



# Wine Tourism Essentials: Families as a target market

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# Why do people travel?

- ▶ To experience the essential difference between here and there.
  - ▶ Focus on Essence. Focus on Difference.
- 



To experience the essential difference between here and there. For Kids or Adults.

➤ Here is work. There is fun.

➤ Here is habit. There is new experiences

➤ Here is the same. There is different

# Why do people travel?

- ▶ “Traveling—it leaves you speechless, and then turns you into a story teller.”
  - ▶ Ibn Battuta





# What stories do we tell?

- ▶ Stories about about people, never about things.
  - ▶ People love telling stories about themselves—and what they have seen.
  - ▶ They tell stories about experiences they have had.
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# What kinds of experiences?

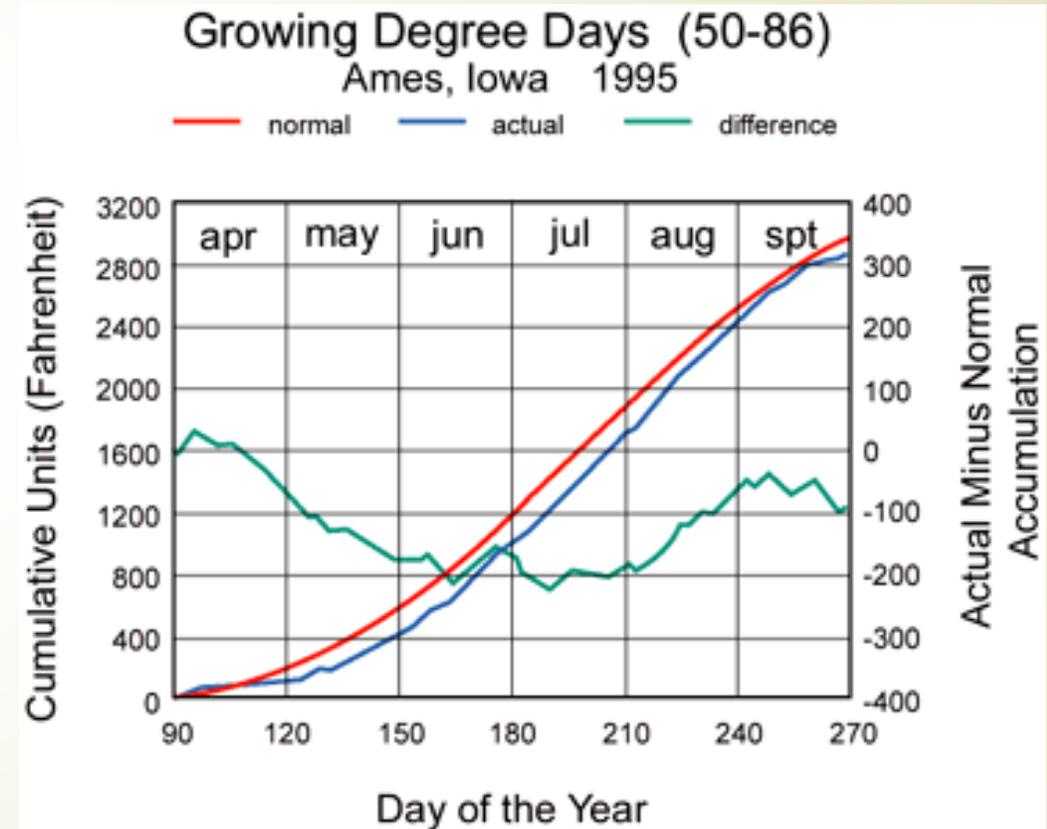
## **Essential Experiences**

- ▶ People want to discover and experience the **essence of a region.**



# The Essence of a Region:

- Is it rocks and rainfall?
- Is it statistics?
- Is it dates and battles?





# It cannot be captured by analysis:



<b>Profile 1</b>	
Coordinates (m) (Gaus-Krueger projection)	y 5 063 845, x 5 551 878
Altitude	258 m
Slope	28.1 %
Land use	Vineyard, >60 years old
Soil type	Aric Anthrosol (FAO, 1990)
Horizons	Ap 0-45 cm, heavy silt loam, C 45-100 cm, silt loam
<b>Profile 2</b>	
Coordinates (m) (Gaus-Krueger projection)	y 5 063 758, x 5 551 884
Altitude	231 m
Slope	13.2 %
Land use	Vineyard, recently abandoned
Soil type	Aric Anthrosol (FAO, 1990)
Horizons	Ap I 0-40 cm, heavy silt loam, Ap II 40-90 cm, heavy silt loam, C 90-130 cm, silt loam
<b>Profile 3</b>	
Coordinates (m) (Gaus-Krueger projection)	y 5 063 523, x 5 551 872
Altitude	200 m
Slope	level
Land use	Meadow
Soil type	Calcaric Regosol (FAO, 1990)
Horizons	Aa 0-10 cm, silt loam, Ap 10-30 cm, heavy silt loam, A I 30-50 cm, heavy silt loam, A II 50-80 cm heavy silt loam, Cg 80-120 cm, heavy silt loam

That's not why we travel!



# Why do we travel?

- ▶ “The world is a book, and those who do not travel read only one page.”
- ▶ St. Augustine



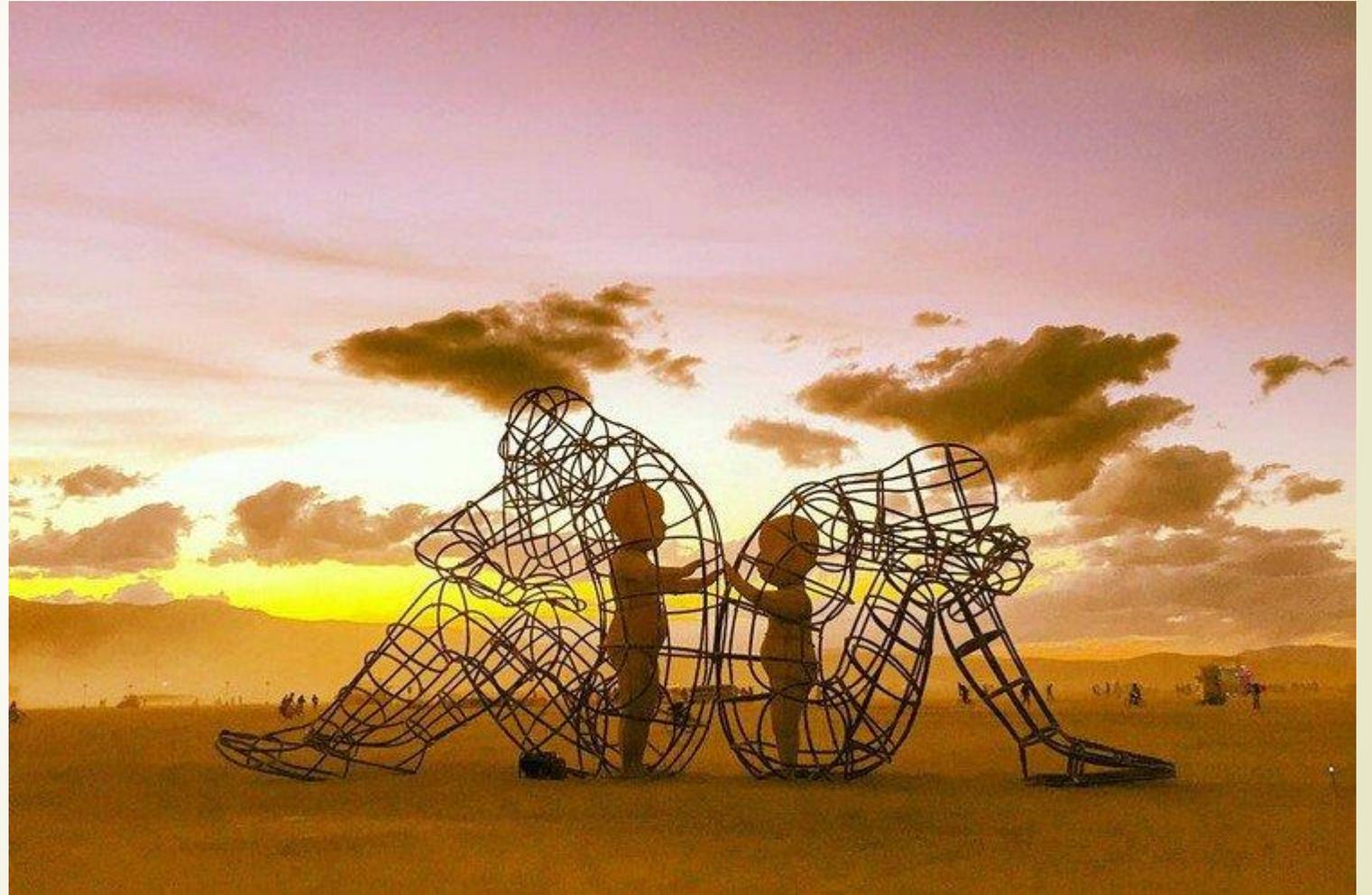


# What is The Essence of Region?

- The essence of a region is its culture
  - And what is culture?
    - **The expression of the human spirit**
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# The Expression of the Human Spirit

➤ Art and  
Architecture



# The Expression of the Human Spirit

## Food



# The Expression of the Human Spirit

➤ Wine



# The Expression of the Human Spirit

➤ Music



# Culture Creates a Human Connection:

- ▶ We share food and wine
- ▶ We share dreams
- ▶ We share our humanity



# The Essence of a Region Must be Shared: People to People.

- That means participation on both sides.
- “Propaganda ends where dialogue begins.”
  - Marshall McLuhan





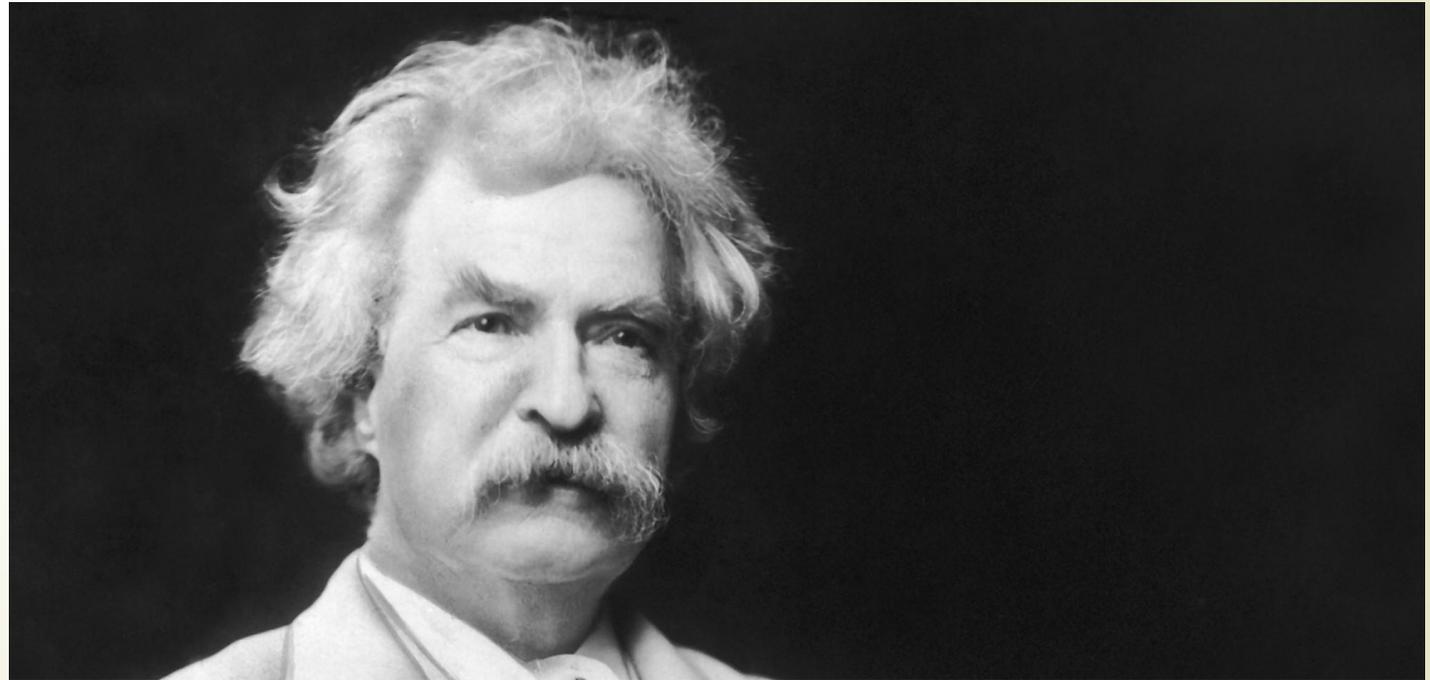
We have to stop thinking about what we want tourists to see.

- ▶ We have to think about what we want tourists to share with us.
- ▶ They are not “them.” And we cannot be only “us.”
- ▶ “They” must become “us.”

## The essence of travel:

- ▶ “Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on those accounts.”

- ▶ Mark Twain





## The Dilemma:

We say:

I want you to get the message, feel the brand and have that oh-my-god-fill-in-the-blank moment [when you visit the winery].

They say:

Ah no. I don't want to "feel the brand". Branding is marketing and I don't want to feel "marketed to." I want authenticity! I want personality.

# Great Tourism Experiences Create Human Connections

- ▶ How can we create human connections?
- ▶ Only with other humans!



# How Are Children Different?

- ▶ They are the same
- ▶ They want to have fun
- ▶ They want to be treated on a human level
- ▶ Families with children are both easier and harder to please



# Families with children are both easier and harder to please

- ▶ They are larger groups: Larger groups have more opinions
- ▶ Not everyone is going to love everything.
- ▶ But if the kids are happy, everyone will be happy.



# What do kids love?

- Water
- Activity
- Adventure
- Human connections



Whether it's kids or adults:  
Don't lecture me. Invite me to join you.



Don't show me, ask me to participate



Don't educate me, make me part of your family



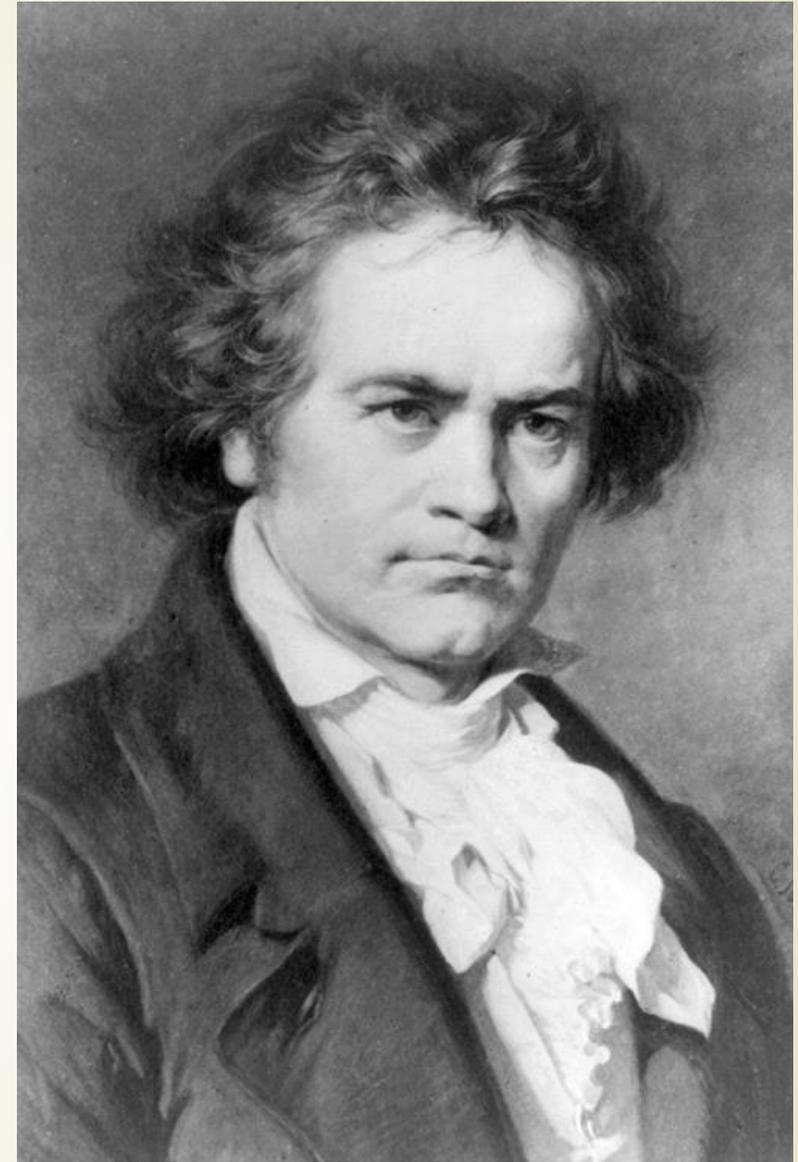
Don't make me into an audience.  
Teach me to dance with you.



Tango Night Out - Tango Classes - Lucia & Gerry

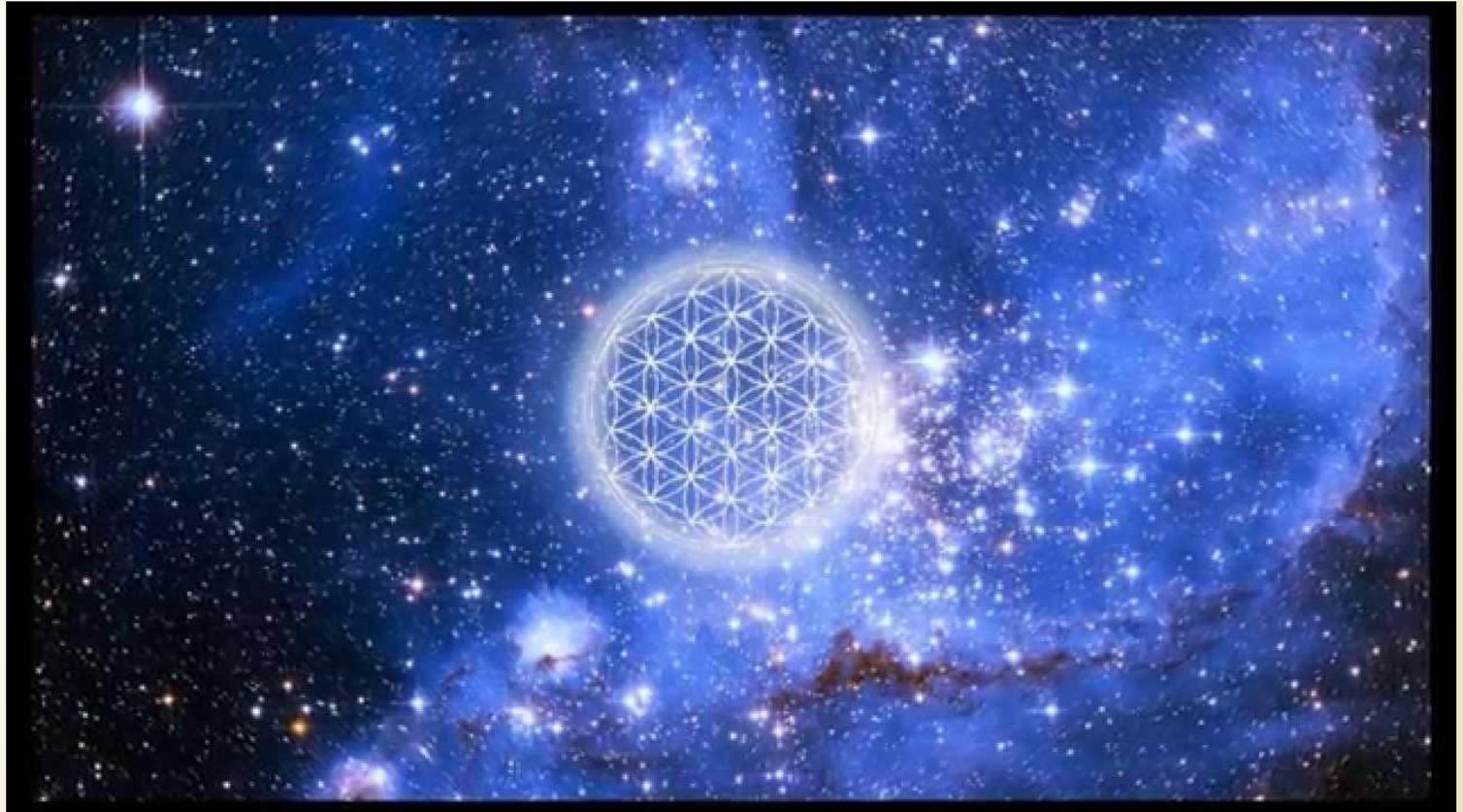
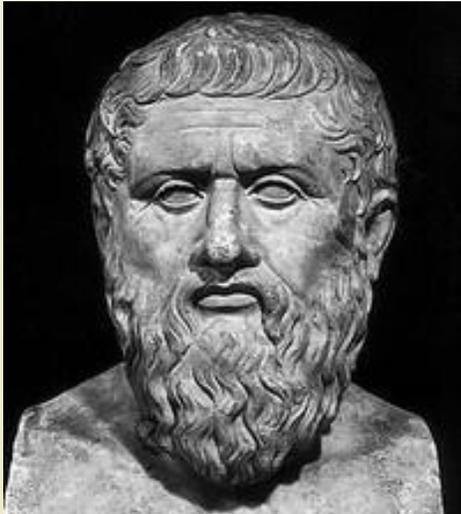
# What is Culture?

- “Music is a higher revelation than all wisdom and philosophy.”
- Ludwig von Beethoven



# What is Culture?

- ▶ “There is geometry in the humming of the strings. There is music in the spacing of the spheres.”
- ▶ Plato



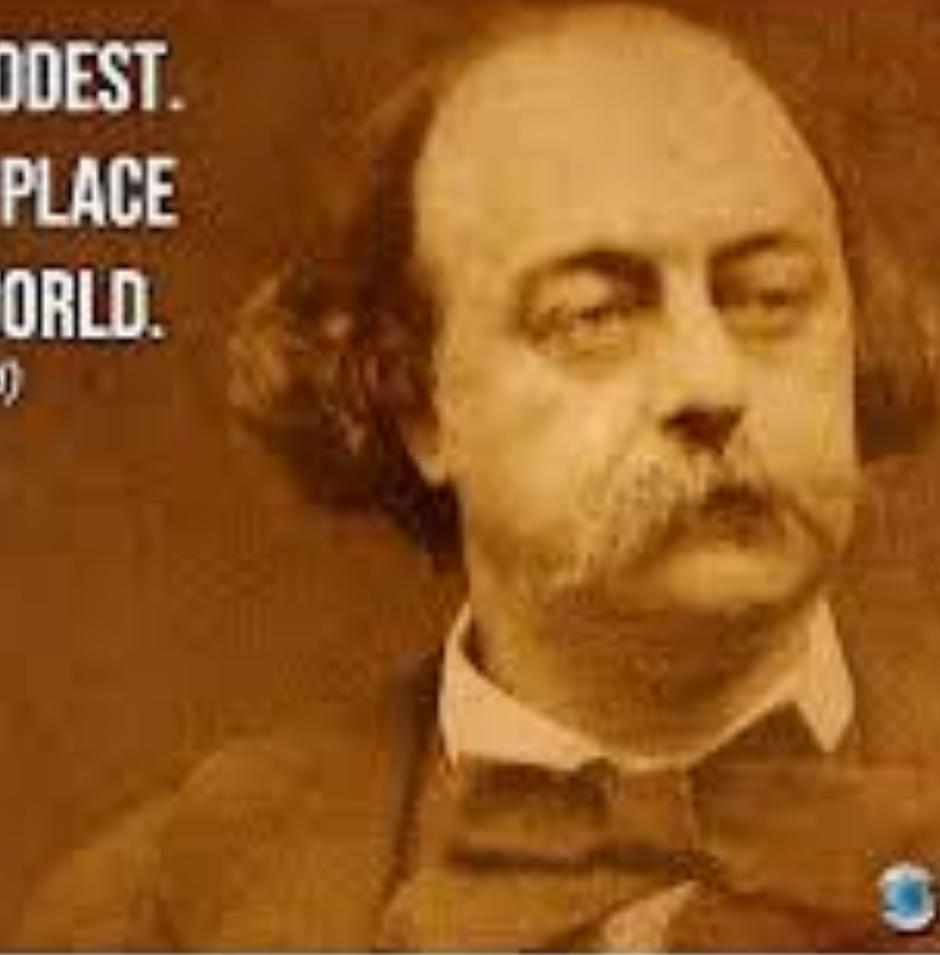
# What is Culture?

- ➔ A shared human experience



# Why do we travel?

**TRAVEL MAKES ONE MODEST.  
YOU SEE WHAT A TINY PLACE  
YOU OCCUPY IN THE WORLD.**  
*(Gustave Flaubert said)*



# What's the next step?

- Caminante, no hay camino. Se hace camino al andar.
- Antonio Machado





# Is wine tourism for families?

- ▶ It depends upon your goal and your target audience
  - ▶ Families tend to spend less money on wine
  - ▶ But they tend to form a most lasting connection with the brand
  - ▶ Are you a winery, or a destination?
- 



## Some examples of Wine Tourism for families: both wineries and destinations

- ▶ Coppola Winery, Sonoma
  - ▶ Carson Creek Winery, Minnesota
  - ▶ Vivanco Winery, Rioja
  - ▶ Barrel Oak Winery, Virginia
  - ▶ V. Sattui Winery, Napa
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# Coppola Winery in Sonoma



# Coppola Winery, Sonoma

- ▶ Swimming Pool
- ▶ Bocce Courts
- ▶ Movie Exhibit
- ▶ Restaurants
- ▶ Scavenger Hunt (for those over 21)
- ▶ Children are welcomed, but not targeted in marketing.



# Carlos Creek Winery, Minnesota

- ▶ “Wine should be welcoming, fun, and most importantly and really, really good.”



# Carlos Creek Winery, Minnesota

- Weddings
- Horseshoes
- Live music
- Murder Mysteries
- Grape stomp—  
15,000 visitors
- Family-oriented self-guided tours
- This is a tourist destination first...then a winery



# Dinastia Vivanco, Rioja



# Dinastia Vivanco, Rioja

- Wine and Culture: the wine museum
- Kids are invited: tours, creativity workshops, etc.
- Restaurant
- Grape-themed playground
- Publishing house!
- Families are part of the target market, aiming at the future of wine



# Barrel Oak Winery, Virginia



# Barrel Oak Winery, Virginia

- BOW is Dog Friendly!
- Live Music events
- Sweet Treat Weekends
- Oyster celebrations
- Pizza!
- In this case, children are not a key target market, but they are welcomed.



# V. Sattui Winery, Napa



# V Sattui Winery, Napa

- Picnics
- Delicatessen
- Weddings
- Private Parties
- This winery delivers experiences, far more than wines





## Wine Tourism Essentials: Families as a target market—Key Success Factors

- ▶ Have Clear Goals and Expectations
  - ▶ Understand the Pros and Cons
  - ▶ You cannot be all things to all people
  - ▶ Play the Game to Win
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