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Consumer Behaviour of Wine Tourists in Premium Wine Experiences:

a Case Study of Quinta Nova de Nossa Senhora do Carmo

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Consumer Behaviour of Wine Tourists in Premium Wine Experiences:

a Case Study of Quinta Nova de Nossa Senhora do Carmo

Final Dissertation presented to
Universidade Católica Portuguesa to
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by

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Abstract

Consumer satisfaction plays a critical role in the success and survival of tourism organizations, including wine tourism. Previous research has shown there are several factors that influence satisfaction in a wine tourism context, including behavioural and demographic variables. Research has also demonstrated that satisfaction can favourably influence brand loyalty. Visits to cellar doors offer wineries an important opportunity to reinforce brand loyalty and purchase intention. The main purpose of this study is to gain a better understanding of the factors that influence customer satisfaction in a premium wine experience setting and examine the role of satisfaction in predicting loyalty and purchase intentions, recognizing that the overall wine tourism experience offers not just monetary value, but also relevant hedonic and utilitarian experiential value to visitors.

Adopting case study methodology and a customer-centric view, we conducted in-depth analysis of eighteen semi-structured interviews to Quinta Nova de Nossa Senhora do Carmo visitors. Findings suggest that demographic and behavioural variables affect customer satisfaction. Indeed, foreign interviewees were more satisfied with the overall experience. Additionally, wine consumption and involvement revealed to be important, since people who do not drink wine and aren't as involved with wine showed a lower level of satisfaction. These respondents also had lower levels of brand loyalty, which leads us to conclude that satisfaction has a direct effect on brand loyalty. The more satisfied consumers are, the higher their loyalty levels will be. Also, satisfaction did positively influence purchase intention, since even those visitors who had a lower level of satisfaction and brand loyalty, wanted to purchase Quinta Nova wines in the future.

The findings of this research provide a valuable contribution to Quinta Nova management team and to wine business managers, since the sale of wine should not be treated as the sale of a product, but as the sale of an experience, which provides a

high satisfaction. A satisfaction with the overall experience, will result in brand loyalty.

Keywords: Consumer Behavior, Wine Tourism, Wine Experience, Satisfaction, Loyalty, Purchase Intention

Number of words: 9998

Resumo

A satisfação do consumidor desempenha um papel crítico no sucesso e sobrevivência das organizações de turismo, incluindo o enoturismo. Pesquisas anteriores mostraram que existem vários fatores que influenciam a satisfação no contexto do enoturismo, incluindo variáveis comportamentais e demográficas. A pesquisa também demonstrou que a satisfação pode influenciar favoravelmente a lealdade à marca. As visitas às caves oferecem às adegas uma oportunidade importante para reforçar essa lealdade e a intenção de compra. O principal objetivo deste estudo é obter uma melhor compreensão dos fatores que influenciam a satisfação do cliente num ambiente de enoturismo *premium* e examinar o papel da satisfação na previsão da fidelidade e intenções de compra, reconhecendo que a experiência global do enoturismo oferece não apenas valor monetário, mas também valor experiencial hedônico e utilitário relevante para os visitantes.

Adotando a metodologia de estudo de caso e uma visão centrada no cliente, realizamos uma análise aprofundada de dezoito entrevistas semiestruturadas a visitantes da Quinta Nova de Nossa Senhora do Carmo. Os resultados sugerem que variáveis demográficas e comportamentais afetam a satisfação do cliente. De facto, os entrevistados estrangeiros estavam mais satisfeitos com a experiência no geral. Além disso, o consumo de vinho e o envolvimento revelaram-se importantes, uma vez que pessoas que não bebem vinho e não estão tão envolvidas com o mesmo mostraram um nível mais baixo de satisfação. Estes entrevistados também tinham níveis mais baixos de lealdade à marca, o que nos leva a concluir que a satisfação tem um efeito direto nesta lealdade. Quanto mais satisfeitos estiverem os consumidores, maior será o seu nível de lealdade. Ainda, a satisfação influenciou positivamente a intenção de compra, uma vez que mesmo os visitantes que tinham um nível mais baixo de satisfação e lealdade à marca, queriam comprar vinhos da Quinta Nova no futuro.

Os resultados desta pesquisa fornecem uma contribuição valiosa para a equipa de gestão da Quinta Nova e para os gestores de negócios de vinho, uma vez que a venda de vinho não deve ser tratada como a venda de um produto, mas como a venda de uma experiência, que proporciona alta satisfação. Uma satisfação com a experiência geral resultará em lealdade à marca.

Palavras-chave: Comportamento do Consumidor, Enoturismo, Experiência Vinícola, Satisfação, Lealdade, Intenção de Compra

Número de palavras: 9998

Table of Contents

Acknowledgments	v
Abstract	vii
Resumo	x
Table of Contents	xiii
List of Tables	xvi
List of Abbreviations	xviii
Introduction	20
Chapter 1	24
Literature Review	24
1.1 Wine Tourism	24
1.2 Wine Tourism Segmentation.....	25
1.3 Premium Wine Experiences	27
1.4 Consumer Satisfaction.....	28
1.5 Loyalty and Purchase Intention.....	32
Chapter 2	36
Methodology	36
2.1 Research Approach.....	36
2.2 Overview of Quinta Nova de Nossa Senhora do Carmo.....	36
2.3 Data Collection	37
2.4 Data Analysis.....	38
Chapter 3	40
Results	40
3.1 Demographic Characterization and Main Emerging Categories.....	40
3.2 Wine Consumption.....	43
3.2.1 Frequency	43
3.2.2 Type of Wine.....	43
3.2.3 Most Relevant Wine Features to Drink at Home	43

3.2.4 Most Relevant Wine Features to Drink at Restaurants	44
3.3 Wine Involvement.....	44
3.3.1 Interest	44
3.3.2 Knowledge	45
3.4 Motivations	45
3.4.1 Experience in Wine Tourism Activities	45
3.4.2 Who the interviewees did the experience with and the type of Experience Done	46
3.4.3 Motivations to Make the Visit	46
3.5 Value-for-Money Perception	47
3.5.1 Cost-benefit Ration of the Experience.....	47
3.5.2 Cost-benefit of the Wines.....	48
3.6 Hedonic Perceived Value.....	48
3.6.1 Feelings during the Experience.....	48
3.6.2 Experience enjoyed by itself (not just for the wines)	49
3.7 Utilitarian Perceived Value	50
3.7.1 Expectations	50
3.8 Overall Satisfaction.....	51
3.8.1 Most Liked Features of the Experience.....	51
3.8.2 Most Distinctive Features of QN	51
3.8.4 Suggestions of Improvement	52
3.9 Loyalty and Purchase Intention.....	52
3.9.1 Loyalty	52
3.9.2 Purchase Intention	53
Chapter 4.....	55
Conclusion.....	55
4.1 Discussion and Main Conclusions.....	55
4.2 Managerial Implications	57
4.3 Limitations and Future Research.....	58
Bibliography	61
Appendices.....	74
Appendix 1 – Interview Script.....	74
Appendix 2 – Content Analysis of the Interviews.....	77

List of Tables

Table 1 - Demographic characterization of the interviewees.42

List of Abbreviations

BI – Behavioural Intentions

BL – Brand Loyalty

CoR- Country of Residence

HI – High Involvement

LI – Loyalty Intentions

PI – Purchase Intention

QN – Quinta Nova

QNNSC – Quinta Nova de Nossa Senhora do Carmo

Introduction

Tourism has boomed in recent years because it is an immersive experience that can only be consumed on the spot. Today's wineries began to perceive the dimension of tourism and began to take competitive advantage of its exceptional infrastructural characteristics. Therefore, the wine tourism emerged offering relevant business opportunities, withal in Europe where ancient traditional cellar proliferates, providing the opportunity to increase sales and stimulate the local economy, while preserving the area's traditional heritage (Scherrer et al., 2009). As customers are the driving force behind wine tourism, it is critical to pay attention to tourists' satisfaction during the wine tourism experience.

Cronin et al. (2000) have shown that overall satisfaction has the potential to moderate the impact of value perceptions on customer behavioural intentions (BI). Therefore, it is crucial to understand which variables influence satisfaction. According to Mauracher et al. (2016), several socio-demographic variables had impact on the feeling/liking component, namely the nationality, age and education, and behavioural variables, such as wine consumption, had an impact on customer's ratings.

Alant & Bruwer (2004) stated that visits to cellar doors are motivated by more than just a need to purchase or taste wine. Most cellar door visitors are potential or current wine consumers, seeking a hedonic experience built around wine. Indeed, the research of Chen et al., (2016) noted that all three types of value perceptions (value-for-money, utilitarian, hedonic) had a positive influence on cellar door visitors' overall satisfaction and loyalty intentions (LI). Thus, it is essential to examine visitors' entire wine experiences to predict overall satisfaction and LI.

Chen et al., (2016) concluded that value perceptions have a positive influence on cellar door visitors' overall satisfaction and on their LI. Therefore, visits to cellar doors provide a chance for wineries to create or even strengthen brand loyalty (BL) among their consumers (Alant & Bruwer, 2010; Fountain et al., 2008).

To get a full picture of satisfaction and BL, in wine tourism, it is critical to analyse tourists' entire experience (Meneses et al., 2023). However, most of the research in this sector has been focusing on dimensions related to individual wine tourism actors, dismissing a broader view of visitors' holistic experiences (Shin & Nicolau, 2022).

The current study aims to make relevant contributions by embracing a holistic perspective of wine tourism and taking into consideration customers' perspectives through in-depth interviews. Firstly, it should contribute to broadening our understanding of the variables that foster satisfaction in both Portuguese and foreign visitors, in a wide range of wine experiences. Additionally, it should enhance our comprehension about how wine experience satisfaction influences BL and purchase intention (PI). Thirdly, it should complement prior studies by changing the emphasis from a management to a customer-centric perspective, providing detailed insights into wine tourists' opinions and assessment factors. Finally, this is the first time such a study has been carried out in the first winery to embrace wine tourism in the Douro region, Quinta Nova de Nossa Senhora do Carmo (QNNSC).

This research was developed in an internship context at QNNSC and aims to assess the deep nuances of consumer behaviour in the unique setting of Douro Region, with a focus on two research questions: (i) what are the variables driving wine tourist satisfaction in premium wine experiences? (ii) how does wine tourists' satisfaction with premium experiences affects their BL and PI?

In order to fulfil the research questions, we conducted a comprehensive review of the literature in wine tourism, customer satisfaction, BL and PI. A case study methodology was used to conduct qualitative research. Data were collected through 18 semi-structured interviews with visitors of QNNSC.

Following, we will present the structure of this MFA. The first chapter will provide an overview of the literature on wine tourism, wine tourist segmentation and premium wine experiences, and also discuss previous research on the variables that influence customer satisfaction and on how satisfaction affects loyalty and PI. Then, we describe the research methodology and present and discuss the research findings.

Lastly, in the conclusion, we address the managerial implications of this study, its limitations and the future research directions they open.

Chapter 1

Literature Review

1.1 Wine Tourism

The wine tourism sector includes activities such as tastings, visits to the vineyards, wineries, wine festivals, and wine shows, with wine experiences being the key motive for visits (Hall et al., 2000). These wine experiences include a variety of activities that allow tourists to enjoy the aesthetics of the landscapes while also escaping, being entertained, and learning about wine. Most wine tourism encounters are educational in nature, with visitors gaining knowledge about the product that may impact their attitude (Lee et al., 2017). The visitor's opinion towards wine can differ as they enjoy the various experiences provided by the wineries (Carmichael, 2005; Lee et al., 2017). Therefore, wine tourism experiences play a crucial part in producing value for visitors (Quadri-Felitti & Fiore, 2013).

The results from Gómez-Carmona et al. (2023) confirm the work of Bonn et al., (2020) – who demonstrate that the visitor's wine tourism experience has a substantial impact on consumers' future evaluations – and the work of Wen & Leung (2021), who discovered that as consumers gained knowledge through the virtual wine tour, their evaluations of aroma and flavour attributes improved.

Wine tourism is a multisensory experience, where sight, taste, smell, touch and hearing play an important role. For instance, Areni & Kim (1993) observed that background classical music in wine stores motivates buyers to purchase more expensive items. Therefore, stimulating the senses is critical to emotionally and intellectually engaging consumers when they interact with products and services (Pine & Gilmore, 1998; Schmitt, 1999; Walls et al., 2011) and thus providing unforgettable experiences that result in competitive advantages for destinations.

Brochado et al. (2021) have shown that wine tasting is a crucial component of the whole experience for guests. Also, sight and taste were the most often mentioned senses in the reviews analysed by the authors.

1.2 Wine Tourism Segmentation

The profiles of wine tourists might differ not only by region, but also by winery (Mitchell et al., 2000). Therefore, identifying market trends, traits, and differences among wine tourists is a marketing challenge. Market segmentation is an essential tool for market growth (Nella & Christou, 2014).

Given that wine tourism is a multisensory experience, distinct sensory information can be grouped into themes and used to communicate destinations' offers as well as improve and promote unique experiences requested by groups of tourists with different profiles (Agapito et al., 2012).

Some preliminary segmentation attempts used sociodemographic characteristics such as education, gender, age and income to characterize wine tourists (Heaney, 2003; Taylor, 2004). Spawton (1990) proposed the first segmentation of wine consumption, which comprised four kinds of consumers: connoisseurs, aspirational drinkers, beverage wine consumers, and new wine drinkers. Another influential segmentation approach was proposed by Hall (1996), who used the perception of vineyard owners as a segmentation basis and identified three primary segments: "wine lovers," "wine interested," and "curious" wine tourists.

Despite occasional sociodemographic similarities, wine tourists might differ significantly in factors such as lifestyle, attitude towards wine, and consumption habits (Bruwer et al., 2001). Psychographics can give a different, and possibly more reliable basis for segmentation. Therefore, variables including interests, lifestyles, personality traits, motivation and values have started to be linked to wine consumption and wine tourism (Nella & Christou, 2014).

Charters & Ali-Knight (2002) classified wine tourists based on their interest in wine and wine knowledge. Their findings add two new wine tourist categories to Hall (1996) standard wine tourism typology: the "connoisseur" and the "hanger-on." The former has a strong interest in wine and vast wine knowledge, whereas the latter visits a winery as part of a group, with little evident interest in wine.

According to previous definitions (Krugman, 1966; Mittal, 1995; Zaichkowsky, 1985), involvement is defined as a person's perceived importance or relevance to an object/stimulus based on the person's particular needs, values, and interests. In the wine tourism context, wine consumers can be classified into two groups: those with a high level of involvement (HI), who see wine as an integral part of their lifestyle, and those with a low level of involvement (Lockshin et al., 1997). HI wine tourists are likely to have a better understanding and appreciation of wine and are prepared to spend more money on it (Beverland, 2006). Differences in post-visit purchasing behaviour have also been linked to involvement and wine expertise (Mitchell & Hall, 2001). HI wine tourists frequently purchase luxury wines, which are defined as those priced at USD 100 or more per bottle (Beverland, 2006).

Wine knowledge is a consumer's level of wine-specific education (Famularo et al., 2010). According to Robertson et al. (2018), product knowledge influences the relative value of extrinsic wine features such as age, price, region of origin and brand in product reviews, and price is the dominant attribute despite the product expertise level.

Also, motivations have been utilised as a foundation for segmentation by certain researchers, often in conjunction with wine engagement, wine knowledge, and/or demographics (Bruwer et al., 2018; Kim & Bonn, 2015; Nella & Christou, 2014; Vorobiova et al., 2019). It is acknowledged that domestic wine tourists are driven by both wine-related and non-wine-related motives (Gaetjens et al., 2023). Actually, consumers buy luxury wine due to hedonic motives, associated with increasing individual pleasure and deeper experiences (Tynan et al., 2010). Such hedonic incentives have been connected not just to wine drinking, but also to wine tourist

experiences (Bruwer & Alant, 2009). Therefore, motivations have an essential role in developing the expectations connected with the desired vacation (Gnoth, 1997; Goossens, 2000). In response to these expectations, tourists assess their experiences using cognitions and emotions, which might influence their subsequent satisfaction or behaviours, such as return intentions (Alba & Williams, 2013; Bayih & Singh, 2020).

Empirical studies have shown that involvement impacts consumer motivations, consumption, decision-making processes and behaviours, in particular regarding wine tourism (Brown et al., 2007; Kim & Bonn, 2015). Indeed, according to Gaetjens et al. (2023) wine involvement and knowledge had a direct impact on motivations; through indirect impacts, these motivations also impacted customer engagement and functioned as mediators between wine involvement. This study also found out that wine-related motivations were nearly as significant as hedonistic ones, indicating that wine tourists place a high importance on the chance to taste wine in a winery environment, interact with winemakers, and become fully immersed in the history and culture of the wineries. In addition, leisure, relaxation, and socialising are crucial components that lead domestic travellers towards wine areas. This emphasises the significance of peace and quiet as a crucial component of the wine region experience, particularly while taking in the beautiful natural scenery (Gaetjens et al., 2023).

1.3 Premium Wine Experiences

There have been various attempts in the literature to explain consumers' perceptions of luxury, however perception is frequently used interchangeably with consumption motivators (Dubois et al., 2005; Shukla & Purani, 2012). An extensive review of the literature on consumer perceptions, motivation, and lifestyle traits related to luxury purchasing finds that the majority of these research are mostly focused on branded items such as fashion clothes (Wolf et al., 2016). Wine is an unusual category: depending on how or why the wine is being consumed, it may be a fast-moving consumer good, a luxury item, or an investment (Wolf et al., 2016).

Many of the characteristics associated with luxury in general apply to luxury wine; nevertheless, when conceptualizing luxury wine, some additional characteristics are used as defining markers. Reyneke et al. (2011) define luxury wine by its high price, but also by its rarity and exclusivity, such as Bordeaux first-growths. Therefore, in the case of wine, luxury and its concept are heavily impacted by the producer's point of view (Wolf et al., 2016). It depends, for instance, on the positioning desired by the brand, of grape varieties, and whether the producer uses old vines or not.

The term "premium" derives from the Latin word *praemium*, which means "reward/prize/booty/profit" (Hieke, 2010). According to Merriam-Webster Dictionary (2024), premium is "a reward or recompense for a particular act" or "a sum paid over and above a regular price, chiefly as an inducement or incentive." Premium products are defined in marketing literature as having high quality, a high price, and selective distribution. Although quality is vital for both luxury and premium goods, premium brands have lower prices and less selective distribution than luxury products (Dall'Olmo Riley et al., 2015). In this way, we can assume the characteristics of luxury wine apply to premium wine. In general, characteristics associated with premium apply to premium products and, in the case of wine, premium and its concept are heavily impacted by the producer's point of view, meaning the narrative associated by the producer to each wine (grape varieties, old vines, "premier cru", oenologist, etc.).

1.4 Consumer Satisfaction

Consumer satisfaction is an important problem for any tourism organisation (Brandano et al., 2019; Ekinici et al., 2008), since it is a vital success element for the survival of most firms' (Mafi et al., 2020). Satisfaction has been described as "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (Oliver, 1981, p. 27).

Building on Crompton & Love (1995) conceptual framework, which separates perceived quality (defined as service quality attributes service providers can control) and satisfaction (affective response resulting from perceptions of quality attributes), it is critical to understand how these two constructs interact when evaluating service experiences (Park et al., 2019). Service quality, as defined by Oliver (1980) and Zeithaml et al. (1996), relies on the consumer's perception of the service received in comparison to their expectations. If reality surpasses expectations, the service is thought to be of high quality; if reality falls below of expectations, the service is considered to be of low quality. The service is considered satisfactory when there is a balance between reality and expectation (Zeithaml et al., 1996). Satisfaction, in contrast, as Tian-Cole & Crompton (2003) clarify, is an affective response resulting from a perception of quality attributes.

According to previous studies, value-for-money perception and customer satisfaction are two complimentary but different concepts. Overall satisfaction is commonly seen as an affective construct resulting from the consumer's evaluation of the product consumption experience (Babin & Griffin, 1998; Spreng et al., 1996). However, value-for-money perception is a cognitive construct that results from a consumer's perception of an existing trade-off between the sacrifices made in order to obtain and use the goods and product quality (Dodds et al., 1991; Grewal et al., 1998; Zeithaml, 1988).

According to Bolton & Lemon (1999), the more equitable a consumer considers the price/usage exchange to be, greater the satisfaction will be with the service offering. This way, a product's perceived value for money might be an antecedent of overall satisfaction.

Bruwer & Lesschaeve, (2012) discovered that, although wine tourists have the goal of tasting and/or purchasing wines during their trips, the hedonic pleasure-seeking desires and pursuit of the holiday experience are also essential to understand what are the primarily motives behind a visit to a wine region. Similarly, Bruwer & Alant (2009) discovered that, besides his/her purpose of tasting or purchasing wine, the visitor may

be "indulging in the atmosphere" (p. 249) for a pleasure-seeking and self-gratifying experience.

Holbrook (2005, p. 715) conceptualised value as "an interactive relativistic preference experience" by focusing on the sensory element of consumer value. Babin et al. (1994) suggested that two forms of value derive from shopping activities: utilitarian shopping value and hedonic shopping value. The utilitarian shopping value is task-oriented and rational; it occurs when needed items are purchased or the intended purchasing purposes are met (Babin & Attaway, 2000; Griffin et al., 2000). Hedonic value, in contrast, captures the emotional and entertaining significance of the shopping experience (Babin & Attaway, 2000; Babin & Kim, 2001).

Two theoretical arguments explain the links between customers' hedonic and utilitarian value assessments and overall satisfaction. Firstly, research on satisfaction has shown that both cognitions and emotions caused by product consumption contribute to a consumer's satisfaction response (Mano & Oliver, 1993; Oliver, 1993). Secondly, in line with the theory of needs satisfaction, satisfaction may be achieved by meeting the needs of the customer (Oliver, 2010).

According to the literature, cellar door visitors' value perceptions can be classified into three categories (Chen et al., 2016):

- The value-for-money perception of a cellar door's wine products, which involves the net gain that visitors believe they might achieve from purchasing a cellar door's wine products.
- The hedonic value of a cellar door visit, with an emphasis on the emotional worth of the cellar door visit;
- The utilitarian value of a cellar door visit, which relies on visitors' judgements of how effectively the cellar door could satisfy their task-related demands.

Furthermore, customer dissatisfaction should not be seen just as the opposite of satisfaction. Several studies have found that the factors that influence satisfaction differ from those that influence dissatisfaction (Meneses et al., 2023; Li et al., 2020; Albayrak & Caber, 2013). In particular, one unit of positive attribute performance may

have a much greater influence on customer satisfaction compared to a corresponding unit of negative performance, and similarly, negative attribute performance may outweigh the effect of positive attribute performance on customer satisfaction (Li et al., 2020).

According to Meneses et al. (2023), in the case of wine tourism, the hybrid attributes are wine and associated activities such as sightseeing tours, and whether these aspects stand out positively or negatively, they will impact the degree of consumer satisfaction. The authors also confirmed that there are also the satisfiers that are only highlighted favourably, such as wine tastings and the beauty of the surroundings of the experience, which are referred anytime the expectations are exceeded. Yet, when the perceived quality is low, they are rarely a source of unhappiness (Meneses et al., 2023). However, there are dissatisfying attributes that are only identified when things go wrong, once they are considered as trivial, such as long waiting times or staff low performance (Meneses et al., 2023).

The study of Mauracher et al. (2016) showed that socio-demographic variables only had an effect on the feeling/liking component, and that the segment of respondents with the highest level of education reported the lowest level of satisfaction. Furthermore, the authors validated Dodd & Bigotte (1997) findings that younger respondents are more critical of their winery experience. Lastly, the variable 'nationality' was shown to be significant, since foreign visitors were more happy than Italian tourists with the content and price of the wine tasting, as well as the quality of the explanation, but were less satisfied with the price of the Prosecco wine (Mauracher et al., 2016).

Mauracher et al. (2016) also concluded that behavioural variables, such as wine consumption, have an effect on the rating of a variety of services. Those who drink wine more regularly are less likely to give the winery visit a higher grade, whereas those who drink wine less frequently are the most satisfied.

1.5 Loyalty and Purchase Intention

Cellar door visits, as highlighted by Alant & Bruwer (2010), Bruwer (2002), and Fountain et al. (2008), are critical touchpoints for wineries to establish and reinforce BL among visitors. However, due to the structural saturated organisation of the wine business, fostering long-term BL is a challenge (Rundle-Thiele, 2005).

In response to this challenge, winery tasting experiences have emerged as effective tools for brand uniqueness and image cultivation (Bruwer et al., 2013; Fountain et al., 2008). Unlike traditional liquor stores, cellar doors provide a more interactive and service-based marketing channel, requiring experiential, hedonic, and social motives for wine purchases (Hollebeek & Brodie, 2009).

Building on this, Bruwer et al. (2013) discovered an important correlation between BL and the quality of winery tasting room experiences, which was especially evident in rural settings. The combination of wine knowledge transmission and experiential aesthetics results in increased satisfaction and future BL (Quadri-Felitti & Fiore, 2013), findings that are also applicable outside rural contexts (Lee & Chang, 2012). Additionally, winery visitors with intermediate or advanced wine expertise had a stronger propensity for BL (Mitchell & Hall, 2004).

Since customer satisfaction is mainly an affective/emotional reaction (Petrick, 2004), the satisfaction-loyalty relationship follows Oliver (1999) cognition → affect → conation loyalty phase structure. Cronin et al. (2000) argue that overall satisfaction, as an emotional construct, can mediate the impact of value perceptions on consumers' BL.

A variety of perspectives emerged on the direct impact of winery visits on purchasing intentions. Gómez-Carmona et al. (2023) highlighted the progressive enhancement of attitudinal evaluations towards wine with repeated exposure to wine tourism experiences. This echoes previous findings by Gill et al. (2007), who emphasised the critical importance of customer-perceived value, which includes service quality, technical quality, pricing, and social value, in determining PI in a

cellar-door context. Furthermore, Charters et al. (2009) emphasise the transformative power of winery visits in fostering gratitude and subsequent purchases. Tourists who like their visit are likely to be grateful to the service workers and, therefore, more likely to create a sense of appreciation, which can result in a desire for buying wine and/or wine souvenirs at the end of their stay (Kolyesnikova & Dodd, 2008).

In contrast, Pelegrín-Borondo et al. (2020) concluded that the winery visit, when compared to the wine quality, is less relevant in explaining PI. The emotions provoked by the wine influenced the decision to buy it, but the winery tour had no effect on this decision. These results are consistent with Mason & Paggiaro (2012), who dismiss the possibility of a direct influence of a wine and food festival's emotional experience on BI.

Kim et al. (2012) studied factors influencing customers' perceptions of online shopping value and consequent repurchase intentions. According to their findings, both utilitarian and hedonic online shopping values are antecedents of consumer satisfaction and consequently of the likelihood of repurchase intentions. Indeed, studies have shown that satisfaction is an important variable, as satisfied customers are more inclined to repeat purchases and are less open to competitors' products than unsatisfied customers (Zeithaml et al., 1996).

According to the findings of Chen et al. (2016), all three categories of value perceptions had a positive effect on cellar door visitors' overall satisfaction and loyalty intentions. The results showed that perceived hedonic value achieved from the cellar door visit has the greatest impact in predicting visitors' loyalty intentions, such as continuing to purchase its wine, recommending it to others, and/or returning to it in the future. This study emphasises the significance of making cellar door visits fun creative, adventurous, and relaxing. As a result, an experience/value-driven strategy to create visitor loyalty may be more successful than the typical product-driven one. These findings were consistent with previous research in marketing literature, such as Baker et al. (2002), Cronin et al. (2000) and Yang & Peterson (2004).

Lastly, sources of utilitarian value in the cellar door context may include assisting visitors in making an accurate wine assessment, appropriate service support, providing the necessary wine-related information, appropriate good delivery and so on (Smith & Colgate, 2007). Chen et al. (2016) stated that, while the data show that perceived utilitarian value had no effect on cellar door visitors' overall satisfaction, it does have a direct and substantial effect on visitors' loyalty intentions.

Chapter 2

Methodology

2.1 Research Approach

Due to the importance of acquiring a deep understanding of a situation and the meanings underlying it, a case study methodology was chosen for this investigation. The results of the case study can provide relevant implications for future policies, practices and scientific investigations (Stake, 2003).

When using a case study methodology, researchers must make strategic decisions to determine to what extent the complexity of the case can be studied, since not every case can be understood (Stake, 2003). Thus, for the selected case study, QNNSC, we decided that the scope of the investigation should be limited to two topics, already very broad in themselves: (i) the factors that contribute to consumer satisfaction in the wine tourism experience and (ii) how satisfaction affects BL and PI.

A qualitative approach was adopted, as it allows the researcher to examine in-depth the context within which decisions and actions take place, and, thereby, understand the rationale behind the human behaviours and the phenomena under study (Myers, 2013). Data was collected through semi-structured interviews with foreigners and Portuguese clients that visited QNNSC and participated in a wine experience. According to Adams et al. (2014), semi-structured interviews allow us to gain insights about the reality, underlying causes, and individual concerns of those involved.

2.2 Overview of Quinta Nova de Nossa Senhora do Carmo

With a history spanning over 200 years, QNNSC occupies over 120 ha of land in Douro. Since 1999, it has belonged to the Amorim family and is now managed by Luisa Amorim, who boosted the family's wine business.

Thus, QNNSC has a very complete wine portfolio, spanning several ranges and offering, reaching different types of consumers. The lowest ranges are priced between €12 and €18 per bottle and the highest ranges are between €55 and €185.

QNNSC was the first wine estate in the Douro to open wine tourism facilities, and is one of the most highly-rated wine tourism spots in Portugal, belonging to the Relais et Châteaux chain.

QNNSC offers several wine tourism experiences, including wine tasting, a guided tour of the wine cellar and the Fernanda Ramos Amorim Wine Museum Centre, Terraçu's Restaurant, the Winery House, with 11 rooms, boat trips and yoga classes.

2.3 Data Collection

In order to gather primary data, in-depth interviews were conducted in person and via the Microsoft Teams platform between January 23th, 2024, and February 16th, 2024. The semi-structured script is available for review in Appendix 1. Due to its adaptability, the semi-structured approach with both open-ended and closed-ended questions was used for the interviews. Although it follows a pre-written script, this approach allows the researcher to add or remove questions based on the topic at hand, providing flexibility to explore relevant concepts that may come up during the interview and possibly improve comprehension (Adeoye-Olatunde & Olenik, 2021).

In this specific case study, a convenience sampling was used. This is a sort of nonprobability or non-random sampling in which members of the target population who satisfy specific practical requirements — like ease of accessibility, close proximity, availability at a specific time, or willingness to participate — are included in the study for the purpose of interviewee selection (Dörnyei, 2007). It also refers to the population study subjects that the researcher can easily access (S. K. & Given, 2008). Convenience samples are occasionally referred to as "accidental samples" since sample components may be chosen purely because they are administratively or physically close to the researcher's location of data collection (Etikan, 2016).

For the purposes of analysing the data acquired and prevent inaccurate interpretations or biased facts, all eighteen interviews were conducted with the participants' permission and notes were taken without any additions or modifications.

2.4 Data Analysis

Thematic analysis was used to find themes and patterns of meaning in a set of data connected to the study topic (Braun & Clarke, 2013). According to these authors, there were seven different processes involved in the analysis of the interviews in this particular instance: transcription of the interviews (1), reading through and becoming acquainted with the themes, highlighting items of possible interest (2), coding—identifying elements connected to the research question (3), theme identification (4), theme review via a thematic map (5), theme naming (6), and analysis completion (7).

Consequently, it is important to emphasise that the next sections will not explicitly address the study of potential links between data and existing literature, regardless of how important the material discussed in chapter 1 may be. The main focus will be on comprehending the data that was extracted throughout the coding procedure.

Chapter 3

Results

3.1 Demographic Characterization and Main Emerging Categories

Table 1 illustrates the demographic characteristics of the participants, giving a concise and straightforward picture of each individual's profile. Interviewees are 50% women and 50% men, aged between 18-25 to 56-65, with 67% living in Portugal, 11% living in Brazil and 22% living in Puerto Rico. As for the nationalities, the majority was Portuguese, with the presence of Swedish, Brazilian, American and Puerto Rican/American nationalities. Regarding the level of education, 11% have concluded Highschool, 44% have a bachelor's degree, 28% have a master's degree and 17% have a PhD. As for the gross income, 77% of the individuals received +6500 (Euro, Real, Dollar) per month in the household.

The following categories emerged during the coding process: a) Wine consumption; b) Wine interest and knowledge; c) Motivations; d) Value-for-money perception; e) Perceived hedonic value; f) Perceived utilitarian value; g) Overall satisfaction; h) Loyalty and PI. The next section will analyse the overall findings for each category and explain and clarify each one. A more detailed content analysis is available on Appendix 2.

Interviewee	Interview Date	Duration	Sex	Age	Nationality	Country of Residence (CoR)	Level of Education	Gross Income/ Month Household	Currency used in the CoR
1	04/02/2024	22 minutes	Female	56-65	Portuguese	Portugal	PhD	+6500	Euro
2	04/02/2024	13 minutes	Male	56-65	Portuguese	Portugal	PhD	+6500	Euro
3	05/02/2024	15 minutes	Male	56-65	Portuguese	Portugal	Msc	+6500	Euro
4	09/02/2024	14 minutes	Female	26-35	Portuguese	Portugal	Bachelor's	2501-3500	Euro
5	12/02/2024	25 minutes	Female	56-65	Portuguese	Portugal	PhD	+6500	Euro
6	12/02/2024	44 minutes	Male	56-65	Portuguese	Portugal	HGS	+6500	Euro
7	12/02/2024	24 minutes	Female	46-55	Portuguese	Portugal	Bachelor's	+6500	Euro
8	12/02/2024	22 minutes	Male	56-65	Portuguese	Portugal	Bachelor's	+6500	Euro
9	13/02/2024	17 minutes	Male	56-65	Swedish	Portugal	Msc	3501-4500	Euro
10	13/02/2024	23 minutes	Female	56-65	Portuguese	Portugal	Bachelor's	5501-6500	Euro
11	15/02/2024	28 minutes	Female	56-65	Portuguese	Portugal	Msc	+6500	Euro
12	16/02/2024	15 minutes	Male	18-25	Portuguese	Portugal	Bachelor's	2501-3500	Euro
13	23/01/2024	19 minutes	Female	46-55	Brazilian	Brazil	Bachelor's	+6500	Real
14	23/01/2024	16 minutes	Male	46-55	Brazilian	Brazil	Bachelor's	+6500	Real
15	23/01/2024	22 minutes	Male	56-65	Puerto Rican/ American	Puerto Rico	HGS	+6500	Dollar

16	23/01/2024	18 minutes	Male	46-55	American	Puerto Rico	Msc	+6500	Dollar
17	23/01/2024	20 minutes	Female	46-55	Puerto Rican/ American	Puerto Rico	Bachelor's	+6500	Dollar
18	23/01/2024	22 minutes	Female	46-55	American	Puerto Rico	Msc	+6500	Dollar

Table 1 - Demographic characterization of the interviewees.

3.2 Wine Consumption

3.2.1 Frequency

In general, men drink more frequently than women. However, the Portuguese men drink less than those from other nationalities. The majority of Portuguese men interviewed consumed wine two or three times per week at the weekends (“Three times. Friday, Saturday and Sunday” – I2). In contrast, Portuguese women tend to consume less (“Not regularly, only on special occasions or if there’s a special wine, even though there’s nothing to celebrate.”- I5). The frequency also varies between nationalities, with Americans and Puerto Ricans being the ones who drink more frequently (“So, about five to six times per week.” – I15).

3.2.2 Type of Wine

According to most of the Portuguese interviewees, the type of wine depends on the food - white wines for fish and red wines for meat (“It depends. If it's fish, white, if it's meat, red. From time to time a rosé occasionally.” – I1) – and on the time of the year - red wines in Winter and rosés and white wines in the Summer (“It depends on the food and the time of year. In winter, more reds and more whites and rosés in summer.” – I2).

3.2.3 Most Relevant Wine Features to Drink at Home

When choosing wine to drink at home, the majority of the respondents valued the region, with Douro being the favourite of the Portuguese (“I value the region. Although I normally prefer Douro (...).” – I2; “Typically, my favourite region is Douro.” – I6). The majority of the interviewees also consider the price-quality ratio one of the most relevant features (“There is always a relationship between quality and price that is important (...).” – I5).

It was also noted that special occasions or dinners with friends could lead to a more high-quality wine and, consequently, more expensive (“And in terms of price, let's say that when I drink for myself it's a mid-range and when I have my friends or guests at home, it's a higher mid-range.” – I3).

The grape varieties, the brand and the label were also mentioned (“(...) and the grape varieties too (...).” – I8; “I think it's a combination between the brand and the region.” – I13; “I really value the quality-price ratio of wine and the label can sometimes be crucial in differentiating a wine that I have never tried before.” – I17).

3.2.4 Most Relevant Wine Features to Drink at Restaurants

In general, when drinking wine at a restaurant, interviewees tend to value the same features as when choosing wine to drink at home, namely the region, the price-quality ratio and grape varieties (“Yes, the characteristics are the same, of course. It also has a lot to do with price-quality (...)” – I10).

When having dinner with friends at the restaurant, respondents try integrate into the group and make more flexible choices (“If I go to dinner with friends, I try to integrate into the community.” – I6).

When comparing nationalities or CoR, the features valued the most are also the same, but for a different reason. In Brazil and Puerto Rico, customers are the ones who bring the wine to the restaurant (“The characteristics we value are the same, as we are the ones who bring our own wine to the restaurants. (...) We pay a fee of, for example, 50\$ and we can take wines worth 200\$, 300\$ if we want.” – I16).

3.3 Wine Involvement

3.3.1 Interest

Only two of those interviewed said they were not interested in wine (“No, no. Nothing.” - I4; “No, I don't consider myself interested in wine.” – I7), and both were

female respondents. Besides that, the rest of the interviewees is interested in the wine culture and regions (“Get to know a little about the Douro, what a woody aroma is, a fruitier aroma.” – I1; “(...) wine is always a manifestation of culture (...) ends up always being a good way to get to know everything else around.” – I8).

The interest in wine was common among nationalities and CoR (“Curious. The curious amateur, therefore, interested (...)” – I6; “Yes, yes. We do a lot of this wine tourism trips together to get to know wine regions.” – I15).

3.3.2 Knowledge

Regarding the knowledge about wine, the majority (67%) of the respondents classified their knowledge as intermediate, 22% as beginner and 11% as expert (“Intermediate, because I still have a lot to learn.” – I2; “Yeah, I’m an expert due to my job.” – I9; “I would go more for the beginner.” – I11).

Most of the respondents ask for advice when purchasing wine, relying on reviews, workers from the store/restaurant and friends (“Reviews and ask people for advice.” – I2; “I always ask for advice from people who know, whoever is in the store, for example.” – I4).

3.4 Motivations

3.4.1 Experience in Wine Tourism Activities

Only two of the interviewees (the younger ones) were doing a wine tourism experience for the first time (“Yes, it was the first time I had a wine tourism experience.” - I12). The rest of the respondents had done more than six visits, at least. It is also important to note that the Portuguese group (ten of the respondents) interviewed does one wine tourism visit in Douro every year (“Regularly, we usually do it together, this group of friends. Normally, once a year, we always make a visit to Douro” – I8). The international respondents were also used to this kind of experiences

in places around the world (“We have made several trips to the USA and visit several wineries of Napa Valley, specially.” – I16).

3.4.2 Who the interviewees did the experience with and the type of Experience Done

The majority (fifteen) of the interviewees came with a group of friends (“It was with a group of friends, normally it is the group of friends who make up these trips to the Douro” – I7) and the rest (three) did the experience with their partner.

The majority of the interviewees (eleven) did the visit and had lunch at Terraçu’s, since they came as a group (“I did the visit and had lunch at Terraçu’s, with wine pairing of three wines.”- I1). Eight of the respondents also did a wine tasting in Patamar and six of the interviewees stayed a night or two in the hotel (“The hotel, I stayed there for one night. I had dinner. The visit... that and the wine tasting.” – I4; “We are going to stay here for two nights (...). Yesterday we arrived and had dinner at the restaurant upstairs and today we visited and did the Icons wine tasting.”).

3.4.3 Motivations to Make the Visit

The main motivations were spending a good time with friends (“Without a doubt, being with friends and the group of friends that were on this project, in itself, was worth going anywhere.”- I7), visiting a winery with great prestige and brand awareness (“It was a little bit of everything, I took advantage of the fact that it was an event where we could enjoy visiting a winery with great prestige, a very well-known brand, which I know has very good wines (...)” – I1), a tradition of wine tourism activities between friends (“(...) we have a long tradition, both of lunches, but above all also of visits to Wineries, which has been a tradition for several years in which there is always a pleasure to be with them.” – I3), increase knowledge about wine (“It was the curiosity to understand how the wines were made and what the grapes were like (...)” – I12), try new wines (“Also deepen my knowledge of wines and see other wines

besides the one that was most in my mind from Quinta Nova (QN), which was the Rosé.”- I5), get to know another place in Douro and its history (“And in fact, getting to know another Winery in Douro, which is always very interesting.” – I5; “My pleasure is to enjoy a story that I don't know.” – I6), the lunch at Terraçu’s (“And also, spend time with friends and, of course, food too.” – I12), professional motives (“And also, even professionally, because I value this knowledge. I also work with other companies in the sector, so it's good to see the offer, see the segment, see how things are in terms of positioning.” – I8) and the combination of a lot of the factors above (“It was a little bit of everything” – I1).

3.5 Value-for-Money Perception

3.5.1 Cost-benefit Ration of the Experience

Overall, interviewees think the experience is worth the price (“I think it's worth the price because it's a rare and spectacular experience” – I2;). However, several Portuguese respondents said although the experience was expensive, it was worth it (“Yes, I think it's expensive, but I think it really provided a unique moment.” – I1; “For an offer in the segment, it is within the price, yes. Naturally, it is a price that is not for all wallets, but for the segment, yes.” – I8; “It's a slightly more expensive place, but I think that from time to time we should have these types of experiences too.” – I11).

In contrast, international respondents (Brazil and Puerto Rico) didn't think the experience was expensive (“Yes, it's totally worth the price, we didn't think it was expensive at all. We have already paid a lot more for a much worse service.” – I16).

The reasons why respondents consider the experience to be worth its price are the quality of the restaurant (“But what stood out was the food. The food was really excellent.” – I9), the visit and the museum (“I also really enjoyed the visit.” – I2), the surrounding landscape (“And then being there having coffee, at the end of lunch, around 3pm on that wall with the Douro River passing by was a very good, very beautiful moment.” – I1), the decoration (“(...) everything is very well thought out.

The decoration... We could feel the history.” – I1) and the location (“Yes, as I told you, it is a premium location. When we go to a space like that, we know that the price we are going to pay is a premium price.” – I6).

3.5.2 Cost-benefit of the Wines

All interviewees claimed that QNNSC wines are a good purchase (“Yes, I consider the wines to be a good purchase because they are not excessively expensive and they are excessively good.” – I2). Respondents often referred the high quality of the wines (“Yes, QN wines are a good choice and considering the different ranges, from a wine point of view, even the lower ranges are excellent.” – I6; “Yes, the wines are also totally worth the price. They’re quite different from what we are used to, but they are fantastic, they’re not expensive at all.” – I15).

Although interviewees thought some ranges are too expensive, the range Quinta Nova Reserva was considered to be fair (“I think Vinhas Centenárias is a bit expensive, the rest I think is normal.” – I2; “For example, white Mirabilis (...) that one, especially, I think is very overrated. (...) But Quinta Nova Reserva range is already within relatively acceptable prices (...) and is a good buy. – I8).

Overall, respondents thought the prices are in line with those of other wineries (“I think it is balanced with other wines at that level, if we look at it, they are all at a very similar price level.” – I3).

3.6 Hedonic Perceived Value

3.6.1 Feelings during the Experience

Overall, all the respondents felt very good during the whole experience (“I felt very good, I was surrounded by my friends, in a fantastic atmosphere, very good food, fantastic wine. What more can you ask for?” – I3). Some of the mentioned feelings were happiness (“Happy, because everything went well, everything was great, in

perfect harmony, so I couldn't ask for anything better." – I2), peace or tranquillity ("Clearly, as I told you, super happy. I was calm, I think it's the space, the people, the view, the store, the visit to the museum (...) Therefore, the feeling was a feeling of tranquillity." – I6; "Oh, I felt very happy, very relaxed. We are also here on vacation for a few days, with friends, but this view, with this tranquillity, is really something else." – I17) and surprised ("I felt pleasantly surprised by everything." – I5). Interviewees also added some reasons to explain the feelings, namely, the Winter sunny day ("It is obvious that being with friends (...) with whom we do everything to be together on a wonderful winter day, but with characteristics of temperature and environment out of season, all of this contributes to the project." – I7), the comfortable dining room ("I felt very good. (...) I entered the dining room and felt comfortable, without observing any particular detail, I felt comfortable" – I7), the service ("Everything was very well organized, the visit was also at the right time, the people were also very clear and a very light approach, so as not to be too heavy or too superficial." – I8; "Yes, happy, relaxed. The lunch was great and the staff was friendly (...) " – I9), the view ("I'm talking about the view (...). That's it, I was really amazed. I don't even have words to describe it." – I4; "That outdoor terrace, those views. I think these are things that are really fantastic, we were lucky enough to also have a really good day." – I11), the quality of the food ("During lunch, I was also felt satisfied, it met my expectations because it was actually very good." – I12) and the visit ("Very good. With every step we took with the guide, (...) he surprised me at every turn (...). It was a very interesting presentation, without being too persistent and dull, he made a very clear presentation (...)." – I1).

3.6.2 Experience enjoyed by itself (not just for the wines)

In general, respondents appreciate the whole package and don't separate the experience from the wines ("I never make this separation, one thing or another. It's the whole package, because the wine improves the visit and the visit improves the

wine, for me. Because wine is an experience, it is not just a drink and, therefore, the visit is part of the experience. So, you cannot separate them, one thing enriches the other.” – I2; “Yes, and for me, particularly because I’m not a big wine fan or connoisseur, what goes beyond wine is very important.” – I7).

3.7 Utilitarian Perceived Value

3.7.1 Expectations

All interviewees claimed that expectations were matched or exceeded (“It completely exceeded my expectations.” – I1). Some of the reasons mentioned to justify this assessment were the simplicity (“Yes, it exceeded my expectations. (...) I found the simplicity of QN to be simpler than I thought. (...) It was in harmony with the wines, which are also simple, but great, (...) there was no tourist artificiality, there wasn't a touch of Disneyland there.” – I2), the decoration (“It exceeded expectations. (...) I went to a more modern room and from what I know, from photos on the internet, the rooms have a lot of old furniture, more rustic.” – I4; “I think everything is in very good taste. In addition to the surroundings, I think the space itself, from what we know, is all done with great taste. I think it must be impossible to be in that space and not feel good” – I11), the wine (“It met my expectations (...) Yes, I found it, precisely because the one I liked the most was there, available to choose from.” – I5; “Yes, the wines mostly exceeded my expectations.” – I14), the quality of the food (“Yes, in terms of the food it exceeded the expectations.” – I9), the winery (“I think they can sell it well because the winery is so modern and good looking, clean (...).” – I9), and the combination of everything (“It even surpassed it, because I felt very comfortable, because the day was fantastic, the restaurant fantastic, the timing fantastic.” – I8).

3.8 Overall Satisfaction

3.8.1 Most Liked Features of the Experience

The most mentioned features were the visit (“I really enjoyed the visit, I thought the guy who made the visit was exceptional, compared to other visits I've made.” – I2) and the meal (“But, if I had to say just one thing, maybe the meal part, with friends.” – I5).

Other mentioned features were the winery (“I would say that that winery brings a different, very temporary feeling (...). You see the past in a modern way, therefore, modernity over time.” – I6), the moment of the coffee at the end (“The coffee at the end, with the view of the Douro River and the vineyards, perhaps, was what I liked most.” – I12), the staff (“The staff (...). And I thought they were friendly, without being boring.” – I10), the view (“The view, without a doubt.” – I4), friends (“Friends, without a doubt.” – I7) and the whole package (“It was the whole package. All the experiences complement each other.” – I18).

3.8.2 Most Distinctive Features of QN

The most mentioned features were the new winery (“The winery was so modern. I think that sticks out and it's really a very fancy winery.” – I9), the meal (“Yes, the meal, because it is a moment of sharing at the table, is different from the visit. (...) The restaurant is distinctive, because it is a more, let's say, a slightly higher level of wine tourism restaurants.” – I3) and the visit (“The cellars and the winery and the visit to the museum too, because other places we went to don't have that component and it creates a little bit of the history of Douro there in a funny way.” – I11).

Other mentioned features were the staff (“A very good service, I noticed that one or another employee had an extraordinary memory and I appreciated that (...).” – I7), the decoration (“I think the room itself, the space itself, had the most impact.” – I10) and the tranquillity of the place (“In Napa Valley, (...) everything was more

commercial, almost as if we were at Disneyland, with the queues and so on. Here, it has a more rustic feel (...). It's a priceless peace of mind." – I15).

3.8.4 Suggestions of Improvement

Most of the respondents said everything was perfect and that they wouldn't change anything ("No, everything was perfect." – I2). However, some of the features that they mentioned that could be improved were the high price of the over-night stay ("I didn't have the opportunity to stay there one night, I would've liked that, but it's too expensive." – I1), the inclusion of a TV and Mini Bar in the room ("I would add a television to the bedroom (...). I would also add the Mini Bar." – I4), the cataloguing of the laboratory instruments ("(...) in the laboratory, I thought that things could be catalogued, because we missed that." – I5), the contrast between the museum and the new winery ("So, really that contrast between a museum with such a long history, contrasting with the new installations that seemed to have no use yet." – I7), the road ("Well, the road to get here is a little scary." – I15) and the amount and variety of wine offered in the tasting ("And in the wine tasting, instead of having so much wine in the glasses, they could have a little less and have more variety of wines." – I15).

3.9 Loyalty and Purchase Intention

3.9.1 Loyalty

All respondents said they would recommend QNNSC to their family and friends ("I would and do recommend it. Because it really is a fantastic experience, in a fantastic place and with fantastic wines. And I'm always promoting QN wines to my friends now." – I3).

The majority of the interviewees, would like to come back to try different experiences or to relive it all again ("Yes, I would go back and say precisely to stay there. (...) So, you can feel the experience even more intensely."- I5). However, a

couple of interviewees wouldn't consider visiting again QN the next time they come to Douro, since they prioritize trying new places ("I don't mean to say that I won't do it again at another opportunity, but maybe I would give priority to getting to know other places that I haven't yet met." – I11).

Only one of the respondents wouldn't be interested in following QN activities through social media or through its website ("Yes, I would be willing to follow the networks." – I6; "I wouldn't be very interested in seeing what they publish (...)." – I11).

3.9.2 Purchase Intention

All of the interviewees demonstrated willingness to buy QN wines in the future ("Yes, now that we know the distributor in Brazil, of course yes, without a doubt." – I14).

A lot of the Portuguese respondents already bought them and intent to continue purchasing them ("Yes, I already buy it, but yes, I will continue to buy it." – I3).

Some of the interviewees even purchased a few bottles before leaving or said they intended to do so at the end of their experience ("In the future? Oh yes, absolutely. (...) I even bought one in the store before leaving." – I8).

Chapter 4

Conclusion

4.1 Discussion and Main Conclusions

QNNSC was a pioneer in the development of wine tourism in Douro region. Thus, the present study allowed to improve the understanding about wine tourist behaviour, in terms of satisfaction and loyalty, in one of the most emblematic wineries in Douro.

In this study, we confirmed that there are some factors that influence wine consumers' satisfaction, such as motivations, demographic variables, involvement, knowledge and wine consumption, as explained in previous research (Goossens, 2000; Mauracher et al., 2016; Beverland, 2006; Kim & Bonn, 2015).

The demographic variables nationality and age seem to have an influence in the variables that determine satisfaction. In general, foreign tourists were more satisfied with the experience, specially, with the view and the price, and younger interviewees were more critic about some dimensions of the experience. These results are consistent with the work of Mauracher et al. (2016), who concluded foreign visitors were more happy than Italian tourists with the content and price of the wine tasting, as well as the quality of the explanation.

For instance, the Portuguese tourists didn't highlight the views as a distinctive factor influencing satisfaction, since they are used to doing wine tourism activities in the Douro region ("The view is beautiful, but it no longer stands out from other wineries, you know? I mean, the Douro stands out from other regions, but there are others in that area you have those views (...)". – I2). However, for the Brazilians and American or Puerto Rico tourists, the views from the winery stood out ("Visual, a find!" – I13; "Completely breath-taking!" – I17). Besides that, the younger

respondents, who were doing a wine experience for the first time, also mentioned the view (“The view, without a doubt. It’s really very beautiful.” – I4).

Furthermore, age also had an impact on satisfaction with the decoration of the spaces. One of the younger interviewees considered that the decoration could be more modern, while many of the older interviewees considered the decoration to be one of the main causes of their satisfaction (“(...) I would rearrange the rooms a little. I would change the furniture for something more modern.” – I4; “I think the room itself, the space itself, had the most impact.” – I10). This validates the findings of Dodd & Bigotte (1997) that younger respondents are more critical of their winery experience.

CoR also had an impact in the value-for-money construct, an antecedent of satisfaction (Chen et al., 2015). Although the gross income in the household per month of the Portuguese respondents was high, compared to the average of Portuguese families, they thought the experience was worthwhile but expensive. In contrast, Brazilian, American and Puerto Rico respondents thought the experience was not expensive at all, compared to other wine tourism experiences they had.

Findings also indicate that behavioural variables, such as involvement with wine and wine consumption, influence satisfaction, since the respondents who do not consume wine or who only drink it occasionally and are less involved with wine, demonstrated a lower level of satisfaction. These results differ from Mauracher et al. (2016), that concluded that those who drink wine less frequently are the most satisfied.

Additionally, the results show that satisfaction contributes positively to BL. I4, I7 and I11 had lower levels of satisfaction compared to other interviewees, and, consequently, demonstrated lower levels of loyalty (“I don’t mean to say that I won’t do it again at another opportunity, but maybe I would give priority to getting to know other places (...).” – I11). The more satisfied consumers are, the higher their loyalty levels will be. These findings confirm Cronin et al. (2000) work, that indicates overall satisfaction, as an emotional construct, can mediate the impact of value perceptions on consumers’ BI.

The results also show that satisfaction positively influences PI, since even the respondents with a lower level of satisfaction demonstrated interest in purchasing QNNSC wines in the future (“Yes, I already buy it. I buy it, not for myself, but for my family.” – I4).

Thus, the offering of pleasurable wine tourism experience can provide a winery like QNNSC a relevant considerable competitive advantage, ensuring it a relevant differentiation from competitors. The experience, whether it is a wine tasting, a visit to a wine museum or winery, might increase tourists' satisfaction, which in turn, will increase BL. This happens because the overall wine tourism experience provides not only monetary value, but also significant hedonic and utilitarian experiential value to visitors.

4.2 Managerial Implications

As QNNSC already belongs to the Relais & Châteaux chain, many of the requirements necessary for a good wine tourism place were already met, namely having a reference restaurant. Indeed, Terraçu's Restaurant proved to be one of the factors that most contributed to tourist satisfaction.

Overall, customer feedback was very positive, leading us to conclude that QNNSC management is doing a good job. Therefore, it is crucial that the company continues to invest in the factors that are most appreciated factors by the tourists, such as suggesting coffee outside the restaurant in a very beautiful scenery, training and motivating the staff to offer an excellent customer service and maintaining or enhancing the quality of the restaurant.

Additionally, some of the suggestions that management should take into account are the quantity and variety of wine offered in the tastings, offering a brief tour of the vineyards during the visit and improving the conditions of the road. QNNSC has already developed its means of transport, making it possible to travel by car or boat.

However, management could consider creating a helicopter runway so that tourists could have a quick and direct connection through the airport.

As for wine business managers, this study highlights that it is critical that they widen their differentiation approach beyond the product and prioritise value creation through experiential offers to ensure customer satisfaction. Wineries are becoming great destinations, not only for wine, but also for gastronomy, and other immersive experiences like grape harvesting, winemaking, and meeting winemakers, allowing visitors to feel like wine experts.

The sale of wine should not be treated as the sale of a product, but as the sale of a holistic sensory experience, which provides satisfaction. The satisfaction with the experience will, indirectly, create BL. Thus, wineries should sell an experience, a set of hedonic sensations, and not just a product. They should offer tourists who are not wine consumers a variety of services that provide other sources of satisfaction, namely gastronomy, boat trips, yoga classes and wine tours around the vineyards. These relevant additional services may allow wineries to obtain a competitive advantage and to achieve a better price positioning, as they will increase customer value perceptions.

Thus, cellar doors must prioritise not only short-term profit, but also ongoing efforts to improve hedonic and utilitarian sensory value to build loyalty and sustainable long-term profits.

4.3 Limitations and Future Research

The study had some limitations, which may have influenced how its findings were interpreted. Firstly, this study was conducted in a 6 months internship during low season, which may have influenced the type of visitors during this period. Additionally, interviewees were chosen based on their willingness to engage in the study and their presence at QNNSC during the research period.

Furthermore, the interviewees are different from a demographic point of view from the usual visitors of QNNSC. The majority of respondents was Portuguese, despite the majority of visitors being foreign. This demographic bias may have reduced the variety of perspectives considered in this study, particularly regarding foreign tourists' experiences and preferences. Also, the age of the interviewees revealed some unbalances, with most respondents being 56-65 years, with a low representation of tourists below 45 years. Lastly, this research focused on a single case study, and, therefore, it approaches just one winery and this case's unique qualities may not apply to other similar cases or situations.

Future research could be pursued to address these shortcomings and improve the understanding of wine tourism dynamics. Comparative studies of wine-producing regions in Portugal, such as Dão and Alentejo, or even other countries, might shed light on how regional differences impact visitor experiences and behaviours. Indeed, analysing visitor experiences at Quinta da Taboadella, another property owned by Amorim Family and managed by the same team as QNNSC, could provide interesting comparative insights into regional differences in wine tourism dynamics. Exploring the variations between these two regions would help us better understand the elements that influence tourist perceptions and behaviours.

Additionally, future research should focus on recruiting a more representative sample of visitors, including a broad mix of both Portuguese and international visitors. This would result in a more comprehensive understanding of the factors that influence tourist satisfaction, and in what terms satisfaction affects loyalty in the context of wine tourism. By addressing these constraints and exploring new paths for future research, we can improve the consistency and applicability of findings in the field of wine tourism in Portugal and beyond.

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Appendices

Appendix 1 – Interview Script

Hello! My name is Ana Rita Barbieri and I'm 22 years old. I'm a student currently attending the Master's Degree in Marketing at CPBS. I'm writing my thesis on the Consumer Behavior of Wine Tourists in Prestigious Wine Destinations: a Case Study of Quinta Nova de Nossa Senhora do Carmo. This thesis aims to explore what are the main factors that cause wine tourists' satisfaction when faced with premium experiences in prestigious wine destinations and how wine tourists' satisfaction with these experiences affects their brand loyalty and purchase intention.

Genre:

Age: 18-25; 26-35; 36-45; 46-55; 56-65; 66-75; +75

Nationality:

Country of Residence:

Level of education: Highschool; Bachelor; Master degree; PhD;

Gross income per month in the household:

500-1500; 1501-2500; 2501-3500; 3501-4500; 4501-5500; 5501-6500; +6500

1.Wine Consumption

1.1 Do you drink wine at home regularly for lunch or dinner?

1.2 How many times per week?

1.3 What kind of wine do you usually choose to drink at home? (red, white, rose)

1.4 When you buy wine to consume at home, what features of the wine do you value most? (region, price, brand, grape variety, brand awareness...)

1.5 When you go out for dinner or a bar, do you usually consume wine?

1.6 If so, do you consume the same type of wine you prefer at home? (red, white, rose)

1.7. Which features of the wine do you value the most when drinking wine at a restaurant/bar/pub?

2. Involvement

2.1 Do you consider yourself interested in wine?

2.2 How would you consider your wine knowledge? Beginner, Intermediate, Expert/Connoisseur?

2.3 Do you usually ask for advice when buying wine or search some reviews online?

3. Motivation

3.1 Is it the first time you are doing a Wine Experience?

3.2 How many wineries or places of wine experiences have you visited? 1-2; 3-5; 6+

3.3 How did you find out about Quinta Nova?

3.4 Did you come with a group (agency, family, friends)?

3.5 What motivated you to make this visit? (spending time with family, friends, getting greater wine knowledge, relaxing and enjoying a good wine...)

3.6 What Wine Experiences have you tried at Quinta Nova?

4. Value-for-money perception

4.1 Do you think the experience is worth the price? Why?

4.2 Overall, do you think Quinta Nova offers wines that are worth their prices?

4.3 Do you think the value of its wines compares favourably to other wineries?

4.4 Do you consider its wines to be a good purchase?

5. Perceived hedonic value

5.1 How did you feel during the experience?

5.2 Did you feel that visiting Quinta Nova made you feel happy and relaxed?

5.3 Did you enjoy the experience of visiting Quinta Nova on its own, not just for the wines you may have purchased?

6. Perceived utilitarian value

6.1 Did the experience at Quinta Nova fulfil your expectations?

6.2 While visiting Quinta Nova, did you find the wine you were looking for?

7. Overall satisfaction

7.1 Overall, how would you describe your experience at Quinta Nova?

7.2 What did you enjoy the most about the experience?

7.3 What were the features you considered to be most distinctive at Quinta Nova?

7.4 Do you feel satisfied with your experience at Quinta Nova?

7.5 Is there any aspect you disliked about the experience?

7.6 Is there anything you think could be improved?

8. Loyalty and purchase intentions

8.1 Will you recommend Quinta Nova to your friends or relatives? Why?

8.2 Will you buy Quinta Nova wines in the future? Why?

8.3 Would you revisit Quinta Nova the next time you travel to this region?

8.4 Would you be willing to keep in touch with Quinta Nova using social media or the website?

8.5 Would you be interested in trying other experiences at Quinta Nova?

8.6 What experiences would you find interesting for Quinta Nova to have in the future?

Appendix 2 – Content Analysis of the Interviews

Emerging Categories	Main Results	Evidence
Wine Consumption		
Frequency	<ul style="list-style-type: none"> - The majority of the male interviewees consumed wine 2-3 times per week; - Female interviewees didn't drink as much; -The frequency varies between nationalities/countries of residence. 	<p>“I usually drink at the weekends, one time per week.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“Two, three times per week, at least on the weekends. Three times. Friday, Saturday and Sunday.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“I travel a lot for work, so when I'm at home, every day. But only a glass.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“Regularly, nothing.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“Not regularly, only on special occasions or if there's a special wine, even though there's nothing to celebrate.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“Yes, usually two or three times per week, yes.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“Yes, two or three times per week.” <i>(Interviewee 13, female, Brazilian)</i></p> <p>“Yes, we drink at dinner usually. So, about five to six times per week.” <i>(Interviewee 15, male, Puerto Rican/American)</i></p> <p>“Normally, three to four times per week.” <i>(Interviewee 18, female, American)</i></p>
Type of Wine	<ul style="list-style-type: none"> - Depends on the food (white wines for fish and red wines for meat); - Depends on the time of the year (red wines in Winter and Rosés and White Wines in the Summer); 	<p>“It depends. If it's fish, white, if it's meat, red. From time to time a rosé occasionally.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“It depends on the food and the time of year. In winter, more reds and more whites and rosés in summer.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“It depends on the moment; it depends on the time of year. But I increasingly prefer rosés and whites. It must be due to age, but let's say it also</p>

	<p>- When people prefer just one type of wine, normally is red.</p>	<p>depends on the dish.” (<i>Interviewee 3, male, Portuguese</i>)</p> <p>“I would say I drink less white wine and more red wines and sparkling wines (...) White wine is much more of a fresh, summer wine and, therefore, it is only in summer that I occasionally go for white wines.” (<i>Interviewee 6, male, Portuguese</i>)</p> <p>“Always red. Because I, in fact, can only appreciate red wine, I have some difficulty in appreciating white wine. It doesn't even have to do with the choice of meal, it really has to do with my personal taste” (<i>Interviewee 7, female, Portuguese</i>)</p> <p>“It depends a lot on the food, on our time. (...) in my opinion, more white wine in summer and red wine in winter, but above all, it depends on the food.” (<i>Interviewee 10, female, Portuguese</i>)</p> <p>“It depends a bit on the food, but it tends to be white wine.” (<i>Interviewee 12, male, Portuguese</i>)</p> <p>“We normally prefer red wine, for sure.” (<i>Interviewee 14, male, Brazilian</i>)</p> <p>“I tend prefer red wine, but really enjoyed the rosé we had last night at the restaurant.” (<i>Interviewee 18, female, American</i>)</p>
<p>Most Relevant Wine Features to Drink at Home</p>	<ul style="list-style-type: none"> - Region – Douro is the favourite among the Portuguese; - Price-quality ratio; - Special occasions/ friends lead to a better wine (more expensive); - Grape varieties; - Brand; - Label. 	<p>“I value the region. Although I normally prefer Douro, there are foods that I prefer in Alentejo, such as pork.” (<i>Interviewee 2, male, Portuguese</i>)</p> <p>“Thanks to my contacts, I have wines from foreign regions that always surprise my friends (...). Therefore, (...) my wine collection at home covers almost all regions of Portugal and some foreign countries, North Africa and everything. And in terms of price, let's say that when I drink for myself it's a mid-range and when I have my friends or guests at home, it's a higher mid-range.” (<i>Interviewee 3, male, Portuguese</i>)</p> <p>“Eventually, I value the regions effectively, because they actually make a difference. (...)</p>

		<p>There is always a relationship between quality and price that is important to take into account.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“Typically, my favorite region is the Douro. (...) From a choice point of view, not being a continuous consumer, I prefer to choose wines with higher quality and, therefore, favor the characteristics of the wine, the single varieties or the experiences. (...) The way I select afterwards is largely the perception I have of their position in the market. The first is for pleasure. Therefore, there are wines that I naturally select as my favorites in terms of Douro grape varieties. I use a price metric to limit myself. (...) Therefore, if I have a special occasion, I celebrate it with a better wine, but I am capable of trying to find a discount methodology that allows me to drink a wine that I consider to be better and more expensive. (...) In other words, it has to have his body adjusted to the moment of what I am experiencing and what I am feeling.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“The Douro region, without a doubt, and the grape varieties too. And quality to price ratio.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“The region, for sure. For example, I don't like white wines from the Douro... I really like the red wines, but I'm not a big fan of white wines.” <i>(Interviewee 10, female, Portuguese)</i></p> <p>“I think it's a combination between the brand and the region.” <i>(Interviewee 13, female, Brazilian)</i></p> <p>“I really value the quality-price ratio of wine and the label can sometimes be crucial in differentiating a wine that I have never tried before.” <i>(Interviewee 17, female, Puerto Rican/American)</i></p>
<p>Most Relevant Wine Features to Drink at Restaurants</p>	<p>-Interviewees tend to value the same features as when drinking wine at home; - Region;</p>	<p>“It's also the region, the first thing I'm going to do is see the regions.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“I value the same, the region. In other words, what I drink at home is what I drink in the</p>

	<ul style="list-style-type: none"> - Dinner with friends: integrate into the group, more flexible choices; - Price-quality ratio; - Grape varieties. 	<p>restaurant, and in a restaurant, I very rarely drink average wine. Normally, it is always a medium-high wine. In fact, as you know, the wine bill is sometimes higher than the food bill. (...) I really like a wine that I like to drink, it's not because of the price, it's that I like to drink it and, therefore, I really value those wines that give me pleasure to consume.” (<i>Interviewee 3, male, Portuguese</i>)</p> <p>“Yes, the rules are the same, of course. If I'm going to dinner alone, I use my rule, which is a rule of applying exactly my criteria. If I go to dinner with friends, I try to integrate into the community. Therefore, the decision has to be a collective decision and can sometimes become more flexible. (...) When you go out to dinner, I would say that there are criteria here that become less rigid. For example, I have a group of friends that I hang out with and, when we go out, we always like to drink a different wine, a different experience, sometimes much more expensive than what we are used to.” (<i>Interviewee 6, male, Portuguese</i>)</p> <p>“We also value the region and price more when choosing it, yes. But it has been democratic. Then we combine all tastes, so that, perhaps, we don't narrow it down so much to a wine offering that I already know. And sometimes I am surprised by other types of wine.” (<i>Interviewee 8, male, Portuguese</i>)</p> <p>“Yes, the characteristics are the same, of course. It also has a lot to do with price-quality, there it is, of course here at home we are used to a level and maintaining that level in the restaurant is a little more expensive.” (<i>Interviewee 10, female, Portuguese</i>)</p> <p>“Yes, the region and the grape varieties in restaurants too. Maybe the price-quality ration matters a little, as in restaurants it is always more expensive.” (<i>Interviewee 12, male, Portuguese</i>)</p> <p>“I don't know how it works here, but in most restaurants in Brazil, we are the ones who bring the wine and pay a fee, so the features we value</p>
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		<p>are the same, brand and region” (<i>Interviewee 13, female, Brazilian</i>)</p> <p>“The characteristics we value are the same, as we are the ones who bring our own wine to the restaurants. (...) We pay a fee of, for example, 50\$ and we can take wines worth 200\$, 300\$ if we want.” (<i>Interviewee 16, male, American</i>)</p>
Wine Involvement		
Interest	<ul style="list-style-type: none"> - Only two of the respondents claimed they were not interested in wine, both female; - The rest of the interviewees is interested in the wine culture and regions; - The interest in wine was common among nationalities and countries of residence. 	<p>“More or less, I like getting to know. Knowing what is good, what is bad. Get to know a little about the Douro, what a woody aroma is, a fruitier aroma. I'm not an excellent wine connoisseur or connoisseur, but I like to have a basic knowledge, so, and especially, I like to know what each region produces. And the history of wine also interests me, I find it interesting.” (<i>Interviewee 1, female, Portuguese</i>)</p> <p>“No, no. Nothing.” (<i>Interviewee 4, female, Portuguese</i>)</p> <p>“I have some interest, but I would like to know more than what I know. I would like to try it, therefore, to know a few things about the flavors and smells. And I have a global appreciation, normally, but I would like it to be more detailed.” (<i>Interviewee 5, female, Portuguese</i>)</p> <p>“Curious. The curious amateur, therefore, interested, I consider myself interested (...) and, more than anything, I consider myself someone who lives off the experience of tasting wine.” (<i>Interviewee 6, male, Portuguese</i>)</p> <p>“No, I don't consider myself interested in wine.” (<i>Interviewee 7, female, Portuguese</i>)</p> <p>“Yes, even though I don't consume much and I'm very regimented, wine is always a manifestation of culture, of course, and just like gastronomy, wine ends up always being a good way to get to know everything else around.” (<i>Interviewee 8, male, Portuguese</i>)</p> <p>“Yes, I can say that I do. Not that I study it a lot, but I always try to find out which wine is the best, which one is more worthy, perhaps,</p>

		<p>taking into account the price, because wine, all wine is a story, isn't it?" (Interviewee 12, male, Portuguese)</p> <p>"Yes, of course. Otherwise, we wouldn't be here." (Interviewee 13, female, Brazilian)</p> <p>"Yes, yes. We do a lot of this wine tourism trips together to get to know wine regions." (Interviewee 15, male, Puerto Rican/American)</p>
<p>Knowledge</p>	<p>The majority (67%) of the respondents classified their knowledge as intermediate, 22% as beginner and 11% as expert.</p>	<p>"Intermediate, because I still have a lot to learn." (Interviewee 2, male, Portuguese)</p> <p>"Average. (...) I have a fairly high level of knowledge for the average, but let's say that if you were to ask in sensory terms, whether I am capable of distinguishing a very good wine from an average high wine, I don't have that ability." (Interviewee 3, male, Portuguese)</p> <p>"Now, intermediary, after the visit and being here working at the company." (Interviewee 4, female, Portuguese)</p> <p>"Intermediate, I wouldn't say beginner, because, despite drinking little, I know how to distinguish good wines, of course. But I'm also no expert, so I'd say intermediate." (Interviewee 5, female, Portuguese)</p> <p>"I don't have the technical knowledge to become an expert. I am an intermediary who is someone who tastes wine without technique. (...) I don't understand anything about wine, I understand about the appreciation, wine and experience, the pleasure of wine." (Interviewee 6, male, Portuguese)</p> <p>"Yeah, I'm an expert due to my job." (Interviewee 9, Swedish)</p> <p>"I'm not a real expert, I'm a little above the intermediary exactly because of my family experience." (Interviewee 10, female, Portuguese)</p> <p>"I would go more for the beginner." (Interviewee 11, female, Portuguese)</p>

		<p>“I would say intermediate, as we have already visited many farms in several wine producing countries, such as Argentina, USA, Spain.” <i>(Interviewee 14, male, Brazilian)</i></p>
<p>Advices</p>	<p>Most of the respondents asked for advice when purchasing wine, relying mainly on reviews, workers from the store/restaurant and friends.</p>	<p>“I usually ask people for advice, because I have someone at home who understands about wine. And, usually, I ask him for advice, or someone else who is very knowledgeable.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“Yes, to both. Reviews and ask people for advice. But magazine reviews, not what people say online.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“I always ask for advice from people who know, whoever is in the store, for example.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“In the restaurant, yes, typically, but also if there is a special occasion, I try to find out in advance what the appropriate wine will be. So, instead of asking for information at the restaurant, I do some research. There's so much available nowadays, isn't there? The wines, the classifications and this is also a factor that I take into account when I purchase the wine.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“When I challenge myself with a wine, I typically call the warehouse manager and ask him for advice. (...) I read one of those more traditional magazines, I like to read it, the chronicle in Visão or Expresso, which also has a note on the wines of the week. (...) And obviously my group of friends is also one of the sources. It has a brutal power of influence; therefore, we discussed the wines, we took advantage of this moment to share with each other a little about the experience we had, the good and the bad.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“Sometimes I receive some magazines, especially from the enoteca. As I go there to shop sometimes, he always ends up sending us the offers of the month and that and then with the apps, which are also available for evaluation.” <i>(Interviewee 8, male, Portuguese)</i></p>

		<p>“I use my own knowledge, as it is part of my job to know and taste many wines.” <i>(Interviewee 9, male, Swedish)</i></p> <p>“Yes, in fact, it's one of the first things I do. Imagine that I'm undecided between 2 or 3 wines, I'm going to look at the reviews and do some research.” <i>(Interviewee 12, male, Portuguese)</i></p>
Motivation		
<p>Experience in Wine Tourism Activities</p>	<ul style="list-style-type: none"> - Only 2 of the interviewees (the younger ones) were doing a wine tourism experience for the first time; - The rest of the respondents had done more than six visits, at least. 	<p>“No, no, no, I've participated in several. (...) About 7 or 8” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“It wasn't the first time. I have great experience participating in wine tourism experiences. (...) I can't know the precise number, but there are a few dozen. It doesn't reach a hundred, but there are a large number of dozens.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“Yes, of wine tourism was the first time.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“Regularly, we usually do it together this group of friends. Normally, once a year, we always make a visit to the Douro and even on a professional level as well. Some of the professional meetings, meetings, also end up combining this type of approach, not only in the Douro region, but in others, even to the south on farms, where a corporate event is held and then the useful and the pleasant are added. (...) More than 20, in the Douro, many also in the Bairrada region (...), and then some to the south and even to Alentejo, therefore, many. Perhaps more than 30 even.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Yes, it was the first time I had a wine tourism experience.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“Oh yes, we have a lot of experience in Wine Tourism, we love doing these trips and get to know the regions. We have been to Argentina, France, USA...” <i>(Interviewee 14, male, Brazilian)</i></p> <p>“Yes, definitely more than six. Some dozens I would say. We have made several trips to the</p>

		USA and visit several wineries of Napa Valley, specially.” <i>(Interviewee 16, male, American)</i>
<p>How Interviewees got to know Quinta Nova</p>	<p>The main reasons were:</p> <ul style="list-style-type: none"> - professional duties; - brand awareness; - references from friends; - online search. 	<p>“It's easy, very easy, the Quinta Nova belongs to the same group of companies as the one I work for. Therefore, I have known the Quinta Nova since the first moment, many years ago.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“I discovered Quinta Nova because my husband works in a company that, in reality, owns that winery. I got to know it, particularly through Quinta Nova's rosé wine, which is one of the wines I know the most. (...) I also came to know it because it was a hotel in the Relais Chateaux chain recently, but even before it was, it was a place that was always very well ranked among accommodations in the Douro, and, therefore, it was one that I always wanted to know.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“I know Quinta Nova because of the history I already knew from the past, but also because of the influence of some friends, for being closer and for talking about the topic, naturally.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“For professional duties and also for close friends, who had already referred. Therefore, combining the two with several trips to the Douro, we hadn't had the opportunity to visit it yet, but I had known it for a long time.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Because of a friend. He has been bringing wines from Quinta Nova to our dinners so.” <i>(Interviewee 10, male, Swedish)</i></p> <p>“Through friends. It's obvious that we've been looking at it for a long time, even on our walks around the Douro, but it was a brand that we mentioned belonged to the Amorim group and had some curiosity, some events even take place there. But it was more out there, by reference, by talking to friends.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“We got to know the region by good Port Wine. We are staying in the region and looked online</p>

		<p>for Wineries close to us and decided to make a visit” (<i>Interviewee 15, female, Brazilian</i>)</p> <p>“We have a friend who exports wine from Quinta do Carmo to Puerto Rico and, therefore, we already knew this wine and wanted to discover other wines from this region. As he scheduled us for a wine tasting there for tomorrow, we wanted to stay in a good place that was close to there, so we looked online and discovered Quinta Nova. Then we asked our agency if they had any good references and they told us we would love it.” (<i>Interviewee 18, female, American</i>)</p>
<p>Who the interviewees did the experience with</p>	<p>The majority (fifteen) of the interviewees came in a group of friends and the rest (three) did the experience with their partner.</p>	<p>“Yes, in a group of friends. Friends and family too, but more friends.” (<i>Interviewee 1, female, Portuguese</i>)</p> <p>“I did the experience with my boyfriend.” (<i>Interviewee 4, female, Portuguese</i>)</p> <p>“With friends, in a group of friends.” (<i>Interviewee 5, female, Portuguese</i>)</p> <p>“It was with a group of friends, normally it is the group of friends who make up these trips to the Douro, in fact, it is the friends who manage to make the project more appealing.” (<i>Interviewee 7, female, Portuguese</i>)</p> <p>“We came just the two of us, husband and wife.” (<i>Interviewee 13, male, Brazilian</i>)</p> <p>“We came in a group of 4, 2 couples. We usually do this kind of trips together. We’ve been to Napa Valley, Spain, Italy...” (<i>Interviewee 17, female, Puerto Rican/American</i>)</p>
<p>Motivation to Make the Visit</p>	<p>The main motivations were:</p> <ul style="list-style-type: none"> - good time with friends; - visiting a winery with great prestige and brand awareness; - tradition of wine tourism activities between friends; 	<p>“It was a little bit of everything, I took advantage of the fact that it was an event where we could enjoy visiting a winery with great prestige, a very well-known brand, which I know has very good wines, which I have already tasted most of them and drink at home. I know that Quinta Nova is also a premium wine cellar within the Douro wines, which is a special place, because several people have told me that it is a farm where everything was very, very, very well organized, which was located in</p>

	<ul style="list-style-type: none"> - deepen knowledge in wine; - try new wines; - Douro region itself: get to know another place in Douro and the history; - lunch at Terraçu's; - professional motives; - combination of a lot of the factors above. 	<p>the heart of the Douro, with magnificent views, where we could enjoy a very beautiful space. (...) And we could spend a good time with friends, so it was a little bit of everything, combining a good event, a pleasant atmosphere among friends and getting to know the region, the history of wine and finally understanding why the brand has so much notoriety.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“A group of friends I have where we have many activities, often related to wine tourism. Therefore, we have a long tradition, both of lunches, but above all also of visits to Wineries, which has been a tradition for several years in which there is always a pleasure to be with them.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“There was an opportunity to visit Quinta Nova and spend a night there and also dive deeper into some things, namely suppliers I work with, for example. I arrived at Quinta Nova and recognized many of the brands we work with.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“Also deepen my knowledge of wines and see other wines besides the one that was most in my mind from Quinta Nova, which was the Rosé. Seeing the place, I was very motivated. And in fact, getting to know another Winery in Douro, which is always very interesting.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“We need to come together and sometimes we become a little more complacent and don't come together as much, because we need to take the initiative. (...) My pleasure is to enjoy a story that I don't know. Therefore, more than anything, an experience to visit. I don't see things in life as goals. (...) Especially because I am a person who, from my personal background, we, in the first experience, captured 30% of the gross that is there. Therefore, we have to go back again and, if we go back, we always enrich what we saw there and, therefore, it is not like that for me. Going to a place does not mean removing it from my agenda, on the contrary, it means increasing the desire to return there to learn more and,</p>
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		<p>therefore, fully enjoy the challenge of getting together.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“Without a doubt, being with friends and the group of friends that were on this project, in itself, was worth going anywhere. Getting to know Quinta Nova was important because I was curious, I wouldn't say professional, but almost professional. I would really like to get to know Quinta Nova. So, it's almost a two in one here. And to this was added the circumstance of it being a magnificent day and the magnificent day made the visit, the memory of the visit, extraordinary, without a doubt.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“Not essentially that, without a doubt spending time with friends, but getting to know, or more, even out of private curiosity, the nature of the Amorim family Winery. And also, even professionally, because I value this knowledge. I also work with other companies in the sector, so it's good to see the offer, see the segment, see how things are in terms of positioning.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Douro is always interesting and to look at the wineries in Douro it's always interesting, even with my job.” <i>(Interviewee 9, male, Swedish)</i></p> <p>“I think it was a combination of things, because I can't say it was the experience of tasting the wine, because it wasn't, in this case. Obviously, I tried it, because I like it too. It was more curiosity and getting to know the space, being with friends and because I'm a fan of that region, because I think the Douro is beautiful and gives us a lot of tranquility. (...) I think it was a meeting that allowed me to appreciate another type of company, the place, which I also like going to beautiful places and getting to know and the fact that we are also in a group, which is very good.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“It was the curiosity to understand how the wines were made and what the grapes were like, then see the cellar. And also, spend time with friends and, of course, food too.” <i>(Interviewee 12, male, Portuguese)</i></p>
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		<p>“As we already mentioned, our friend exports wine from Quinta do Carmo and we really like it. Therefore, we wanted to get to know the Douro region better and we had always been told that Portugal was a wonderful country.” <i>(Interviewee 18, female, American)</i></p>
Experiences Tried	<p>The experiences tried were:</p> <ul style="list-style-type: none"> - isit; - lunch at Terraçu’s; - wine tasting in Patamar; - spend the night in the hotel. 	<p>“I did the visit and had lunch at Terraçu’s, with wine pairing of three wines.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“Visit and lunch.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“The hotel, I stayed there for one night. I had dinner. The visit... that and the wine tasting.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“It was a visit to the museum and wine cellar, plus lunch with wine paring.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“I had visit and the lunch at Terraçu’s, with wine paring.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“As we were staying in another Hotel, we only tried the wine tasting and we will have lunch at Terraçu’s” <i>(Interviewee 14, male, Brazilian)</i></p> <p>“We are going to stay here for two nights, yesterday and today. Yesterday we arrived and had dinner at the restaurant upstairs and today we visited and did the Icons wine tasting.” <i>(Interviewee 18, female, American)</i></p>
Value for money perception		
Cost-benefit Ratio of the Experience	<ul style="list-style-type: none"> - Overall, interviewees think the experience is worth the price; - Several Portuguese respondents said that the experience was expensive, but worth it; - International respondents (Brazil and Puerto Rico) didn’t think the 	<p>“Yes, I think it's expensive, but I think it really provided a unique moment. Very good. The entire space, there is nothing out of place, (...) everything is very well thought out. The decoration... We could feel the history. And then being there having coffee, at the end of lunch, around 3pm on that wall with the Douro River passing by was a very good, very beautiful moment.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“I think it's worth the price because it's a rare and spectacular experience, and I think for the prices we pay, sometimes here in the city, I</p>

	<p>experience was expensive; - Some reasons respondents think the experience is worth the price:</p> <ul style="list-style-type: none"> • Quality of the restaurant; • Visit/Museum; The moment of the coffee outside; • Exclusivity; • Decoration; • Location. 	<p>think it's superior and more exclusive. It's haute cuisine, but it's very traditional haute cuisine and, therefore, it ends up being a different experience from what we have here in restaurants in the city. I also really enjoyed the visit.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“I think the experience is worth the price. Top, apart from the waters and coffees, I think so. I think it's the location, the care, decoration, the way it is looked after, it's appealing and, therefore, I think so. Not cheap, but I think so.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“It's not a very flashy hotel for young people. It's a hotel with somewhat old furniture. There's no television in the room, so that loses some quality later. (...) The dinner part, I didn't think it was expensive. It's like this, quality-price, it's great, ok, but without a doubt it's not for every bag, but it was an experience that I probably won't have in the near future. The visit, I think in that aspect, is a little bit too cheap compared to other things.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“Firstly, because I think that in terms of there being a visit that includes, for example, a very complete museum, I think it's a point of difference compared to other Wineries I've visited, which only had the wine cellar, right? They didn't have much of a museum. (...) Therefore, the fact of having this museum, I found it interesting. Trying the food at Relais Chateaux is always an interesting experience and it proved to be true. The menu was very interesting, the wine pairing was also very well done. And then the space outside the restaurant and being there with friends, having the cafe outside too, was something that was valued and yes, it was different.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“Yes, as I told you, it is a premium location. When we go to a space like that, we know that the price we are going to pay is a premium price. For me, the prices don't compare. (...) Every Winery is different. The experience is always different. (...) It is necessary to see that in this experience we were a table of twelve</p>
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	<p>Portuguese people in a room where the remaining tables were only filled with foreigners. (...) So, for me, all of this is part of the context of the experience. (...) in my opinion, the price is balanced with what was offered to me in all dimensions, whether the visit, the space, the pleasure, the Sun, or the welcoming.” (Interviewee 6, male, Portuguese)</p> <p>“I think so, without a doubt, it's worth the price. (...) Because it gave me great satisfaction and whenever I, or we, can acquire or enjoy that gives us that pleasure, it is worth it. Unless the price is extraordinarily unaffordable, which is not the case, it is within a reasonable value for a project like this.” (Interviewee 7, female, Portuguese)</p> <p>“For an offer in the segment, it is within the price, yes. Naturally, it is a price that is not for all wallets, but for the segment, yes. (...) I think it ends up justifying itself.” (Interviewee 8, male, Portuguese)</p> <p>“Yes, it was worth it. I think the quality of the wines we had there and also the food was great. I think, yeah, it exceeded my expectations when we went there. (...) You can maybe don't have some big expectations, but it was really really good and the chef is quite amazing, actually, to have that kind of quality in the Douro, you know. And the wines matching to the food, but the food was really good. (...) The visit, yeah, I've seen hundreds of wineries, you know, visiting them and, I mean, it wasn't better than them, but it wasn't worse either, it's a good presentation. But what stuck out was the food. The food was really excellent. The visit and the guide tour were reasonable, but nothing over the top.” (Interviewee 9, male, Swedish)</p> <p>“That's how it is in my opinion, isn't it? Sites that are properly taken into account. If you said it was a place I would go often (...), I wouldn't go because, perhaps, there would be places that would also give me pleasure and be more affordable. I think it's a place that was worth it, without a shadow of a doubt. And to know, I think so. But it's not a place that I can say is exactly worthwhile. It's a slightly more</p>
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		<p>expensive place, but I think that from time to time we should have these types of experiences too.” (Interviewee 11, female, Portuguese)</p> <p>“I mean, lunch was more expensive, right? But the quality of the food, the view of the vineyards, all of that, I think it's worth the price. During the visit I also think it's worth the price, given that we visited the museum and wine cellar and so on.” (Interviewee 12, male, Portuguese)</p> <p>“Yes, it's totally worth the price, we didn't think it was expensive at all. We have already paid a lot more for a much worse service.” (Interviewee 16, male, American)</p>
<p>Cost-benefit Ratio of the Wines</p>	<ul style="list-style-type: none"> - Quinta Nova wines are a good purchase; - Quality of the wines; - The Price of Gama Reserva is fair; - Some ranges are overrated/too expensive; - Balanced with other wineries; 	<p>“I think Vinhas Centenárias is a bit expensive, the rest I think is normal. (...) Yes, I consider the wines to be a good purchase because they are not excessively expensive and they are excessively good.” (Interviewee 2, male, Portuguese)</p> <p>“I think that in general the price of wines, the market price of wines, which is different from the price of wine on the winery, from that consumed on the winery, yes, it is fair. In other words, the store price seems fair to me. (...) I think it is balanced with other wines at that level, if we look at it, they are all at a very similar price level. (...) I consider Quinta Nova wines to be a very good buy.” (Interviewee 3, male, Portuguese)</p> <p>“I think so, I think the prices are appropriate. (...) Yes, I think so, I think there is an equivalence in prices between the various wineries comparing similar ranges. (...) Yes, I think they are a good buy, because they always go well with any meal.” (Interviewee 5, female, Portuguese)</p> <p>“The price of the quality of the wine presented is balanced in the Quinta Nova store, compared to other wines of the same caliber, of the same quality, completely yes and it is well positioned and it could not be any different. (...) Yes, Quinta Nova wines are a good choice and considering the different ranges, from a wine</p>

		<p>point of view, even the lower ranges are excellent.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“I think so and comparing it to other Douro wines, yes, it seems so to me. (...) Yes, I consider it a good purchase, otherwise I wouldn't have bought it to enjoy at home too.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“I also really liked the red. Anyway, I'm a big fan of reds, but the white is actually made with red grapes. It was also a curiosity, which I liked, because I also brought some bottles. (...) I'm a bit critical of more expensive wines. There are some wines, overrated and so on, it's not just Quinta Nova, I think there's been a trend here, in recent years, which is that the higher the price of the wine is, the more the taste buds will improve. (...) For example, white Mirabilis, I think it's a ready-made wine, you have to like that wine. I don't really like white wines anymore and that one, especially, I think is very overrated. (...) But Quinta Nova Reserva range is already within relatively acceptable prices (...) and is a good buy. I did it before, I already knew some of them, not only with friends, but also buying them, sometimes even as gifts and, therefore, yes, it ends up being a good choice.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>"I think so, I think that the price, the quality-price ratio of Quinta Nova is in line with the best-known wineries in the Douro. (...) Yes, I think that they are a good purchase, the ones that I have already tried. I'm a fan of the rosé and I also really liked the red wine we drank. I didn't like the white wine as much, but that's also because I don't appreciate white wines that much.” <i>(Interviewee 10, female, Portuguese)</i></p> <p>“Yes, I think it's fair, especially if we compare other wines, perhaps with a higher price and sometimes lower quality. Therefore, I think they are a good choice and have a good value for money.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“Yes, the wines are also totally worth the price. They are quite different from what we are used to, but they are fantastic, they are not expensive</p>
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		at all." (<i>Interviewee 15, male, American/ Puerto Rican</i>)
Hedonic Perceived Value		
Feelings during the experience	<p>The main feelings mentioned were:</p> <ul style="list-style-type: none"> • Happiness; • Peace, tranquility; • Surprise. <p>The main reasons for that feelings were:</p> <ul style="list-style-type: none"> • Winter sunny day; • Comfortable dining room; • Service; • View; • Quality of the food; • Visit/Museum. 	<p>“Very good. With every step we took with the guide, when the guide was telling us the history of wine, he surprised me at every turn, he was very... It was a very interesting presentation, without being too persistent and dull, he made a very clear presentation, with some jokes. And I think it told the essentials for us to have an understanding of the story. What I feel is that now, when I drink the wine, I will also look for these little bits that I experienced there in Quinta Nova, I think it made an impression, it really made an impression. (<i>Interviewee 1, female, Portuguese</i>)</p> <p>“Happy, because everything went well, everything was great, in perfect harmony, so I couldn't ask for anything better.” (<i>Interviewee 2, male, Portuguese</i>)</p> <p>“I felt very good, I was surrounded by my friends, in a fantastic atmosphere, very good food, fantastic wine. What more can you ask for?” (<i>Interviewee 3, male, Portuguese</i>)</p> <p>“Very calm, it brought me peace. I'm talking about the view, it has a unique view that I just wanted to buy a house there, stay there and live there. That's it, I was really amazed. I don't even have words to describe it.” (<i>Interviewee 4, female, Portuguese</i>)</p> <p>“I felt pleasantly surprised by everything, I felt that I had a good atmosphere, very cozy in the restaurant, impeccable service, I also found very good service in the museum part. I thought everything was well explained, everything was adequate, it was interesting. So, I think it was an experience and with the presence of friends, it makes everything even more interesting, doesn't it? More cozy, it's not the same to be alone or with one person, it only has its own meaning, does it? But with a group of friends it has another meaning that is also very interesting, everything is very cozy, I really liked it.” (<i>Interviewee 5, female, Portuguese</i>)</p>

	<p>“Clearly, as I told you, super happy. I was calm, I think it's the space, the people, the view, the store, the visit to the museum, the history of the museum. Museums are always the same, because the process is normal. (...) Therefore, automatically, I would say that museums, for me, are a space of culture and a space for transferring culture about history and about how difficult it was to work all those vineyards. The cellar is precisely brutal. I think that as soon as all the work is completed, we will return to enjoy it again and, above all, to see the quality of what was left, the rooms. I didn't see the rooms, but I'm sure they would be on par with the rest of what I saw in the rooms, very, very good. Therefore, the feeling was a feeling of tranquility.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“I felt very good. There are often small details that influence everything else. It is obvious that being with friends, who already have the status of family, with whom we do everything to be together on a wonderful winter day, but with characteristics of temperature and environment out of season, all of this contributes to the project. (...) I entered the dining room and felt comfortable, without observing any particular detail, I felt comfortable, without feeling that the room was so exuberant that I felt uncomfortable. So, I felt at ease, I felt good. And I did notice, in a single detail that, in the end, almost made me breathe better, I noticed that it had convectors and not air conditioning. And it made me enjoy lunch even more. It's little things that make a difference to me.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“I felt very good, very welcomed, the day was fantastic. Everything was very well organized, the visit was also at the right time, the people were also very clear and a very light approach, so as not to be too heavy or too superficial. Therefore, I think it is a good roadmap to do a visit with explanations in terms of the museum cellar, vineyards and therefore quite balanced, good experience.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Yes, happy, relaxed. The lunch was great and the staff was friendly and, I think the selection</p>
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		<p>of the wines was good and it matched the food that we had, so it was really pleasant thing.” <i>(Interviewee 9, male, Swedish)</i></p> <p>“Oh, very good, I felt very good, I think as I was saying a moment ago, for now it is a super pleasant place. That outdoor terrace, those views. I think these are things that are really fantastic, we were lucky enough to also have a really good day. (...) And then, obviously the company, because I think the experience we had was also a little influenced by that. If my husband and I were alone, the experience would certainly be different. It would have had another kind of charm. I think it was a very pleasant moment due to the combination of different things. The food was fantastic, it was a very good lunch. And then that little get-together outside, I think was very pleasant. In addition to the visit we made, because I like that kind of thing, we also learned a little about the history of the region and the winery.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“A lot of things. So, first in that initial phase, where we were shown the museum, it's really fascinating. Because understanding how wine becomes what it is, I think it's very important and I liked it, I really liked it, mainly because of that. (...) During lunch, I was also felt satisfied, it met my expectations because it was actually very good.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“Oh, I felt very happy, very relaxed. We are also here on vacation for a few days, with friends, but this view, with this tranquility, is really something else.” <i>(Interviewee 17, female, American/Puerto Rican)</i></p>
<p>If they enjoyed the experience by itself, not just for the wines</p>	<p>- In general, respondents appreciate the whole package and don't separate the experience from the wines.</p>	<p>“Yes, I think it was the combination of everything. Because if it had been just a winery, with good wines, a winery like so many others with good wines, the experience would not have been the same. One thing that also surprised me was what they invested in innovation in terms of the winery, I found it surprising too.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“I never make this separation, one thing or another. It's the whole package, because the</p>

		<p>wine improves the visit and the visit improves the wine, for me. Because wine is an experience, it is not just a drink and, therefore, the visit is part of the experience. So, you cannot separate them, one thing enriches the other.” (Interviewee 2, male, Portuguese)</p> <p>“From the overall environment, it is clear that being accompanied by friends makes things easier, but all-encompassing. Not just because of the wines, because the wines are familiar to me, that wasn't why I was going there to drink wine, I have one of those at home and would have an excellent experience with the wines, but I didn't have all the involvement of the experience.” (Interviewee 3, male, Portuguese)</p> <p>“No, I liked it for the entire experience itself.” (Interviewee 5, female, Portuguese)</p> <p>“Yes, and for me, particularly because I'm not a big wine fan or connoisseur, what goes beyond wine is very important.” (Interviewee 7, female, Portuguese)</p> <p>“Yes, yes, yes, I liked it, I liked it in itself, the experience. Without supplementing with anything, if it were just the visit, we would be fine.” (Interviewee 12, male, Portuguese)</p>
Utilitarian Perceived Value		
Expectations	<p>- All interviewees claimed that expectations were matched or exceeded;</p> <p>- Some of the reasons mentioned to why it happened were:</p> <ul style="list-style-type: none"> • Simplicity; • Decoration; • Wine; • Quality of the food; • Winery; • Combination of everything. 	<p>“It completely exceeded my expectations. I understood why people told me so much about Quinta Nova. Because in this group of friends, we have all been to the Quinta de São Luís, to Quinta do Carmo, to several wineries and, that's it, we liked it. We left the visit, we enjoyed it, but none of them left me with this feeling. And my friends also told me, “Ah, but we haven't been to Quinta Nova yet”. What was said was that the price was also a bit high and as we, when we go to Douro, we take the opportunity to go to more than one place and a stay at Quinta Nova would be a little more expensive. For that reason, we hadn't been there yet. But now I understand why people speak so highly of Quinta Nova.” (Interviewee 1, female, Portuguese)</p>

		<p>“Yes, it exceeded my expectations. (...) I found the simplicity of Quinta Nova to be simpler than I thought. (...) It was in harmony with the wines, which are also simple, but great, and it was very simple, but very good, there was no tourist artificiality, there wasn't a touch of Disneyland there.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“Clearly it matched. In other words, I mentally had an idea of what Quinta Nova would be. I had already seen many photographs, I had passed by the door there several times, but I had never visited it and, therefore, it corresponded exactly to what I expected. Having a well-kept wine cellar, with an above average quality in terms of facilities, care with the facilities, food at the level of what was expected in a restaurant of this type and from a winery of this type, and, therefore, it corresponded to what I expected. (...) I found the wine I was waiting for, because they are wines that I already knew and that I really appreciate, so I found it.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“It exceeded expectations. (...) I went to a more modern room and from what I know, from photos on the internet, the rooms have a lot of old furniture, more rustic. The room I got was lucky, it was a little more modern. (...) I thought it was an older thing. (...) Yes, I found the wine I was looking for. We bought the Rosé, because I thought it was delicious, and I don't drink wine, but I liked it. <i>(Interviewee 4, female, Portuguese)</i></p> <p>“It met my expectations, it was something that, not knowing exactly what I was going to find, I was satisfied with what I found therefore, my expectations were all met, all fulfilled. (...) Yes, I found it, precisely because the one I liked the most was there, available to choose from. And it was suggested in the harmonization and, therefore, I found what I actually wanted.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“The experience exceeded expectations, without a doubt. I would expect to have a good time. I had some doubts about the menu. Interestingly, when I saw the menu, I confess that I wouldn't</p>
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		<p>choose one or the other. When I got there, on the positive side, it surprised me. (...) It often happens that we think it's worth it for the dessert or main course, or the starter, and I think it was a very balanced set and I think everything was very, very good, very sublime.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“Yes, yes, even surpassing it, because we are very aware of what we are going to find from the many visits to the Douro and the many farms we have been to, but, yes, I would say it was at the same level. It even surpassed it, because I felt very comfortable, because the day was fantastic, the restaurant fantastic, the timing fantastic. And it's not just the company, it was a very, very positive day, it was really enjoyable. (...) Yes, I found it, the wines were a great choice (...), yes, within what I was expecting, quite balanced.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Yes, yes, in terms of the food it exceeded the expectations. They are some things perfectly normal, not substandard at any level and the winery is really really modern and fancy. So, I think it's a really nice place to go and visit. I think they can sell it well because the winery is so modern and good looking, clean and everything very nice.” <i>(Interviewee 9, male, Swedish)</i></p> <p>“Yes, it matched. (...) I hadn't thought of anything, obviously the place was already telling me that it would be a pleasant place. Now, I think everything is in very good taste. In addition to the surroundings, I think the space itself, from what we know, is all done with great taste. I think it must be impossible to be in that space and not feel good, I honestly feel that way. Because it has all the conditions for it. Therefore, I would say that I didn't go with expectations, I went because I knew it was going to be a pleasant space and it was, it was very good, very good indeed.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“Yes. I already had high expectations. And they were fulfilled because it's very beautiful and, the view of the river, the food, the winery,</p>
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		<p>the museum, everything. Okay, eventually it fulfilled expectations. (...) Yes, I found and tasted the wines I was waiting for. That one, the Blanc de Noir, I really liked, I had heard about it, but it was the first time I tried it. I already knew Reserva Terroir and Rosé and I also really like them.” (Interviewee 12, male, Portuguese)</p> <p>“Yes, the wines mostly exceeded my expectations. We have already tasted several wines here in Douro in the last few days, at Quinta da Pacheca, for example, and I liked the wines here more, they are very different, very good.” (Interviewee 14, male, Brazilian)</p>
Overall Satisfaction		
<p>Word/Sentence to describe the experience</p>	<p>Some of the mentioned words were:</p> <ul style="list-style-type: none"> - fantastic; - friendship; - unique; - energizing; - beautiful. 	<p>“It was an amazing day. And it was a moment of friendship with friends. Fantastic, it was a really good day.” (Interviewee 1, female, Portuguese)</p> <p>“Fabulous. Fantastic.” (Interviewee 2, male, Portuguese)</p> <p>“Another moment of fantastic friendship.” (Interviewee 3, male, Portuguese)</p> <p>“Ah, that's easy, unique. Mainly because of the landscapes. Beautiful.” (Interviewee 4, female, Portuguese)</p> <p>“An experience in the best company, with a spectacular atmosphere, and also with fantastic food.” (Interviewee 5, female, Portuguese)</p> <p>“In a word, the word would have to be experience, right? Therefore, in other words, I would always share it as an experience, a great experience.” (Interviewee 6, male, Portuguese)</p> <p>“To repeat.” (Interviewee 7, female, Portuguese)</p> <p>“It was "wow". It was a "wow" moment. It was an excellent moment.” (Interviewee 8, male, Portuguese)</p> <p>“For me it was a very energizing day.” (Interviewee 11, female, Portuguese)</p>

		<p>“A stunning day.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“Visual, a find!” <i>(Interviewee 13, female, Brazilian)</i></p> <p>“Friendly, accessible” <i>(Interviewee 14, male, Brazilian)</i></p> <p>“Great!” <i>(Interviewee 15, male, American/Puerto Rican)</i></p> <p>“Beautiful!” <i>(Interviewee 16, male, American)</i></p> <p>“Completely breathtaking!” <i>(Interviewee 17, female, American/Puerto Rican)</i></p>
<p>Most liked featured of the experience</p>	<p>- The most mentioned features were:</p> <ul style="list-style-type: none"> • The visit; • The meal. <p>- Other mentioned features were:</p> <ul style="list-style-type: none"> • The winery; • Coffee at the end; • The staff; • The view; • Friends; • Whole package. 	<p>“I think it was all because it was all very good, I think it was really an experience with some fantastic wines, in a fantastic place, where I learned about the history, and I also like to know how things happened. Knowing, really understanding, feeling like we were there and understanding what the people were like, how difficult it was to carry a 100kg basket of grapes on your back, we were able to perceive all of these sensations. And afterwards it was very pleasant, it was really a very friendly moment, to be repeated.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“I really enjoyed the visit, I thought the guy who made the visit was exceptional, compared to other visits I've made. I thought it stood out a little. Normally they are people who know, they are friendly and so on, but they don't know as much about Douro as he did. He was very informed about the history of the Douro and how things came to be there.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“Overall, I don't have any particular moment, it was being with my friends in a fantastic place, a fantastic, relaxed atmosphere and, therefore, I don't have one... If you tell me like that, between the visit and the food, I preferred the food, but the food with the drink, I mean, the time of the meal, but the visit was fantastic too.” <i>(Interviewee 3, male, Portuguese)</i></p>

		<p>“The view, without a doubt. It's really very beautiful.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“What I liked the most? It's difficult to isolate just one thing. But, if I had to say just one thing, maybe the meal part, with friends. The experience of a new dish always appearing, a new wine, a combination of the two, giving our opinion, making toasts. Maybe this part was the strong point, let's say.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“I would say that that winery brings a different, very temporary feeling, so, as I know the space, when you enter that new winery, it is not just another winery that is full of stainless steel vats. You see a temporal space there. You see the past in a modern way, therefore, modernity over time. I think the investment there was very useful.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“Friends, without a doubt. Quinta Nova is very pleasant, very appealing. It was lucky enough to be framed on a beautiful day. Friends are always what I like most, without a doubt, even if there was a storm.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“It was the whole set. I'm not going to say anything in particular, because I think the pieces fit together very well and came together in timing, from going there and coming back, everything was very balanced. (...) But perhaps, I can highlight the grandeur of the winery and the architectural space that combines very well the history of those people from the past, with modernity and even a bit of sophistication that has been introduced, but respecting everything that is the moth, perhaps, of those people, of that history, of the Douro. Therefore, perhaps I can highlight this little bit of combination between the traditional and the more modern, without hurting the traditional and respecting it.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“I thought the room looked like I was having lunch like that, in an English club like that, cozy. The staff is also one of the things that most places nowadays have a lot of difficulty</p>
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		<p>finding competent people for. And I thought they were friendly, without being boring. There are people who don't know how to separate being nice without being too intrusive. Then when we started drinking coffee and the cookies they brought with it, the whole experience was very good.” (Interviewee 10, female, Portuguese)</p> <p>“What did I like most about the experience? I enjoyed the visit. I enjoyed being together, obviously that's always a very good time for me. But I enjoyed visiting the cellars and the wine cellar. We've already made a few visits to other cellars and we hadn't seen anything like it. Therefore, it is different in the way they are putting it together. I liked getting to know it, although when it comes to drinks, I'm not a big fan, but we're already getting to know what we're hearing here and there, we're already getting to know some things. (...) I liked everything, but as well as something new that caught my attention, I liked the visit and being there in that space and the museum, too. I find it interesting the way they have it set up there to preserve the history a little, because otherwise things get lost. And I think it's a good idea. (Interviewee 11, female, Portuguese)</p> <p>“It's a bit difficult to answer that question, because it was an experience with several experiences. So, the food was undoubtedly one of the best things, along with the wine pairing, while we ate, it was undoubtedly excellent. However, even the visit itself and, perhaps, the landscape. The cafe at the end, with the view of the Douro River and the vineyards, perhaps, was what I liked most.” (Interviewee 12, male, Portuguese)</p> <p>“The welcoming of the staff, the view, the wonderful wines.” (Interviewee 13, female, Brazilian)</p> <p>“It was the whole package. All the experiences complement each other. I can't separate one thing from the other. It has been a great experience in its total.” (Interviewee 18, female, American)</p>
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<p>Most distinctive feature of Quinta Nova</p>	<p>- The most mentioned features were:</p> <ul style="list-style-type: none"> • The winery; • The meal; • The visit. <p>- Other mentioned features were:</p> <ul style="list-style-type: none"> • The staff; • The decoration; • The tranquility. 	<p>“The care taken with every detail, from the staff, were all very friendly without being intrusive, they said what was necessary, but without intruding too much. The lunch was great, the wines were wonderful, even though I'm not a person who drinks often. And, that's it, the whole story, I think the place is meticulously cared for.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“In addition to the visit I already mentioned, the restaurant also stood out. (...) The view is beautiful, but it no longer stands out from other wineries, you know? I mean, the Douro stands out from other regions, but there in that area you have those views, and you have views, sometimes even better. We have already had this in other experiences.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“Yes, the meal, because it is a moment of sharing at the table, is different from the visit. Let's say that the visit is more of the same, in the sense that for those who have visited a lot of wine tourism, there is not much new in the visit. There is a museum, but those who also know a little about the history, in other words, let's say that the visit is not distinctive in relation to other wine tourism in the Douro. The restaurant is distinctive, because it is a more, let's say, a slightly higher level of wine tourism restaurants.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“Besides the view, the food, the food was very good, it was really good. It's expensive, but it's very good. The price-quality ratio is good.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“That it is distinctive from other wineries, as the museum has already said. I thought it was interesting to have the museum. Then, I see that in terms of restaurant it is more refined than others I have tried, they have a special refinement. I also think it's a distinguishing factor from other places, the outdoor space is, in fact, fantastic, but I've also been to other places that had this space. So, both things. Ah, I also thought in terms of the winery, it was extremely modern. Mainly, the new part, I had never seen in any winery. (...) And the design I thought</p>
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		<p>was spectacular. That part recreating the terraces, the shape of Douro River and the terraces, I thought was a fabulous idea, in fact.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“For me, what surprised me most was the wine cellar. From the point of view of the beauty of the space, the location, the comfort, I would say that when I compare it with other spaces where I have been, I see a combination of factors that is perpetuated in the multiple steps. (...) What made the difference in this whole space was visiting a very modern winery based on ancient principles, where in reality that was where they went to get their culture. Culture, it's very funny to make such a huge investment in a production process that, after all, time tells us again, that's where we should go to maintain the quality of the wines.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“Quinta Nova itself, the good taste, everything is in very good taste, or at least a taste that fits my taste value and makes us feel comfortable. As I said, I didn't find it too exuberant for me to feel at ease and discreet in the details, in the smallest things, and it is a very beautiful place. Of course, I would be thinking the region is magnificent, I don't know of a region in the Douro that doesn't have beauty, so I also enjoy the beauty of the Douro. And particularly, I liked the service, which doesn't always happen. A very good service, I noticed that one or another employee had an extraordinary memory and I appreciated that and the care, without being intrusive.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“It was this timelessness of using new materials and a modern combination that managed to respect tradition so well in the winery.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“The winery was so modern. I think that sticks out and it's really a very fancy winery. I've been to too many, but this one was one of the best I've seen in terms of how modern it is, it's really nice.” <i>(Interviewee 9, male, Swedish)</i></p>
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		<p>“I think the room itself, the space itself, had the most impact.” <i>(Interviewee 10, female, Portuguese)</i></p> <p>“The cellars and the winery and the visit to the museum too, because other places we went to don't have that component and it creates a little bit of the history of the Douro there in a funny way.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“The quality of the food and even the architecture of the museum and also the new wine cellar. I found the wine cellar particularly distinctive, because I had never seen one before.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“One of the things that stood out the most from other wine tourism experiences we've had, was the fact that everything is quieter here, slower. In Napa Valley, for example, we visited 4 wineries in one afternoon... We were running from one place to the other... Everything was more commercial, almost as if we were at Disneyland, with the queues and so on. Here, it has a more rustic feel, we are more at ease with the time of day... It's a priceless peace of mind.” <i>(Interviewee 15, male, American/Puerto Rican)</i></p>
<p>Feature that could be improved</p>	<p>- Most of the respondents said everything was perfect and that they wouldn't change anything;</p> <p>- Some mentioned features were:</p> <ul style="list-style-type: none"> • Price of staying one night; • Tv and minibar in the room; • Catalogue the laboratory instruments; • The contrast of the museum and the new winery (lack 	<p>“Something I think could be improved? No, what I'm sorry about is that, well, I didn't have the opportunity to stay there one night, I would've liked that, but it's too expensive. But, on the other hand, if it were a lower price, too many people would start going there and guests also value the fact that there are few people and the tranquility.” <i>(Interviewee 1, female, Portuguese)</i></p> <p>“No, everything was perfect.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“I would add a television to the bedroom, I think that is very important nowadays. I would also add the Mini bar. And, maybe, I would rearrange the rooms a little. I would change the furniture for something more modern.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“Okay, maybe this is where I wanted to mention the museum. I thought that in that part that I</p>

	<p>of human factor);</p> <ul style="list-style-type: none"> • The road; • Wine quantity in the tasting: more wines variety and less quantity of each. 	<p>appreciated the most, because it concerns me the most, which is in the laboratory, I thought that things could be catalogued, because we missed that. We wanted to know the name of a piece there and we couldn't. I think it would be interesting to be catalogued, it's a huge amount of work that could be done, isn't it? But I think it enriched the experience, apart from the fact that they could even have a book about the museum, I think it was very interesting.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“I didn't have time to identify a point for improvement. (...) As I said, being someone who already knows the history of wine, I don't dare to make any kind of comment about improvement in that component of the museum, because I think it is well put together and well designed for those who You don't have that experience. (...) For those who already know and know, I validate whether the procedures that are being explained match those that are actually carried out on the ground. Therefore, I think the boy did perfectly well with a very balanced speech.” <i>(Interviewee 6, male, Portuguese)</i></p> <p>“I think there are things that intimidate me more, perhaps, but I can run the risk of not being fair. I looked, for example, at the new winery, because the work is shining perfectly, it seems like there is no human factor there. And, I remember, for example, regarding the stopper, the comment was made that they would have to opt for a silicone stopper, instead of a cork stopper for reasons of hygiene. (...) I felt that it was too much, I didn't want to say luxurious... when it came to wine production. (...) In the museum, almost all the things that were there, I had memories of experiencing this when I was younger, because in my old house, which is in the Dão area, I had most of the instruments. I thought it was really funny, I thought it was really cute and it transported me to that other dimension, to an image that was already very, very distant, because it was only when I was a child that I remember seeing wine being produced. So, really that contrast between a museum with such a long history, contrasting with the new installations that seemed to have</p>
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		<p>no use yet. It seemed like too much care to me, is it all necessary to produce a good wine? Maybe it is, it could be a big surprise.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“Well, if it were during the harvest, we would improve with the experience of having everything work. But, no, I think it was fine, it was perfect. (...) It was really good, well balanced, with an overview, with the little pieces, all completing each other and justifying themselves, so maybe nothing would change.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Anything to be improved in the experience? No, I don't see, no.” <i>(Interviewee 10, female, Portuguese)</i></p> <p>“No, I'm not saying anything like that, because I think we had a good time, I think they were well managed. Everything was there, very, very straight, I have nothing to point out.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“No. Honestly, I don't think so. I think it fulfilled all expectations. I really don't have anything to point out.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“No, it's perfect.” <i>(Interviewee 14, male, Brazilian)</i></p> <p>“Well, the road to get here is a little scary. And in the wine tasting, instead of having so much wine in the glasses, they could have a little less and have more variety of wines, because this is just a tasting, there is no need to have the glass so full.” <i>(Interviewee 15, male, American/Puerto Rican)</i></p>
Loyalty and Purchase Intention		
Loyalty	<ul style="list-style-type: none"> - Every respondent said they would recommend Quinta Nova to their family and friends; - The majority of the interviewees, would like to go back to try different experiences 	<p>“Yes, I would recommend that they enjoy the moment I enjoyed and get to know Quinta Nova, discover those wonderful corners, a good wine and, without a doubt, going to the Douro is always good, but being in such a special place is even better. (...) Yes, I would go back if only to bring some wine and go there, if I can have lunch or a coffee there, of course. (...) Yes, I would be willing to follow Quinta Nova's</p>

	<p>or to relive it all again;</p> <ul style="list-style-type: none"> - A couple of interviewees wouldn't consider to go back the next time they went to Douro, since they prioritize trying new places; - Only one of the respondents wouldn't be interested in following Quinta Nova activities through social media or website. 	<p>work through social media.” (<i>Interviewee 1, female, Portuguese</i>)</p> <p>“Obviously. (...) Because if I think it was an excellent experience, I will also recommend this fantastic experience to my friends” (<i>Interviewee 2, male, Portuguese</i>)</p> <p>“I would and do recommend it. Because it really is a fantastic experience, in a fantastic place and with fantastic wines. And I'm always promoting Quinta Nova wines to my friends now. They're fantastic and I don't have a commission, it's pro Bono. (...) Of course, I would still go and visit, but there is so much to discover that my first bet is certainly not to go to Quinta Nova again. But it's not because I don't like it, it's because there really are others that I would like to discover, but yes. (...) Yes, I would be, boat trips, I've done many on the Douro. But spend the night, yes. In fact, my wife would certainly be delighted to go and spend a night there. (<i>Interviewee 3, male, Portuguese</i>)</p> <p>“Yes, I recommend it. (...) For everything. Firstly, because the wines are good, even though I don't drink it, for example, I really liked the Rosé, but even though I don't drink it, I have a group of friends who drink it and I know that just because they're saying it's good, I recommend it, because I believe in what they say. The hotel... I would recommend it, but it is expensive. It's not for everyone, of course. But it was worth the one-night experience. I think everyone could go there one night, visit after visit. Anyone who is more curious about wines and the whole process, yes, I recommend it. (...) Oh yes, of course yes, I would definitely go back. (...) Yes, in fact, we took several photos and identified Quinta Nova on social media.” (<i>Interviewee 4, female, Portuguese</i>)</p> <p>“Oh yes, I would recommend it so you can experience what I also experienced, you know. So, have an excellent meal, if possible, go on a sunny day too, so you can enjoy the outdoor spaces and, if possible, also stay overnight, which is something I'm also missing. (...) Yes, I would go back and say precisely to stay there.</p>
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		<p>There's nothing like sleeping a night in these places, right? So you can feel the experience even more intensely.” (Interviewee 5, female, Portuguese)</p> <p>“I recommend it highly since the day I left there. I recommend going there, I recommend it for a quiet weekend, for a getaway and even more, it's there now, the 14th, it's a weekend, it's a beautiful guide to escape Valentine's Day (...) and use that space and that tranquility, that peaceful surroundings. (...) Yes, I would be willing to follow the networks.” (Interviewee 6, male, Portuguese)</p> <p>“Undoubtedly. Yes, because, of course, it was a very pleasant experience. I also thought, despite not being quite within what we paid, but from the idea I have, in terms of quality-price ratio, perfectly justified. And the service is good, so it's worth repeating and worth recommending. (...) Undoubtedly. Yes, yes, yes, I would go back. (...) Yes, I would like to stay there one night (...) a boat trip I also think is a good idea to do with this group of friends. (...) Yes, if I had social media, yes.” (Interviewee 7, female, Portuguese)</p> <p>“Yes, friends, family and professionally, yes. Of course. (...) Yes, possibly even an option to stay there and sleep, because we usually make these visits for more than one day and we usually stay overnight. The hotel component must also be fantastic and, therefore, perhaps there, we could consider it and come back, and even try that part. Normally one night in the Douro is enough, there is no need for much more because we are very close here, of course, I think it is a good experience. (...) Yes, I would be willing to follow social media. In fact, one of the initiatives that the owners and managers also have, which is from Bagos d'Ouro. We have also been involved in several initiatives, even where I work, some colleagues also participate and we are normally involved in these events.” (Interviewee 8, male, Portuguese)</p> <p>“Yeah, for sure, for sure. Yeah, I would absolutely recommend my friends and family.</p>
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	<p>(...) Yes, there is a big possibility I will revisit Quinta Nova in the future. I mean, I could stay one night maybe, but it would be for the food for sure.” (Interviewee 9, male, Swedish)</p> <p>“Yes, we even have 2 situations this year, which I was just saying, on a professional level, with clients, we are looking at it, but we had talked about going to the Douro with some American clients and it is a possibility. (...) I actually think I already follow on social media, actually.” (Interviewee 10, female, Portuguese)</p> <p>“Yes, I would recommend, because it is different in this aspect and for those who like to visit different places in the Douro. If we talk about the Douro, the vineyards and I don't know what, it's all very similar, isn't it? The landscape itself, in many wineries, is the same, but it always has its corner of difference. And that allows you to have these things that become a little more distinct, in addition to having that peace, you're sitting there on that little terrace and looking at the Douro River and the vineyards, that's wonderful. Then you can complement it, obviously, with a good meal and a visit, which I think is always a fun experience. (...) You're asking me a difficult question, because I always like to visit different places. (...) I don't mean to say that I won't do it again at another opportunity, but maybe I would give priority to getting to know other places that I haven't yet met. (...) I wouldn't be very interested in seeing what they publish and so on. (...) In terms of other experiences, I think they are beautiful experiences, but I think that their prices for these things mean that, perhaps, we have slightly more affordable alternatives in other places.” (Interviewee 11, female, Portuguese)</p> <p>“Yes, yes, I would recommend it without a doubt, because it was like I said: it really fulfilled all my expectations. It was a fascinating experience, the visit and lunch, with the wine pairing, I would certainly recommend. (...) Yes, I would be willing to follow on social media. (...) Yes, yes, yes, without a doubt, staying for a night or a boat trip, I would be</p>
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		<p>100% willing, if they want to invite me, I will go.” (Interviewee 12, male, Portuguese)</p> <p>“Yes, of course I would recommend it and I know I'm still here, but I wouldn't mind going back. (...) Yes, I would follow Quinta Nova on social media.” (Interviewee 16, male, American)</p>
<p>Purchase Intention</p>	<ul style="list-style-type: none"> - All of the interviewees demonstrated willingness to buy Quinta Nova wines in the future; - A lot of the Portuguese respondents already bought them; - Some interviewees even purchase some bottles before leaving. 	<p>“Yes, yes, these are the wines that I normally buy as a gift, as I said.” (Interviewee 1, female, Portuguese)</p> <p>“Yes, I intend to buy. How should I say? Furiously. Because I like the wines, I think they have a great quality-price ratio.” (Interviewee 2, male, Portuguese)</p> <p>“Yes, I already buy it, but yes, I will continue to buy it.” (Interviewee 3, male, Portuguese)</p> <p>“Yes, I already buy it. I buy it, not for myself, but for my family.” (Interviewee 4, female, Portuguese)</p> <p>“Yes, I intend to continue buying, at least the one I already bought a lot, but also as I liked the first one we tried, in terms of white wine, I also found it very interesting.” (Interviewee 5, female, Portuguese)</p> <p>“I already buy in the present. Therefore, as I shop in the present, I will not change my intention.” (Interviewee 6, male, Portuguese)</p> <p>“Yes, no doubt. Yes. Buy yes. Sometimes buying wine is a matter of habit. And, as a rule, I can buy this brand or another because I really like it. And I repeat. Probably with Quinta Nova it could happen for a while, to consume Quinta Nova, until changing the brand again.” (Interviewee 7, female, Portuguese)</p> <p>“In the future? Oh yes, absolutely. Yes. I already bought it and it's absolute. It's absolute. I even bought one in the store before leaving.” (Interviewee 8, male, Portuguese)</p> <p>“Yes, in the future, yeah, I will consider that.” (Interviewee 9, male, Swedish)</p>

		<p>“I mean, I'm not the one dealing with that in my house. But I think it is possible, of course.” <i>(Interviewee 10, female, Portuguese)</i></p> <p>“Yes, here at home we already consume it. Yes, we already drink it, not regularly, of course, but it is part of our home wine cellar to always have a Rosé from Quinta Nova.” <i>(Interviewee 11, female, Portuguese)</i></p> <p>“Yes, I intend to buy, because I was already a consumer first, so I will continue to buy. Then because maybe the wine tastes better now, you know? It has a different flavor or a different drinking experience because I know how it was made.” <i>(Interviewee 12, male, Portuguese)</i></p> <p>“Yes, now that we know the distributor in Brazil, of course yes, without a doubt. We really liked the wines.” <i>(Interviewee 14, male, Brazilian)</i></p> <p>“Yes, absolutely yes. We haven't finished the experience here yet, but maybe when we leave, we'll take one of those bags that are there in the store that holds twelve bottles and then they deliver it to Puerto Rico, right? I think it will definitely be an option to consider.” <i>(Interviewee 15, male, Puerto Rican/American)</i></p>
<p>Suggestions</p>	<p>Interviewees suggested some interesting things, such as:</p> <ul style="list-style-type: none"> - Spa; - Place to have a drink next to the river; - During the visit, walking around the vineyards; - Boat trip with full lunch and wine service. 	<p>“They could find a way to do anything for a person to have a coffee or a drink, a snack or something like that right next to the river. I've had this experience in other wineries and it's fantastic.” <i>(Interviewee 2, male, Portuguese)</i></p> <p>“Only if I were going to put in a wine spa or something like that, because besides, from other places I've done, it was, for example, the snack in the vineyard.” <i>(Interviewee 3, male, Portuguese)</i></p> <p>“The spa was very important. The spa and the television, as I said before. I think the spa would attract more people, especially younger people.” <i>(Interviewee 4, female, Portuguese)</i></p> <p>“I would only suggest during the visit, for example, before the museum, walking around,</p>

		<p>going to the vineyards for a bit, I think it would be interesting.” <i>(Interviewee 5, female, Portuguese)</i></p> <p>“No, nothing comes to mind like that, but, without a doubt, it has immense potential to be used. (...) The guided tour was very interesting, but it could have been different. Was it a little more descriptive and could it be more experimental? I don't know. Like, for example, taking a walk in the vineyards or something, for example. We already did this and it was very interesting.” <i>(Interviewee 7, female, Portuguese)</i></p> <p>“If I could, with my health and time, I would like to do some harvesting and work at the harvest, when I was younger on vacation, often, to earn some money, we would like to go to the harvest in the neighborhood. I would even like to do something different like this, for 2 or 3 days.” <i>(Interviewee 8, male, Portuguese)</i></p> <p>“Perhaps a boat trip with a full lunch and wine service. A lunch for groups on the boat, for example. I don't know, that's something I would particularly like.” <i>(Interviewee 10, female, Portuguese)</i></p>
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