harper's Trail provides a suitable learning experience to students as it was the first commercial winery to open in Kamloops and can thus be seen as the local pioneer in the industry and also for its home-style and open atmosphere.

Interestingly, one fifth of both repeat and first time visitors to the local wineries came on organized excursions through Thompson Rivers University. Similarly, while organizing most of the trips privately and using independent modes of transportation, just over one quarter of repeat visitors have been booked on an organized tour, too, which is slightly higher than first time visitors.

First time visitors to the Kamloops Wine Trail cited the participation in special events held at the wineries as their main motivation to visit local wineries more often. Almost as encouraging seems to have a wider distribution of the products which may also help to raise awareness of the local wineries. Interestingly, first time visitors also suggested increased marketing on social media channels.

Use of social media

The overall use of social media to share one's experiences is unexpectedly low. Most references argue that Millennials as they are technologically savvy as rely on online information to make booking choices (IPK International, 2016; Napier Burkhard, 2017), they are hence more likely to leave online reviews about their experiences (Gelfeld, 2017). Results however indicate that less than half of all participants posted about their visit.

First time visitors were less likely to share their experience on social media compared to repeat visitors. Only 41 percent admitted to sharing their experience on social media whereas more than half of all repeat visitors tend to post about their visit. While neither group has a significant opinion on social media posts on the Kamloops Wine Trail, repeat visitors feel slightly more envious of other people's posts about visiting local wineries than first time visitors. The analysis of respondent's relation to wine-related print publications or wine-related organizations revels that this is only the case for a handful of first time visitors to the Kamloops Wine Trail. Likewise, a mere 20 percent of first time visitors follows wine related social media posts. Repeat visitors on the other hand indicate a higher membership rate in wine-related organizations and subscriptions. Almost 60 percent of repeat visitors are followers in wine related social media. Yet, with only 15 percent subscribing to print materials the results indicate that the main communication stream for a Millennial Generation is through social media.

Table 6.2

Characteristics of the winery experience on the Kamloops Wine Trail

	First time visitors		Repeat visitors	
	N=166	%	N=80	%
Wineries visited				
Harper's Trail Winery	81	48.79	60	75
Monte Creek Ranch & Winery	122	73.49	72	90
Privato Vineyard & Winery	29	17.46	46	57.5
Sagewood Winery	12	7.22	27	33.75
Other experience outside KWT				
Yes	75	45.18	66	82.5
No	91	54.81	14	17.5
Number of visits in 2017				
Once	150	90.36	19	23.75
Twice	11	6.62	33	41.25
Three to four times	5	3.01	17	21.25
Five times or more	0	0	11	13.75
Travel party				
On my own	2	1.20	10	12.5
With my partner	34	20.48	27	33.75
With friends	87	52.40	61	82.5
With my family	41	24.69	43	53.75
With an organized excursion from TRU as part of my studies	34	20.48	16	20
Through my workplace	9	5.42	12	15
Other	5	3.01	4	5

Organization of visit				
Privately, using independent transportation	127	76.50	74	92.5
Booked on an organized tour	40	24.09	21	26.25
Booking through a travel agency/visitor centre	1	0.60	1	1.25
Other	13	7.83	7	8.75
Visit shared on social media				
Yes	69	41.56	42	52.5
No	97	58.43	38	47.5

Wine Consumption and Purchasing Profile

In terms of participants' wine preferences, the most popular type of wine for both groups appears to be red wine, cited by 37.5 percent of repeat and 32.5 percent of first time visitors. White wine appears more popular among first time visitors than repeat visitors which can be explained by the high percentage of first time visitors to a winery in general. As stated by Bruwer *et al.* (2012) a younger generation, and thus less experienced wine drinkers have a tendency to prefer white wine over red wine. This statement is supported by analysing the most preferred type of wine among the 91 first time wine tourists in the survey which is indeed white wine as cited by more than 38 percent. However, the findings also contradict Bruwer *et al.*'s (2012) statement as Millennials can be considered a young generation but still have a preference for red wines.

For first time visitors drinking wine seems to be a social activity as most respondents cite that their most commonly drink with friends and family. Repeat visitors also most commonly drink wine when with their friends, as well as when they are at restaurants. Both groups' main reasons for purchasing a bottle of wine are familiarity with the wine (65 percent) and personal recommendations by friends or family members (55 percent). Both statements underline the characteristics of Millennials as identified by Barton *et al.* (2013). First time visitors however appear to be more price sensitive than repeat visitors when it comes to purchasing wine, whereas repeat visitors have a higher tendency to purchase wines from a winery they have been to.

Psychographic Profile

Table 6.2. provides a summary of the psychographic profile of fist time and repeat visitors to the Kamloops Wine Trail. All of the participants have a high rate of

agreeableness to seeking new experiences which is as identified by IPK International (2016) and TIAC and HLT Advisory Inc. (2016) as distinct characteristic of Millennials. Analysing the motivations to visit the wineries it is apparent that for both groups the idea of tasting the winery's products was the most important one as it had the highest mean of all value statements in the questionnaire. This contradicts observations made by Getz and Carlsen (2008) who argue that for the Millennial Generation the main motivator for participating in wine tourism is the opportunity to socialize. Yet, the results partially agree with Alant and Bruwer (2004) who state that the primary motivation of wine tourist are product related experiences such as wine tasting and buying, and secondary motives are the including components of socializing and the learning experience.

Moreover, the fact that for repeat visitors enjoying the natural landscape and scenery is more important than for first time visitors challenges the findings from Tourism British Columbia Research and Planning (2009). The idea of socializing is only on third position as a motivation to visit among repeat visitors, and only on fourth, following the opportunity to participate in a new activity for first time visitors. Interestingly, repeat visitors have a higher agreeableness in terms of having a learning experience at the wineries than first time visitors. The latter one on the other hand have a slightly higher agreeableness in regard to visiting motivations for that it was a mandatory experience. However, with an overall mean score of 2.27 this remark was relatively minimal for the majority of the research participants. Lastly, two other remarks stand out. First of all, the motivation of group influence to visit the local wineries is higher among first time visitors (M=4.88) than repeat visitors (M=4.46). This idea supports Pratt's (2014) findings of disinterested wine tourists which tend to visit wineries based on group pressure. In accordance with this observation is one of the lifestyle statements which suggests that first time visitors are more influenced by friends who drink wine and persuaded to start drinking wine (M=4.13) as a response to than repeat visitors (M=3.83). Secondly, a similar observation can be acknowledged for repeat visitors. Here, the influence of family seems to have a stronger impact of participants behaviour and attitude towards wine. Not only was the visit more often with family members than for first time visitors and thus, repeat visitors have rated the opportunity to visit the wineries in order to do something with their family (M=5.15) significantly higher than first time visitors (M=4.22), but more importantly, repeat visitors have a higher tendency to start drinking wine as their family does, too (M=4.40).

Table 6.3

Psychographic profile of respondents based on 7-Point Likert scale

Psychographic characteristics	First-time visitors N=166	Repeat visitors N=80
Motivation to visit		
Taste winery products	6.21	6.50
Enjoy landscape and scenery	5.94	6.1
Participate in new activity	5.60	5.45
Socialize with friends	5.52	5.76
Increase knowledge on viticulture & wine making process	5.17	5.33
Easy access of wineries	5.03	5.00
Group influenced decision to visit	4.88	4.46
Tasting combined with other activities	4.48	4.40
Do something with my family	4.22	5.15
Learn how to taste and appreciate wine	4.11	5.52
Mandatory part of course	2.73	2.62
Importance of attributes at a winery		
Have fun	6.07	6.28
Tour through vineyards	5.72	5.32
Relax	5.69	6.05
Escape routine	5.07	5.40
Purchase wine	4.93	5.20
Drink a lot	3.96	4.02
Values and lifestyle choices		
Always looking for new experiences	5.94	6.06
Drinking wine is a way to experience different cultures and lifestyles	5.58	5.61
Drinking wine as a way of meeting other people	4.89	5.13
Wine is sophisticated compared to other alcoholic beverages	4.75	4.82
Interest in wine and art of wine making	4.24	5.01
Friends drink wine	4.13	3.83
The people at the winery are the way I like to see myself	4.07	4.07
Family always drank wine	4.00	4.40
The people at the winery are the way I want others to see me	3.86	3.98
The people at the winery are the way I see myself	3.80	4.17
The people at the winery are the way I believe others see me	3.65	3.95
Starting to drink wine in response to advertisement	2.23	2.32

To conclude this part of the analysis it is interesting to take a closer look at participant's personal opinions on their wine experience, namely their most memorable experiences on the Kamloops Wine Trail. For first time visitors the most commonly referred to theme was that of having the opportunity to socialize and spending time with friends and loved ones. Enjoying the natural surrounding and scenery of the winery was the second most commonly cited memory, while a reference to the learning aspect of the visit complete the top three most memorable experiences for first-time visitors. Interestingly, and despite having the highest mean score in an earlier part of the survey tasting wine and food at the winery is only the 4th most commonly cited memorable experience. This last part of the survey, where participants could share their personal thoughts and impressions perfectly reflects study results by Getz and Carlsen (2008) and Alebaki *et al.* (2015) which state that for Millennial wine tourist the idea of socializing is more important than the tasting experience, and that for first time visitors, and thus less experienced wine tourists the experience of the natural beauty has higher value than the wine experience itself (Pratt, 2014; Tourism British Columbia Research and Panning, 2009).

Unlike first time visitors most experienced wine tourists referred to the tasting experience when asked about their most memorable experience at local wineries. The second most commented memory were experience where participants recalled the natural scenery and people they were with during the experience hence spending time with friends and family, as well as mentioning special occasions or events they have experienced at the wineries. Most interestingly however, is the fact that many of the experienced wine tourists who also visit local wineries quite frequently mention their personal engagement with the winery staff or owners as something very special to their experience. Some respondents even referred to specific people who served them or enhanced their wine experience. Those emotional connections that many respondents have to the local wineries evidently underlines the winery's abilities to provide outstanding customer service and personalized experiences.

CHAPTER 7

CONCLUSION

This last chapter provides a summary of the analysis results and how this links to the literature discussed in Chapter 2. Moreover, it provides recommendations for local wineries and discusses the limitations of this research. This thesis concludes by offering various implications for future research projects.

To summarize the research findings the results have successfully supported some of the literature findings. For once, characteristics of the Millennial Generation, which are their customer loyalty (Barton *et al.,* 2013) and relying on personal recommendations (Gelfeld, 2016) have been successfully supported by analysing the respondents' reasons for choosing wineries and purchasing wines. In both cases, the two most commonly referred answers were relying on a friends or family member's recommendation, or because they have experienced it before. Also, the study results support the definition of Millennials being experience seekers and exploring new opportunities as suggested by IPK International (2016) and TIAC and HLT Advisory Inc. (2016). However, in regard it their social media behaviour several differences appear compared to the literature. Unlike assumed that Millennials are a likely generation to share their personal experiences online (Barton *et al.,* 2013; Gelfeld, 2016), the rather opposite is apparent according to this research. More than half of all participants decided not to share their experiences online, and the most common reason for it was that respondents are not very active on social media in general. Interestingly however is the fact, that the more experienced people are with wine tourism the more likely they seem to post about their experiences, as the different winey profiles indicate. Sagewood Winery has the highest percentage of experienced wine tourists and also the highest percentage of people sharing their experiences.

Moreover, observations on Millennial wine tourist profiles as identified by Bruwer *et al.* (2012) and Ignatov and Smith (2006) as being mostly female, highly educated and relatively rich compared to the average Millennial generation can be supported by the research findings. The study also observes the dominance among the female market segment with an overall 74.8 percent share, and even as students, most of the participants have a working position, and regular income. The results moreover indicate, that the more experienced wine tourists are the higher the percentage of having

an income source. The preferred company when visiting wineries is as suggested by Barton *et al*. (2013) travelling with friends.

Significant differences to the literature are apparent when analysing people's choice of wine. Bruwer *et al.* (2012) argue that females show a high tendency to white wines which is also referred to as the main drink among a younger and less experienced generation. The analysis of this study however reveals, that while first time wine tourists and thus more likely inexperienced consumers show a higher preference for white wines this is not true for the overall research results. They contradict the statement as for participating Millennials red wine appears the most favoured drink among a younger generation unrelated to their gender.

Lastly, the lifestyle segmentation of the participants indicates to be supporting some literature findings while it contradicts others. As some researchers suggest product related experiences are the most common motivator for wine tourism activities (Alant & Bruwer, 2004; Pratt, 2014), which is supported by the research findings. Tasting the winery's products has been cited the overall most important attribute of the winery experience, and not as suggested by Getz and Carlsen (2008) an opportunity to socialize and having fun. Similar results are apparent for first time wine tourist and experienced wine tourists. However, experienced wine tourists indicate a higher interest in increasing their knowledge on wine and the desire to purchase wine at the wineries, thus the recommendation for incentives for loyalty customers. First time visitors on the other hand tend to be persuaded by their friends to try wine in the first place and join a winery visit as a result of group pressure, as identified by Pratt (2014). Based on the previous discussion first time visitors to wineries show some similarities to Pratt's (2014) profile of the 'disinterested wine' tourist and the 'wine curious' tourist. They former one is characterized as travelling to a wine region based on a group decision with little interest in learning about the wine making process, thus only interested in drinking wine, whereas the latter one also shows low interest in wine and is satisfies with having basic knowledge of wine. For 'wine curious' tourist the landscape is the most important factor of the wine experience. As such, more experienced visitors can be seen in between the profile of the 'wine curious' tourist and the 'wine interested' tourist. Pratt (2014) defines those as people who like wineries and have attended wine tastings before. Moreover, they are characterized by travelling with friends and eager to learn more about wine.

Based on the analysis of the local winery profiles the following conclusions can be drawn. Out of all the local wineries, Monte Creek Ranch appears to be the most

popular one, as it has received the most visitation among the survey participants. It is however also the only winery which is open year-round, and a preferred destination for TRU based excursions. Both Sagewood Winery and Privato Vineyard & Winery appear to be preferred destinations on the Kamloops Wine Trail for repeat visitors. In this sense, it can be suggested that Getz and Carlsen's (2008) observation of a young generation being intimidated by traditional cellar door experiences, like the tasting experience offered at Privato Vineyard & Winery, might be correct for first time visitors to wineries.

Recommendations

Based on one of the most striking observations throughout this research the is a need for increasing awareness on the Kamloops Wine Trail. As results reveal, Millennials rely on personal recommendations and testimonials. Moreover, there is a stronger association with social media marketing than print or televised advertising. Similar observations have been shared the management team of Harper's Trail Winey which already focusses mainly on social media advertisement as opposed to print materials.

The recommendations as provided by the research participants include the focus on providing a holistic experience at the winey. As one of the most important aspects at the winery is having a space to socialize, many respondents suggested a more diversified business operation which expands to into having on site restaurants or offering more events which encourage visitors to spend more time at the winery, which is similar to recommendations made by Garibaldi *et al.* (2017). It is important to acknowledge that the local wineries already host several events throughout the year, especially during the summer time. At the same time however, while it is critical for businesses to add new value and expanding their operations to remain competitive, the wineries should ensure to stay true to their original character. As is was evident in both interviews, the wineries would not be where they are now without their loyal customer base who has been coming from day one, possible expansions should not compromise the personal relationship the wineries encourage with each and every one of their customers.

Limitations

There are a number of limitations to this research. To begin with, the research results are limited to the Kamloops Wine Trail, and as Beeton (2005) claims a case study approach cannot generate generalizable results. Hence, the findings and recommendation of this research paper are only applicable for local wineries, and results from different

geographical locations may vary. Moreover, due to time and financial constraints a convenience sampling strategy was applied to conduct this research. Consequently, the sample's sociodemographic is limited to the research site and cannot produce generalizable findings (Bornstein *et al.*, 2013). Another aspect of using convenience sampling among students at Thompson Rivers University is the influence of the research when gathering data. As such, a small percentage of the survey respondents have only been to the wineries on the Kamloops Wine Trail as it is a compulsory part of their study route, which does influence the overall results of the survey. Similarly, more than one third of the participants had never been to a winery before which does restrict the analysis of the findings, and for around two thirds of the respondents it was the first time to wineries on the Kamloops Wine Trail. On the counter side however, this shows the potential that wineries of the Kamloops Wine Trail have to attract a new market segment.

Another limitation to this research is that one of the three participating wineries on the Kamloops Wine Trail withdrew their interest and participation in this project. As such, it is impossible to provide a holistic overview of the various business operations of the local wineries which are quite different from one another.

Lastly, as claimed by Williams and Dossa (2003) non-resident wine tourists show different travel behaviours and characteristics, thus their motivation for participating in wine tourism related activities varies accordingly. This is valid criticism as in this case all participants currently do reside in Kamloops and are therefore considered residents. In addition to the observations by Williams and Dossa (2003) Carlsen, Getz and Willock (2006) argue that a younger generation of wine consumers place high value on surrounding activities of a wine region in regard to their motivation to participate in wine tourism, as well as experiencing cultural destination features (Getz & Brown, 2006). Those findings cannot be supported by the research results hence propose the need for further research.

Implications for Future Research

As outlined in the research limitations and indicated by Dossa and Williams (2003) non-resident wine tourists show different behavioural patterns and motivations for wine tourism participation. Referring to the information provided by the managers of the local wineries they welcome a significant number of Millennial wine tourist who are none Kamloops residents. Future research should include travel motivations from international millennial travellers who chose the Kamloops Wine Trail as a destination for wine

tourism activities to gain a broader overview of the main travel motivations. Additionally, research could be conducted by contrasting residential and non-residential Millennial wine tourists on the Kamloops Wine Trail.

Generally speaking, the results of this research have identified Millennial wine tourists as an important segment to local wineries in Kamloops, as they represent 40 to 50 percent of the overall visitor's. Therefore, it can be suggested that other Canadian and wineries in different parts of the world experience similar participation rates among a younger generation. Based on previous studies about a decade ago there has been significant growth in the number of Millennial wine tourists which is predicted to only increase in the near future. Hence, this research clearly outlines the necessity of including the Millennial segment in future wine tourist profile studies. As identified in the literature review, there still is an immense gap to fill in regard to wine tourist behaviours and expectations for younger generations.

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APPENDICES

Appendix A - Survey

Understanding the motivations of Millennials in participating in wine tourism

Dear participant,

My name is Sanja Haecker, and this is my research project for my Honour's Thesis for a Bachelor degree in tourism management. If you are between the age of 19 and 37 and have visited one or more wineries of the Kamloops Wine Trail, which currently are Harper's Trail, Monte Creek Ranch, or Privato Vineyard & Winery; then you are the person I am looking for! I would very much appreciate you taking a few minutes to complete my survey about motivations of millennial wine tourists. With your help the wineries of the Kamloops Wine Trail can adapt their marketing strategy accordingly and enhance your future wine experience!

Before beginning with the survey, kindly acknowledge the consent form below.

THOMPSON RIVERS UNIVERSITY

I agree to participate in the study conducted by Sanja Haecker for the research project regarding a Bachelor Thesis in Tourism Management, supervised by Dr John Hull (250-852-7638) of the Faculty of Adventure, Culinary Arts, and Tourism Management at Thompson Rivers University. The study is entitled "Understanding the motivations of Millennials in participating in wine tourism" and explores primary motivations of students in participating in wine tourism activities on the Kamloops Wine Trail. Data will be gathered through a survey which will take approximately 10 minutes to complete. I understand that all information will be treated in the strictest of confidence. All data will be destroyed immediately after the completion of the study. I further understand that an initial agreement does not obligate me in any way and I can withdraw from the study at any time without any negative repercussions. If you have any questions or concerns about this study, please contact the researcher at haeckers16@mytru.ca.

○ By ticking this box, I give my consent to participate

These first five questions aim at identifying your demographic and socio-economic profile. Please answer truthfully, by only ticking one box.

Q1 Are you a student currently enrolled in a program at Thompson Rivers University?

◯ Yes

◯ No

Q2 Please indicate your university level.

◯ 1st year

◯ 2nd year

◯ 3rd year

◯ 4th year and above

◯ Post-Baccalaureate diploma

◯ Master's program

Q3 Please indicate your age

◯ Under 19 years

◯ 19 to 24 years

◯ 25 to 29 years

◯ 30 to 37 years

◯ 38 years and above

Q4 Are you ...

○ Male

○ Female

○ Non-binary

Q5 Do you currently have an income source outside of TRU?

○ Part-time job

○ Full-time job

○ Casual work now and then

○ I do not have a job

The wine experience
This section of the questionnaire deals with your wine experience at Harper's Trail, Monte Creek Ranch, Privato Winery and/or Sagewood Winery. Please answer truthfully, by only ticking one box, unless stated otherwise.

Q6 Have you visited one of the following wineries in the past 12 months?
(multiple answers possible)

☐   Harper's Trail Winery

☐   Monte Creek Ranch & Winery

☐   Privato Vineyard and Winery

☐   Sagewood Winery

Q7 Please rank your reasons for choosing one winery over another
(from 1 = most to 6 = least important)

_____ I have been to this winery before

_____ A friend's recommendation

_____ The tour was pre-organised for me, so it wasn't my choice

_____ I was not aware of other wineries in the area

_____ The winery experience seemed more appealing than those of other wineries

_____ Other (please specify) _____

Q8 Was this your first visit to one of the wineries on the Kamloops Wine Trail, which include Harper's Trail Winery, Monte Creek Ranch & Winery, Privato Winery & Vineyard, and Sagewood Winery?

○ Yes

○ No

Q9 Have you visited other wineries which are not part of the Kamloops Wine Trail before?

○ Yes

○ No

Q10 Please indicate how often you have visited the wineries which participate in the Kamloops Wine Trail in the past 12 months.

○ Once

○ Twice

○ Three to four times

○ Five or more times

Q11 What would encourage you to visit the wineries on the Kamloops Wine Trail more frequently?
(Please rank from 1 = most to 7 = least important)

_____ Attending special events at the winery

_____ Increased marketing presence on social media

_____ Joining and receiving rewards from a loyalty program

_____ Wider spread distribution of products, eg. wine tastings at liquor stores

_____ Popular features in press and TV

_____ More links to winery websites or Kamloops Wine Trail website

_____ Other (please specify) _____

Q12 When you visited the wineries on the Kamloops Wine Trail, who were you going with?
(multiple answers possible)

☐ On my own

☐ With my partner

☐ With friends

☐ With my family

☐ With an organized excursion from TRU as part of my studies

☐ Through my workplace

☐ Other (please specify)

_____

Q13 How was the visit organized?
(multiple answers possible)

☐ Privately, using independent transportation

☐ Booked on an organized tour

☐ Made a booking through a travel agency/visitor center

☐ Other (please specify)

_____

Q14 Did you post your winery visit on social media?

○ Yes, please specify through which channel(s)_____

○ No, please give a reason why not _____

Q15 *Please indicate to which extend you agree or disagree with the following statements:*

Social media posts of visiting wineries on the Kamloops Wine Trail make...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
...the visitor look cool	○	○	○	○	○	○	○
...the visitor more popular	○	○	○	○	○	○	○
...the visitor stand out	○	○	○	○	○	○	○
...the visitor look unique	○	○	○	○	○	○	○
...the visitor look savvy	○	○	○	○	○	○	○
...me envious of the visitor	○	○	○	○	○	○	○

Wine consumption and purchasing profile

The following questions try to identify your wine behaviour in terms of consumption and purchases. Please answer truthfully, and only tick one answer per question.

Q16 Are you or any member of your household:

	Yes	No
A subscriber to a wine related magazine / publication	○	○
A member of a wine related organisation	○	○
A follower of online wine related social media	○	○
A participant of any informal wine social group	○	○

Q17 What type of wine do you prefer most?

○ White wine

○ Red wine

○ Rosé wine

○ Sparkling wine

○ I don't have a preferred type of wine.

95

Q18 Please rank the following occasions for which you drink wine from 1 = the most common occasion to 6 = the least common occasion.

_____ With meals

_____ When I socialize with friends

_____ When I intend to go out

_____ At restaurants

_____ When I'm with my family

_____ Other (please specify) _____

Q19 What encourages you to buy a bottle of wine?

○ I have had this wine before, and I like it

○ I know the wine maker, as I had similar wines before

○ I have been to the winery

○ A friend's or family member's recommendation

○ The label looks appealing

○ It's on sale

○ Other (please specify) _____

Motivations

This last section of the survey aims at identifying your lifestyle and motivation towards wine tourism. Please indicate your level of agreement or disagreement with each item.

Q20 Please indicate to which extent you agree or disagree with the following statements that influenced your decision to visit the wineries:

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The visit was a mandatory part of my course	○	○	○	○	○	○	○
The wine tasting was combined with other activities	○	○	○	○	○	○	○
The rest of the group influenced my intention to visit the winery	○	○	○	○	○	○	○
To do something with my family	○	○	○	○	○	○	○
To socialize with friends	○	○	○	○	○	○	○
To participate in a new activity	○	○	○	○	○	○	○
The wineries on the Kamloops Wine Trail are easily accessed	○	○	○	○	○	○	○

Q21 Please indicate on how important the following attributes of a winery experience are to you:

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
To enjoy the landscape and scenery	○	○	○	○	○	○	○
To have a tour through the vineyards	○	○	○	○	○	○	○
To taste the winery's products	○	○	○	○	○	○	○
To increase my knowledge on wine and viticulture, and learn about the wine making process	○	○	○	○	○	○	○
To learn how to appreciate wine, and how to taste wine	○	○	○	○	○	○	○
To purchase wine	○	○	○	○	○	○	○

Q22 *When you think back on your visit to the wineries, to what extend would you agree or disagree to the following statements:*

The visit to the wineries allowed me to...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
...drink a lot	○	○	○	○	○	○	○
...escape routine	○	○	○	○	○	○	○
...relax	○	○	○	○	○	○	○
...have fun	○	○	○	○	○	○	○

Q23 Please indicate the extent to which you agree or disagree with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I am always looking for new experiences	○	○	○	○	○	○	○
Wine tourism is a great way to experience different lifestyles and cultures	○	○	○	○	○	○	○
Wine drinking is a great way to meet people	○	○	○	○	○	○	○
Wine is sophisticated, compared to other alcoholic beverages	○	○	○	○	○	○	○
I have great interest in wine, and the art of wine making.	○	○	○	○	○	○	○
My family always drank wine so it was natural for me to start	○	○	○	○	○	○	○
My friends were drinking wine so I tried it	○	○	○	○	○	○	○
I started to drink wine in response to wine advertisement	○	○	○	○	○	○	○

Q24 *When you think back to your visit at the winery, think about the kind of person that typically visits this winery, and which personal adjectives like classy, poor, stylish, old, masculine, etc would describe them.*

The way I see people who visit the wineries on the Kamloops Wine Trail is consistent with how I ...

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
...see myself	○	○	○	○	○	○	○
...like to see myself	○	○	○	○	○	○	○
...believe others see me	○	○	○	○	○	○	○
...would like others to see me	○	○	○	○	○	○	○

Q25 Lastly, please describe your most memorable experience at a Kamloops Wine Trail winery.

_____

Thank you for your time and help!

If you do have further questions, or are interested in the study results feel free to email me at
haeckers16@mytru.ca

Appendix B - Interview Guide

Introduction

This interview aims at identifying the supply side of the Millennial Generation as a market segment of wine tourism on the Kamloops Wine Trail. As such, in the process of this interview it is intended to understand more about the millennial target market at the winery, and how it markets towards millennial wine tourists. The interview will be recorded and transcribed for data analysis later on. As stated in the consent form, the interview will be conducted anonymously, and information provided will be treated with strictest of confidentiality. The interviewee is not obliged to answer all questions and can quit the interview at any time.

General information about the interviewee

1) Personal introduction, background information and experience (work and/or education), number of years working for the winery
2) Could you please tell me a little more about your position here at the winery?
   2.1. In brief, how would you describe your responsibilities and duties?

Target market

As this interview aims at understanding the Millennial segment of the wine tourist at the winery, I would first like to get a better understanding of your overall target market, and how important the millennial segment is.

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3) In terms of defining and assessing your target market, do you have a specific measure in place?
   3.1. Could you please elaborate on the technique used?
4) How would you describe your main target segment?
   4.1. Can you identify specific generations?
5) From which region(s) do the main part of your visitors come from?
   5.1. Do you see generational differences in regard to the visitors' origins?
   5.2. How do most of your visitors travel to the winery?

Millennial wine tourists

6) In regard to the different target markets, and in connection to this research project, how big is your millennial market in terms of an overall market share?

    6.1. Would you say it is an overall significant segment?

    6.2. Have you observed any changes over the past years in terms of visitation of millennial wine tourists?

    6.3. Is there a specific time during the year when there is a higher percentage of the Millennial Generation visiting the winery then in relation to other generations?

7) Can you identify actual differences in their behavior at the winery, compared to an older generation for instance?

    7.1. In what way differ their expectation?

    7.2. Do you treat them in a different way?

Marketing

An important aspect to this research is not only to understand the Millennial Generation in regard to their experiences at local wineries, but also to see what motivates them to visit in the first place, and what can be done to convert them into repeat customers. Therefore, it is vital to see where the winery's marking efforts match the results and values of the Millennial Generation, and where there might be inconsistencies.

8) In regard to your marketing strategy in general, how wide is your market reach?

    8.1. Which channels are you using most frequently?

For millennials, there is a preference for social media advertisement, which has been among the top 3 reasons to encourage repetitive visitation, and also there is a higher membership rate on wine related groups on social media than print publications. Results indicate that for social media, Instagram is a more popular channel to share experiences on than Facebook, or Snapchat. Yet, numbers of followers indicate differently.

	Instagram	Facebook
Monte Creek	424 posts 1,715 followers 549 following	2,620 people like this 2,599 people follow this
Harper's Trail	555 posts 1,647 followers 680 following	2,785 people like this 2,720 people follow this
Privato	322 posts 1,067 followers 744 following	2,485 people like this 2,433 people follow this

Numbers from March 01, 2018

8.2.   Do you use a different marketing strategy to attract a younger generation to the winery?

I was surprised to find that many students at TRU, also local Canadian students, were unaware of the existence of the wineries here around Kamloops. And by following your Facebook page, I know from experience, that there are quite a number of posts on a weekly basis. So, what strikes me as a main challenge is to create awareness in the first place.

Also, results on why participants have chosen one winery over another were dominantly based on personal recommendations, but also because they had previously visited the winery, so word-of-mouth, and brand loyalty appear to be vital components for a younger generation.

9) Do you share these experiences, or have different observations?

Now, I would like to address some of the constraints and challenges that the participants have noted in regard to the wine experience. For once, many have pointed out the issue of access to the wineries, in terms of adequate transportation options. Many have raised concerns about drinking and driving, and despite the offering of local wine tour companies, their prices are quite high. I would assume, that you are quite familiar with this kind of observation, and it clearly is a difficult issue to resolve if even possible. Another remark however was in regard to product variety, and food options. A number of people pointed out that they would enjoy longer experiences, for example by offering food sample, or food and wine pairings, or just the opportunity to purchase meals on site. (Monte Creek Ranch has restaurant)

10) What is your position regarding the suggestion of expanding the number of activities offered at the winery?

Kamloops Wine Trail

To wrap this interview up, I would like to bring the attention to the creation of the Kamloops Wine Trail.

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11) If you look back to the creation of the Kamloops Wine Trail, in what ways has this influenced the operation here at the winery?

    11.1.   How long did it take to see remarkable changes?

    11.2.   So, you would call it a success then?

12) Any additional comments you would like to add?

I would like to thank you very much for taking the time for this interview!