

Decoding wine tourism: linking wine tourist experience to purchase behavior at wineries

Ricardo Sellers-Rubio

University of Alicante

Ana B. Casado-Díaz

University of Alicante

Fernando Campayo-Sánchez

University of Alicante/ Marketing department

Jesus Martinez-Navarro

University of Alicante

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Abstract

This paper examines the antecedents and behavioral outcomes of memorable wine tourism experiences. It proposes an integrative model to evaluate the effects of individual, social, and environmental drivers on post-visit intentions and actual spending. Based on data from visitors to a Spanish Wine Route, the proposed model is tested using partial least squares structural equation modeling (PLS-SEM). Wine involvement, group size, and visit satisfaction significantly influence memorable wine tourism experiences. Memorable experiences positively affect revisit intention, recommendation intention, and purchase intention. Purchase intention significantly predicts actual spending. Results highlight that wineries should foster an experience-oriented culture by encouraging visitor involvement through interactive activities, facilitating meaningful social interactions through group experiences, and enhancing satisfaction with wine quality, staff, and facilities.

Track: Tourism Marketing