



The Government of Catalonia presents the first study on “The profile of visitors to Catalonia’s wineries”

- This study was produced as part of the Wine Tourism in Catalonia brand of the Catalan Tourist Board (CTB) with a view to getting to know the profile of our wine tourism visitors better and to exploring their behaviour and improving tools to attract these visitors and to make them loyal.
- According to this study, the majority of wine tourists to Catalonia are male (56%) with an average of 49 years old and a higher or university education (47%) and are in active employment (80%). They travel with friends (32%) although there is also a significant number of trips for couples (29%) and 65% visit in organised groups. They also come back again, as shown by the fact that 31% have previously visited a winery in Catalonia

Thursday, 16 May 2019- The Director of the Catalan Tourist Board (CTB) of the Ministry of Business and Knowledge, David Font, today presented the first ever study on “The profile of visitors to Catalonia’s wineries”. The presentation took place at the CIC Fassina Cava Interpretation Centre in Sant Sadurní d’Anoia before nearly a hundred companies and institutions from the Catalan wine tourism sector.

This study was produced as part of the Wine Tourism in Catalonia brand of the Catalan Tourist Board with a view to getting to know the profile of our wine tourism visitors better and to exploring their behaviour and improving tools to attract these visitors and to make them loyal. This objective directly matches strategies 2 and 3 established in the 2018-2022 Tourism Marketing Plan of Catalonia, which the CTB announced late last year.

During the presentation, Font emphasised that **“Catalonia has huge potential as a wine tourism destination and while a firm pledge should be made to developing this product, we should also understand that we can only become a leading wine tourism territory if we in the public administration and the private sector work together”**. He then stressed the importance of the work done on the Wine Tourism in Catalonia programme, **“which is intended to promote the wine tourism offering of member companies and institutions, to**



provide platforms to promote and market them and to increase the number of visitors who choose Wine Tourism”.

The Director of the CTB added that ***“this study has yielded some business opportunities for wineries such as encouraging participation in different wine tourism activities to attract the Catalan market, improving relations with travel agencies in order to attract European and American visitors, and creating tourism packages combined with cultural activities addressed to markets elsewhere in the world”.***

Conclusions of the study

According to this study, which was based on personal interviews held in wineries of practically all designations of origin, wine tourism visitors to Catalonia are mostly male (56%), with an average age of 49 years old and a higher or university education (47%) and are actively employed (80%). They travel mainly with friends (32%) although there are also a significant number of trips for couples (29%) and 65% visit in organised groups. They also come back again, as shown by the fact that 31% have previously visited a winery in Catalonia.

Our visitors above all seek an experience of “discovery” and price is not a determining factor. The main reasons for visiting a winery are “Wine and the world of wine”, “It is a fun activity”, and “It is a cultural activity for learning things”.

Most choose the winery upon recommendation by friends (48%) or because it has been suggested to them by a travel agency or hotel (40%), and 50% consult the winery’s website to locate it, to find out about activities or to make a booking.

41% of visitors to our wineries are of European origin, 38% come from the Catalan domestic market, 14% from the United States and the remaining 8% from countries elsewhere in the world. Their profile by origin is as follows:

Visitor profile by origin

CAT

- They are younger than the others and there is a high percentage of males
- Lower percentage with a university education
- High percentage of salaried workers
- They travel mainly in a group of friends
- Higher Facebook penetration

EUR

- Visitors with the highest age profile
- Greater percentage with a university education
- Self-organized trip, unlike the Americans



USA

- Use of Instagram and Twitter on the same level as Facebook
- Greater proportion of the group with a partner and with friends (together) and mostly in organized groups

WORLD

- Visitors from elsewhere in the world travel with a partner and mostly in an organized group
- Lower percentage of visitors with a university education

Knowledge and booking by origin

	Knowledge of winery	Reason for choice	Booking channels	Use of webpage	Repeat visit
CAT	88% Friends/acquaintances	76% Recommendation 57% Offer/organized by agency/hotel	45% Telephone 37% Winery webpage	65% Locate the winery 62% Make booking	56%
EUR	36% Travel agencies 35% Friends/acquaintances 32% Hotel/accommodation	37% Recommendation	49% Through travel agency 26% Telephone	74% Locate the winery 59% Find out about visit activities	17%
USA	54% Travel agencies 29% Hotel/accommodation	69% Offer/organized by agency/hotel	56% Through travel agency 26% Winery webpage	56% Locate the winery 51% Make booking	22%
WORLD	77% Travel agencies	88% Offer/organized by agency/hotel	89% Through travel agency		0%

With regard to accommodation and transport, Catalans who visit the wineries travel in their own car and sleep at home. Foreigners mainly sleep at 4- or 5-star hotels and in rural accommodation, 50% stay in Barcelona while 33% stay in a town close to the winery. The main form of transport for foreigners is coach, although 32% of Americans do use a hire car.

Average expenditure of visitors is around 20 euros on winery activities and around 25 euros on products. Catalans spend less on winery products than the other visitors.



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