

PROFILE OF WINERY VISITORS OF MICHIGAN WINERIES BASED ON BEHAVIORAL SEGMENTATIONS

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Abstract: Since 1995, the number of wineries and sales of Michigan wine continued to increase. In addition to wine production, the vineyards have been designed for agriculture tourism including the development of tasting rooms and winery tours. Commercial winery is more than simply grape production and has an important relationship with visitors or customers. However, little information concerning the characteristics of Michigan winery visitors was available. Therefore the purposes of this study are to 1) develop a marketing relevant profile for travelers and winery visitors for Michigan wineries, 2) identify the marketing segments based on the visitors' attributes and behaviors, and 3) suggest marketing strategies for increasing winery visitors.

Introduction

Michigan is the fourth largest grape-growing state of the continental U.S. with over 13,500 acres of vineyards and the eighth state in wine grape production with 1,500 acres of wine grapes. Michigan has an impressive and well-respected wine industry (Michigan Grape and Wine Industry Council, 2002). Since 1995, the number of wineries in Michigan has grown from 17 to 25 and sales of Michigan wine in Michigan have expanded by 27 percent. The wine grape production is fairly evenly split between Michigan's southwestern counties and those around Grand Traverse Bay. Twelve locations with winery or wine tasting rooms are located in the Leelanau Peninsula region, 5 locations are in the Old Mission Peninsula region plus 10 locations are on the Lake Michigan Shore / Fennville region (Southwest wine region) (Michigan Grape and Wine Industry Council, 2002). With the rapid growth of vineyard areas, Michigan wineries produce more than 200,000 cases of wine annually, making Michigan 13th in wine production. As mentioned earlier, besides wine production, the vineyards have been designed for agriculture tourism including developing tasting rooms and winery tours (Michigan Grape and Wine Industry Council, 2002).

Agricultural tourism is a relatively new market for tourists and is a worldwide trend, which offers city dwellers a chance to escape the urban concrete and re-discover their rural roots.

Mahoney (2000) defined "Agricultural tourism and Natural resource product tourism" as: "Pleasure travel involving the direct purchase or recreational harvest of agriculture or natural resource products and participation in recreation activities, educational programs, winery tours, dining, and overnight stays on working or heritage farms and ranches, processing facilities, and natural resource product operations." An agriculture tourism enterprise is a business conducted by a farm operator for the enjoyment and education of the public, to promote the products of the farm, and thereby generate additional farm income. The wine industry has an agricultural base and a big potential to be linked with tourism industry. In Michigan, nearly 27 commercial wineries, which can attract more than 350,000 visitors annually by creating some winery tours and developing wine tasting rooms (Mahoney, 2002). Again, commercial winery is more than grape production and has an important relationship with visitors or customers.

However, little information is available about the characteristics of people who have visited and will visit wineries and how marketing strategies and programs should be developed to attract winery visitors in the most effective manner. To develop a successfully commercial winery, an investigation is necessary to identify some information such as: the perceptions and customer behavior of winery visitors, community and development issues, marketing segments, and economic impact. Barron (2002) suggested that successful marketing really does begin with effective segmentation. Therefore, this study focuses on understanding the Michigan winery markets by making the profile of winery visitors in terms of using three variables: "Number of wineries visited", "Frequency of wine consumption", and "Wine purchased" and developing the marketing strategies to increase the number of winery visitors and the amount of wine sales and suggest marketing strategies to attract winery visitors and wine sales.

Study objectives and Hypothesis

Four objectives are:

1. To develop a marketing relevant profile for travelers and winery visitors in Michigan in terms of demographic and socio-economic characteristics and their behavior about visiting wineries, purchasing and drinking wine;
2. To identify different marketing segments for winery visitors by three winery behavioral variables: "Number of wineries visited during the past five years", "Frequency of wine consumption" and "Purchased wine from the wineries they had visited";
3. To conduct comparative analyses among four types of winery visitors delineated by three winery behavioral variables;
4. To suggest marketing strategies for increasing winery visits and wine sales.

Three hypotheses are used to identify marketing segments for Michigan wineries and different types of the winery visitors. Chi-square was employed where appropriate depending on the nature of the variables under examination.

Hypothesis 1: People who drink wines more frequently are more likely to visit wineries.

Hypothesis 2: People who visited more wineries are more likely to purchase wine from the wineries they had visited.

Hypothesis 3: People who drink wine more frequently are more likely to purchase wine from the wineries they had visited.

Literature Review

Compared to other U.S. main winery regions, wine produced by wineries in Michigan has a relatively lower brand image. Therefore, wine sales by winery visitors may be of greater importance for increasing the income of wineries in Michigan. Less marketing for visitors is done compared with New York and Ontario wine routes. While wineries with more than 70% in two wine regions open tasting rooms to visitors, less than 50% of Michigan wineries have tasting rooms open to visitors. Special events at wineries mainly have wine-related programs. Those two regions (Leelanau Peninsula, Old Mission Peninsula and Lake Michigan shore region) create more different types of events linked with wine-related programs such as food festivals and art and entertainment festivals. However, less than 50% of all commercial wineries in Michigan operate daily winery tour programs during the visitor peak season. Winery tours usually include only wine tasting. Few wineries provide visitors with interpretative programs to learn about the wine making process. Few education programs such as pairing food and arranging wine party for visitors are offered. Participation in associated wineries events and regional events are a main marketing activity in order to increase visitors' awareness of wineries and promote wine sales. The wineries of the Leelanau region actively participate in such events. However, the wineries in the Lake Michigan region have no independent winery festival. Relationship marketing linked with same region of wineries, Michigan wine council, Travel Michigan, and West Michigan Tourist associations are proceeding.

Consumer profile

Each consumer segment needs to be profiled in some detail. After segmenting consumers, marketers need further segment descriptors such as demographics, psychographics, attribute and behavior (Kotler, 1991). Consumer profile is used to permit marketing professionals and service providers to assemble services in a manner best suited to a specific consumer group's characteristics (Mazanec, 1992), such as size and cost to segment (Kotler, 1991) and preference and perceptions (Etzel and Woodside, 1982). Ultimately, marketing strategies apply consumer profiles as a mechanism to identify consumer preferences in primary, secondary, and tertiary markets (Court and Lupton, 1997).

There were two recent winery studies to attempt to profile winery visitor characteristics. Henahan and White (1990) studied six wine trails in New York State to evaluate the effectiveness of these wine trails and to make recommendations for future improvement. Wineries identified characteristics of their customers as someone over 30 years old, from New York State or an adjoining state, who lived in a metropolitan area, earned an middle- to upper-income, owned a small- to medium-sized wine cellar, and maintained an open mind about wines. Dodd and Bigotte (1997) studied Texas wineries to examine the perceptions and behavior of segments of winery visitors. They identified visitor socio demographic market segments and examined the difference between older visitors and younger visitors in behavior and perceptions of certain winery attributes. The authors of these winery studies noted that more research is needed to identify the most effective ways of targeting desired customers.

Procedure

Data Sources

One data came from "Welcome Center Traveler Survey" (WCTS), implemented by Michigan State University in partnership with the Michigan Grape and Wine Industry

Council (MGWIC) and considered as a comprehensive study of wine tourism, winery visitors, and the economic impacts of wineries. The sample size of this survey is 1176 travelers in 2001. Of 1176 the travelers, 30% had visited at least one winery during the past five years and were used to profile the winery visitors of Michigan wineries. The other data came from the "Household Traveler Monitoring Survey" (HTMS), conducted by the Travel, Tourism and Recreation Resources Center of Michigan State University in 1996. A block of questions was added to the household survey beginning in January 2000 to collect information about winery tourism, after-visit purchase of wines produced by the wineries that are visited, and wine consumption in general. These questions continued on the survey through October 2000. A total of 4,408 interviews were completed during this period. Of them, 64% of all interviewers had taken a pleasure trip in the past twelve months and 21% of all interviews visited at least one winery during the past five years.

Study Method

For WCTS, an on-site, self-administrated survey gathered data from June to October 2000 at six different Michigan Welcome Centers: Port Huron, Clair, New Buffalo, Mackinaw City, Monroe and Dundee. Trained interviewers went to these six Welcome Centers on particular weekdays and weekends and spent five hours distributing on-page questionnaires and collecting data. A systematic sampling scheme- every 5th person was used to select the respondents randomly, who entered and left the Welcome Center facilities that house restrooms, vending machines, or the travel information outlet. For the HTMS, a telephone survey was conducted from 1996. Randomly sampled households in Michigan, Illinois, Indiana, Ohio, Wisconsin and Ontario were surveyed with a focus on travel and vacation behavior and destinations. The survey employed random digit-dial samples of household telephone numbers in the study region purchased from Survey Sampling, Inc. Approximately 475 persons age 18 or older who permanently reside in these households are surveyed every month. Since the inception of the survey approximately 38,000 persons have been surveyed.

Instrument Design

The WCTS instrument used one-page questionnaire consisting of 12 close-ended questions. Those included 1) information about current trip such as the primary reason and length of the trip, and a preference for types of agricultural activities; 2) information about the winery visitation on the current trip and during the past five years such as the frequency of visiting winery or wine tasting room, location of winery they visited, and knowledge about winery; 3) information about wine consumption and drinking; and 4) information about demographic and socio-economic characteristics such as the location of their permanent residence, racial or ethnic group, annual gross household income, number of people in their travel party on this trip, the gender of each, and other person on travel party. The HTMS instrument included 30 questions, which are almost the same as the WCTS questions except some questions related to perception about the wineries in other winery regions such as New York, California, France, and Canada.

General Profile

Welcome Center Traveler and winery visitors

Michigan residents comprised about half part (46%) of the WCTS respondents. Forty-two percent were on vacation trips to, or through Michigan (Table 1). This explains the high

percentage, almost 80%, of Welcome Center travelers that were on overnight trips. About 62% of the Welcome Center travelers drink wine. About 17% of the Welcome Center travelers drink wine frequently (at least once every week). The high percentage of wine drinkers is particular due in part to the fact that the travelers have higher than average incomes. Half (52%) have incomes of \$55,000 or more. Also, 48% of the travelers are 41-60 years of age. This age bracket also comprises a significant proportion of wine consumers.

About 30% (N=341) had visited at least one winery or wine tasting room (not including the trip on which they were

surveyed) during the past five years. Seventy-two percent of persons who visited wineries or wine tasting rooms during the last five years purchased wine from at least one of the wineries that they had visited. Forty-five percent of winery visitors had visited two or three wineries during the past five years. Forty-five percent of winery visitors are from Michigan and Illinois comprised 17% of winery visitors. About 92% of winery visitors drink wine. Also 76% purchased wine from the wineries they had visited when they returned home. Over half (53%) of winery visitors are 41 to 60 years of age.

Table 1: Profile of travelers and winery visitors

		Welcome Center Traveler Survey		Household Travel Monitoring Survey	
		Traveler* ¹	Winery visitors* ¹	Traveler	Winery visitors
Purpose of current trip	Vacation trip	42	46	-	-
	Visit friends or relatives	19	15	-	-
	Weekend getaway	13	13	-	-
	Trip to a second home	4	7	-	-
	Business/Shopping/Others	22	18	-	-
Length of current trip	Day-trip	21	19	12	10
	Overnight	79	81	88	90
Number of wineries visited during the past five years* ²	Never visited a winery before	70	-	80	-
	Only one winery	8	28	7	38
	Two or three wineries	14	45	8	40
	Four or more wineries	8	27	5	23
Purchased wine	Did not purchase wine	28	24	28	30
	Purchased wine	72	76	72	70
Wine consumption	Do not drink wine	38	8	61	25
	Drink wine occasionally* ³	45	57	29	51
	Drink wine frequently* ⁴	17	35	10	24
Income	Less than \$37,000	20	14	32	21
	\$37,001 - \$55,000	28	28	26	26
	\$55,001- above	52	58	42	53
Age	21-30	12	6	23	17
	31-40	17	14	24	22
	41-50	23	22	24	24
	51-60	25	31	14	19
	61-70	16	17	9	13
	Over 71	8	10	5	6
State/Country of Residence	Illinois	15	21	15	13
	Indiana	4	3	13	13
	Michigan	46	45	25	22
	Ohio	14	13	17	20
	Other US	18	17	16	16
	Canada	3	2	15	16
	Other country	1	0	-	-

*1 Traveler means they had a pleasure trip during the past twelve months. Winery visitor means they visited any wineries or wine tasting room affiliated with a winery during the past five years. *2 They purchased wine from a winery they had visited during the past five years for Welcome Center Traveler Survey. *3 The definition for "Drink wine occasionally" is "Drink wine once or twice a month". *4 The definition for "Drink wine frequently" is "Drink wine at least once or twice a week".

Household Travel Monitoring Survey

Most of the information from HTMS is consistent with the results from WCTS except for wine consumption. In HTMS, 80% of the travelers had never visited the winery during the past five years and that rate is 10% higher than WCTS. A possible reason is 61% of the travelers do not drink wine, which is 20% higher than the result from the Welcome Center travelers. As for annual income, 10% less of travelers earn over \$55,001, but that is 10% more of the travelers compared to the

result of WCTS. This could be explained since a higher percentage of the travelers are under 40 years old in HMTS and less than in WCTS. Twenty five percent of travelers are from Michigan, which is an average of 10% higher than from other states because the sample size in Michigan is over-weighted.

Winery behavioral segment

"Number of wineries visited during the past five years"

Segments

The WC travelers were classified into four different segments based on the number of wineries and tasting rooms they had visited during the past five years. The segments are divided thus: 1) Never visited a winery (70%), 2) Just one winery (8%), 3) 2-3 wineries (14%) and, 4) 4 and more wineries (8%). These were not limited to Michigan wineries or tasting room visits. From table 2, the results showed wine consumption, wine purchased, incomes and age are statistically significant among the "number of wineries visited" segment ($p < .05$). Also, 90% of visitors, who visited four or more wineries during the past five years, purchased the wine from the wineries they had visited. Most people (95%) purchased the wine from a retail store, which they

visited. Still 10% of visitors purchased the wine from the wineries they had visited by mail order, telephone or Internet after they returned home. Half of them drink wine at least one or two times a week. HTMS revealed the same result based on the statistical significance ($p < .05$) of the "wine consumption", "wine purchased", "incomes", and "age" variables among four different segments. Thus it is safe to say that the people who like to visit more wineries are more likely to drink wine frequently, purchase wine after they visited that winery, have high annual income and are middle to old aged. The segment profile shown in Table 2 confirms that "winery visitors" do exist, and a significant potential exists for after-visit marketing of wines, especially to frequent winery visitors and high-income visitors.

Table 2: "Number of wineries visited" segment

	Welcome Center Traveler Survey				Household Travel Monitoring Survey			
	Wineries visited during the past five years ^a				Wineries visited during the past five years			
	Never	One	Two or three	Four or more	Never	One	Two or three	Four or more
	Wine consumption				Wine consumption			
Do not drink ^a	52.1	15.4	7.2	1.1	70.2	37.5	20.9	12.2
Drink occasionally ^a	39.4	64.8	57.0	49.4	23.4	47.9	57.1	45.7
Drink frequently ^a	8.5	19.8	35.8	49.5	6.4	14.6	22.0	43.1
	Purchased wine from the wineries they had visited				Purchased wine from the wineries they had visited			
Did not purchase ^a	100.0	39.1	22.9	10.2	NA	39.2	27.4	17.7
Purchased ^a	0.0	60.9	77.1	89.8	NA	60.8	72.6	82.3

^aThey visited the wineries during the past five years. Not counting the trip during which they were interviewed.

^aAll differences significant at the 0.05 level

"Purchase wine from wineries they had visited" Segments

About three quarters percent of the WCTS who had visited wineries during the past five years purchased wine from the wineries they had visited after trips (Table 3). The vast majority (93%) purchased their after-trip wines from retail stores near their homes; 10% did mail order purchasing. Ninety-six percent of visitors, who purchased the wine from the wineries they had visited, drink the wine at least one or two times a month. Based on the statistical test, people who purchased the wine from the wineries they had visited are likely to visit more wineries ($p = 0.000$), and drink wine more frequently ($p = 0.000$). Those results are consistent with the findings from HTMS except for the income variable. Based on the findings from two surveys, we can suggest that it would be beneficial, in terms of after-visit sales, to target frequent winery visitors more deliberately through promotions and by offerings and facilities focused on their preferences and expectations.

"Frequency of wine consumption" Segments

From table 1, about 63% of the Welcome Center travelers and 92% of winery visitors drink wine. According to the result of table 4, frequent wine drinkers are much more likely to visit wineries (65%) and purchase wines after their visits (85%). A higher percentage of more frequent wine drinkers purchase wines through mail order or on the Internet. A higher percentage of travelers from Illinois (21.5%) and states outside the Great Lakes Region (21.1%) drink wine frequently. Furthermore, frequent wine drinkers are likely to have higher annual income. Also, a greater percentage 55% of middle-aged (41 to 60) travelers drink wine frequently. Those findings from two surveys are consistent and strongly support the ideas that frequent wine drinkers are likely to visit more wineries, purchased wine after their visits, have higher annual income and are middle-aged travelers. This information can further aid in targeting advertising aimed at winery visitors.

Table 3: Purchased wine from the wineries they had visited during the past five years

	Welcome Center Traveler Survey			Household Travel Monitoring Survey		
	Purchased wine	Did not purchase wine	P-value	Purchased wine	Did not purchase wine	P-value
	Number of wineries visited during the past five years					
Only one winery	23.5	47.2		25.7	41.9	
Two or three wineries	44.6	41.5	0.000	43.3	41.1	0.000
Four or more wineries	31.9	11.3		31.0	16.9	
	Wine consumption					
Do not drink wine	4.0	18.2		11.3	45.5	
Drink wine occasionally	54.7	63.6	0.000	57.8	39.5	0.000
Drink wine frequently	41.3	18.2		30.9	15.0	

Table 4: "Frequency of wine consumption" segment

	Welcome Center Traveler Survey				Household Travel Monitoring Survey			
	Frequency of wine consumption			P-value	Frequency of wine consumption			P-value
	Do not drink wine	Drink wine occasionally	Drink wine frequently		Do not drink wine	Drink wine occasionally	Drink wine frequently	
Number of wineries visited during the past five years								
Had not visited a winery	93.6	60.6	35.0	<i>0.000</i>	91.6	64.3	51.5	<i>0.000</i>
Only one winery	3.4	12.4	10.2		4.7	12.6	11.1	
Two or three wineries	2.7	18.0	30.5		2.8	15.8	17.8	
Four or more wineries	0.3	9.0	24.3		0.9	7.3	19.6	
Purchased wine from the wineries they had visited								
Did not purchase wine	63.2	30.9	14.5	<i>0.000</i>	61.5	21.2	16.1	<i>0.000</i>
Purchased wine	36.8	69.1	85.5		38.5	78.8	83.9	

Target winery market

Based on the three significant winery behavioral segmentations, this study delineates four types of winery visitors by using three variables: "Visit four or more wineries during the past five years", "Purchased wine from the wineries they had visited" and "Drink wine frequently". The type 1 is the winery visitor who visited four or more wineries, purchased wine from the wineries they had visited during the past five years, and drink wine frequently. Type 2 is the winery visitor, who visited four or more wineries during the past five years, drink wine frequently but did not purchase wine from the wineries they had visited during the past five years. Type 3 is the winery visitor, who visited four or more wineries, and purchased wine from the wineries they had visited but did not drink wine frequently. Type 4 is the winery visitor who visited four or more wineries during the past five years but neither drink wine frequently, and nor purchase wine from the wineries they had visited. (Table 5 and figure 1)

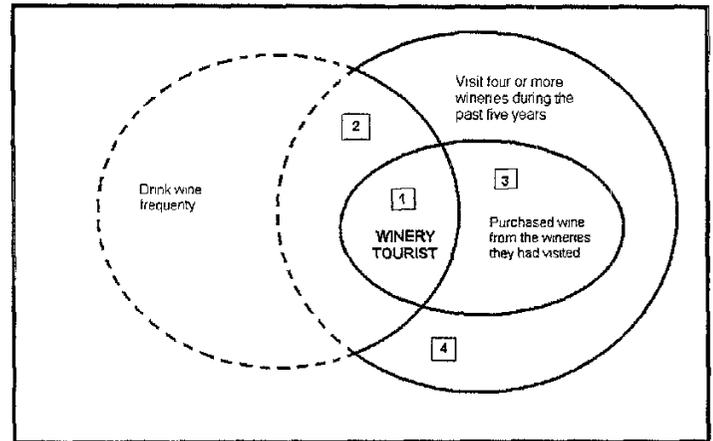


Figure 1: The target market of winery visitors

Table 5: Four types of winery visitors

	Type 1	Type 2	Type 3	Type 4
Visited four or more wineries during the past five years	YES	YES	YES	YES
Purchased wine from the wineries they had visited	YES	NO	YES	NO
Drink wine frequently	YES	YES	NO	NO
Percentage of winery visitors from WCTS	46.4%	1.8%	44.6%	7.1%
Percentage of winery visitors from HTMS	36.9%	5.6%	44.4%	13.1%
Percentage of travelers from HTMS	36.9%	5.0%	45.4%	12.7%

After identifying those four types, we could profile them in terms of their age, gender, income, state of permanent residence and some related variables. Table 6 provided the completed profile for two main types of winery visitors in Michigan wineries. From the WCTS result, 46% of winery visitors are type 1 winery visitor and 45% are type3 without drinking wine frequently, but drinking occasionally. Type 1 should be considered as the target market for the winery business in Michigan. For 70% of them have higher annual income level, 60% are over 50 years old and 63% are male for the respondents. For the other people in the respondent's travel party, the average age is also around 54 and 60% is female. Half of them are from Michigan and the rest are from other adjacent states. In addition to drinking wine at home, 90% of them drank in restaurants and 70% on their pleasure trips. The average number of wineries they had visited during the past five years is 9 and also almost 2 wineries they visited each year. An average of two people are in each travel party. From the HTMS results, among the four types of winery visitors, the biggest group is the winery visitors in type 3 by 44% and 37% of the visitors are in type1 category. This result is almost the same as the results for winery visitors who had taken a pleasure trip during the past twelve months. According to HTMS, 70% of type 1 winery visitor earns over \$55,000 annually and almost 30% of them are from 41 to 50 years old. Regarding their original state residence, 78% of winery visitors came from other states rather than Michigan. The largest group is from Canada and than the group from Michigan by 10%.

Considering the 16% of Canadian visitors in the sample size and 22% from Michigan, Canada could be a potential target market for winery business in Michigan. The percentage of drinking wine at home or on a pleasure trip is almost the same, 95%. The average number of wineries they visited during the past five years is between 9 to 10 times and consistent with Welcome Center result.

Table 6: Profile of two types of winery visitors

		Welcome Center Traveler Survey		Household Travel Monitoring Survey	
		Type 1	Type 3	Type 1	Type 3
Income	Less than \$37,000	-	5.3%	17.5%	17.2%
	\$37,001 - \$55,000	30.4%	15.8%	12.3%	32.8%
	\$55,001-above	69.6%	78.9%	70.2%	50.0%
Age	21-30	-	5.6%	19.2%	20.0%
	31-40	16.7%	22.2%	13.5%	26.2%
	41-50	25.0%	11.1%	28.8%	21.3%
	51-60	29.2%	27.8%	15.4%	21.3%
	61-70	25.0%	16.7%	17.3%	6.6%
Over 71	4.2%	16.7%	5.8%	6.6%	
Gender	Male	62.5%	50.0%	42%	41%
	Female	37.5%	50.0%	58%	59%
State/Country of Residence	Illinois	15.4%	17.4%	6.8%	8.5%
	Indiana	-	4.3%	11.9%	16.9%
	Michigan	46.2%	30.4%	22.0%	25.4%
	Ohio	15.4%	21.7%	11.9%	21.1%
	Other US	23.1%	21.7%	15.4%	19.7%
Canada	-	4.3%	32.2%	8.5%	
Average number of wineries they had visited during the past five years		9	7	9.3	7.2
Average number of people in their travel party		2.3	3.5	2.1	2.8

Marketing Strategies

Two important objectives of the marketing strategies for Michigan wineries are to increase the number of winery visitors including return visits of exiting winery visitors (customers) and the first visit of the potential market, especially for travelers, and to increase the amount of wine, which the winery visitors will purchase during the trip and after they return home.

Higher quality of winery experiences

On an average, winery visitors will visit a winery twice a year. The satisfaction of winery visitors about wineries is extremely important factor in attracting the visitors to return. In addition to, the experience of visiting a winery will decide their positive or negative word-of-mouth promotion of the winery to other potential visitors. Dodd (1999) indicated that word of mouth is the most important information source used by visitors. Repeat visitors may be particularly influential weather they bring people along with them or repeatedly tell others of the experiences so these new visitors will come on their own (1999, p.25). Often, the winery visitors frequently purchase wine during or after the trip. The quality of the wine is the most important thing they make during the trip. Good image of their winery tour, good service, quality of the wine, and more information about where to purchase the wine will help the sales of the wines after they return home. Giving their customers (winery visitors) good impression and experience, providing professional service, and satisfying their needs could attract them to make a second visit.

Relationship marketing

In addition to giving a good image and experience to their customers, the wineries need to track their customers and keep the contact with them by developing a customer database, membership list and mailing list. By this way, the wineries can express current information including new products, promotions, and special events to their customers by mail, postcard or email.

Partnership with other businesses

Over 50% of the winery visitors of Michigan wineries are from other states or Canada rather than Michigan. These people may be over-night travelers, and they may lack of tourism information about Michigan. Therefore, the wineries should develop partnerships with other local or regional tourism business such as lodging systems, restaurants or tourism information centers. Thus, winery visitors with higher income levels could be encouraged to visit a winery based on local accommodations.

Advertisement

Advertisements are a good way to attract the new visitors who never visit wineries. Many winery visitors are from other states and are not familiar with Michigan but can obtain information by stopping at Highway Welcome Center. The wineries can place their brochures in all Michigan Highway Welcome Center, hotels, or place billboards on the main highway advertising their wineries. Also, they could place the brochures at Welcome Centers and tourism information associations in other states to attract the visitors from other states. Except the close states like Illinois and Indiana, Canada is a larger market for Michigan wineries based on the Household Traveler Monitoring Survey's result.

Focus on aging visitors

Clearly a large proportion of winery visitors are over 50 years old. For type 1 visitors, almost 30% of winery visitors are over 60 years old and retired, and 34% are in type 3. Because of their retired status, those people have more flexible time to schedule their pleasure trips. Therefore, the wineries could design some special winery tours or programs for the older group and have special promotion on the weekday for them. By doing this, they could increase the number of visitors and the sales of wine during the week and provide better service for the older visitors.

Conclusion

The results of WCTS and HNTS profiled the characteristics of the travelers and winery visitors in terms of their age, income, their state residence, the number of wineries they had visited during the past five years, frequency of wine consumption, and wine purchasing behavior. Three important winery behavioral segments identified the strong relationship between each variable and delaminates four types of winery visitors. The main target of winery market is type 1 visitors as they have a high annual income, are middle-aged, are from out of state, consume wine at home or on pleasure trips and visit wineries twice a year. If the winery can build good relationship with type 1 winery visitors, those customers will come back again. Dodd (1999) indicated repeat visitors purchase more accessory items or souvenirs that help to continue and promote the winery long after the trip. The Michigan wineries should understand the customers' needs, provided good service, create a good image, satisfy the customers, and maintain a good relationship with the customers.

Suggestions

This study focuses on understanding the characteristics of Michigan winery visitors and suggests possible marketing strategies for the Michigan winery business. The results cannot be generalized to areas outside of Michigan. Also, the sample size of winery visitors was not sufficiently big. For future research, the location to gather information about winery visitors should focus on the wineries. In addition to a profile of winery visitors, a profile of non-winery visitors would be potential topics for research to help the wineries further understand the characteristics of visitors who do not visit the wineries.

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