

Consumers' Motives on Wine Tourism in Greece in the Post COVID-19 Era

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Supplementary material

Table S1. Questionnaire about wine tourism in Greece and its prospects of sustainable development on the post-pandemic period.

I. Demographics

1. Gender
Male
Female

2. Age
18-25
26-35
36-45
46-55
56+

3. Education level
None / Primary School
Secondary School
High School
University

4. Professional status
Unemployed
Student
Employed
Retired

5. In which region of Greece do you have your permanent residence?
North Greece (Macedonia, Thrace)
West Greece (Epirus, Etoloakarnania)
Central Greece (and Athens)
South Greece (Peloponnese)
Islands (Aegean, Ionian, Crete)

Select your answers with an X in the box

II. Wine consumption habits.

1. How many BOTTLES OF WINE do you buy every month TODAY	Mark ONE answer ONLY	
1 – 5 bottles	<input type="checkbox"/>	<input type="checkbox"/>

6-10 bottles			
11 – 15 bottles			
>15 bottles			
Zero (0) bottles per month (I don't buy any wine)			
2. How much MONEY do you spend TODAY EVERY MONTH on WINE	Mark ONE answer ONLY		
Up to 10 euros			
10 – 50 euros			
50-100 euros			
Over 100 euros			
3. How often do you consume WINE?	Mark ONE answer ONLY		
Every day			
Once a week			
Twice a week			
Once every two weeks			
Once a month			
4. Do you consume MORE or LESS wine TODAY than BEFORE the coronavirus	Mark ONE answer ONLY		
	More		Less
	<input type="checkbox"/>		<input type="checkbox"/>

III. Previous wine tourism experience.

1. Have you ever visited a WINERY?	Mark ONE answer ONLY		
Yes			
No			
2. If you answered YES to the first question, how many visits in the past?	Mark ONE answer ONLY		
1 visit			
2-3 visits			
4-5 visits			
More than 5 visits			
3. If you answered YES to the first question, did any of your visits include a stay at the winery?	Mark ONE answer ONLY		
Yes			
No			
4. If you answered YES to the first question, select the oenological activities you did during your visit to a winery	Mark ALL answers that apply		
Wine tasting			
Buy wine at a discounted price			
Buy oenological literature			
Open discussion about wine			
Watch educational presentations			
Dinner			
Tour without a guide			
Art exhibition at the winery			
Try / Buy local area products			
Picnic / BBQ			
5. If you answered YES to the first question, select the tourist activities you did AT THE SAME TIME as your visit to a winery	Mark ALL answers that apply		
Visit area's attractions			
Visit parks and recreation areas			

Dinner at local restaurants / Fine Dining			
Activities in nature / outdoors			
Explore the history and culture of the area			
Visit local market			
Tour of the area WITHOUT a guide			
Guided tour of the area			

IV. Parameters related to the wine and the winery that encouraging the visit to a wine region of Greece.

6. About the wine and the winery	Not important at all	Slightly important	Important	Quite important	Very important
1. Range of wineries in one region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Educational opportunities related to wine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Wine/wine tourism festivals and special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Organized winery tour and local wine tasting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The existence of quality marks such as e.g. PDO (Protected Designation of Origin) product etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Area grape variety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Reputation of the wine region and the wine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Cost of visit and wine tasting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Qualified staff about wine and the oenological region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Enrichment of knowledge about wine and grape varieties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

V. Parameters related to the regional characteristics encouraging the visit to a wine region of Greece.

7. Regarding the general characteristics of the oenological region	Not important at all	Slightly important	Important	Quite important	Very important
1. Availability and variety of types of accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Accessibility (airport, train station, road accessibility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Distance from the place of permanent residence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Personalized and organized holiday program (individual or group)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Opportunity to experience the culture, the history and lifestyle of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Availability of gourmet cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Attractive natural scenery and good climatic conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Participation in social activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VI. Source of information encouraging the visit to a wine region of Greece.

13. SOURCES OF INFORMATION regarding the wine tourism activities of the region	Not important at all			Slightly important			Important			Quite important			Very important		
1. Brochures															
2. Recommendation from a familiar person															
3. Media (TV, Radio)															
4. Local visitor information centers															
5. Travel agencies – group visits															
6. Internet / Social Media (Facebook, Instagram, TikTok) etc.															

Table S2. Associations between consumption habits on wine and demographic variables.

Question	Gender			Age			Level of education (completed)			Job situation			Permanent residence in Greece		
	X ^{2*}	V ^{**} (Cramer's)	p ^{***}	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p
How many bottles of wine do you buy per month TODAY?				42.956	0.134	0.000	57.232	0.179	0.000	54.572	0.175	0.000			
How much money do you spend on wine per month TODAY?	10.679	0.134	0.014	46.061	0.161	0.000	26.834	0.123	0.001	34.824	0.140	0.001			
How often do you consume wine?				57.318	0.155	0.000	23.823	0.116	0.021	48.924	0.166	0.000			
Do you consumer LESS or MORE wine today compared to the pre-pandemic period?				34.243	0.240	0.000	19.981	0.183	0.000	25.657	0.208	0.000	12.151	0.143	0.016

* chi-square test, ** Cramer's or Phi coefficient, ***level of significance of 5%: p < 0.05.

Table S3. Associations between participants' previous wine tourism experience and demographic values.

Question	Gender			Age			Level of education (completed)			Job situation			Permanent residence in Greece		
	X ² *	V** (Cramer's)	p***	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p
Have you ever visited a winery?				41.037	0.263	0.000	13.302	0.150	0.004	31.990	0.232	0.000			
How many visits in the past?				51.788	0.220	0.001	17.879	0.158	0.007	36.071	0.184	0.000			
Wine tourism activities while visiting: Wine tasting	5.259	0.094	0.022	79.062	0.365	0.000	20.560	0.186	0.000	71.428	0.347	0.000			
Wine tourism activities while visiting: Buy wine at a discounted price	8.618	0.120	0.003	89.814	0.389	0.001	29.468	0.223	0.000	60.849	0.320	0.001			
Wine tourism activities while				9.604	0.127	0.048									

visiting: Buy oenological literature										
Wine tourism activities while visiting: Open discussion about wine							14.848	0.158	0.002	
Wine tourism activities while visiting: Watch educational presentations							10.362	0.132	0.016	13.998
Wine tourism activities while visiting: Dinner	34.957	0.243	0.000	12.633	0.146	0.005	35.340	0.244	0.000	0.154
Wine tourism activities while visiting: Tour without a guide	20.489	0.186	0.000				17.242	0.170	0.001	0.007

Wine tourism activities while visiting: Try / Buy local area products				32.140	0.233	0.000				23.373	0.198	0.000	
Wine tourism activities while visiting: Picnic / BBQ	6.960	0.108	0.008	23.295	0.198	0.000				23.709	0.200	0.000	
Tourism activities while visiting: Visit area's attractions				51.302	0.294	0.000	11.068	0.137	0.011	33.380	0.237	0.000	
Tourism activities while visiting: Visit parks and recreation areas											12.323	0.144	0.015
Tourism activities while visiting: Dinner at local	7.537	0.113	0.006	39.625	0.258	0.000	14.831	0.158	0.002	29.074	0.221	0.000	

restaurants /
Fine Dining

Tourism activities while visiting: Activities in nature / outdoors							8.205	0.118	0.042
Tourism activities while visiting: Visit local market	53.084	0.299	0.000	13.121	0.149	0.004	40.300	0.260	0.000
Tourism activities while visiting: Tour of the area WITHOUT a guide	31.672	0.231	0.000	10.822	0.135	0.013	31.597	0.231	0.000

* chi-square test, ** Cramer's or Phi coefficient, ***level of significance of 5%: $p < 0.05$.

Table S4. Associations between respondents' answers on parameters regarding the wine and the winery and their demographic variables.

Question/ Parameter	Gender			Age			Level of education (completed)			Job situation			Permanent residence in Greece		
	X ^{2*}	V** (Cramer's)	P***	X ²	V (Cramer's)	P	X ²	V (Cramer's)	P	X ²	V (Cramer's)	P	X ²	V (Cramer's)	P
Range of wineries in one region	10.824	0.135	0.029	38.843	0.128	0.001							30.355	0.113	0.016
Wine/wine tourism festivals and special events							27.128	0.123	0.007				28.111	0.109	0.031
Organized winery tour and local wine tasting				34.562	0.121	0.005									
Area grape variety	15.680	0.163	0.003												

* chi-square test, ** Cramer's or Phi coefficient, ***level of significance of 5%: p < 0.05.

Table S5. Associations between parameters regarding the general characteristics of the wine region to encourage participation in wine tourism activities in Greece and the demographic characteristics.

Question/ Parameter	Gender			Age			Level of education (completed)			Job situation			Permanent residence in Greece		
	χ^2 *	V** (Cramer's)	p***	χ^2	V (Cramer's)	p	χ^2	V (Cramer's)	p	χ^2	V (Cramer's)	p	χ^2	V (Cramer's)	p
Availability and variety of types of accommodation				31.788	0.116	0.011				35.732	0.141	0.000			
Personalized and organized holiday program (individual or group)										21.906	0.111	0.039			
Opportunity to experience the culture, the history and lifestyle of the area	10.827	0.135	0.029				68.778	0.196	0.000						
Availability of gourmet cuisine	10.508	0.133	0.033	32.797	0.117	0.008	27.741	0.125	0.006	39.632	0.149	0.000			
Participation in social activities	19.974	0.183	0.001				38.488	0.147	0.000						

* chi-square test, ** Cramer's or Phi coefficient, ***level of significance of 5%: $p < 0.05$.

Table S6. Associations between preference on source of information regarding wine tourism activities in Greece and demographic characteristics.

Question/ Source of Information	Gender			Age			Level of education (completed)			Job situation			Permanent residence in Greece		
	X ^{2*}	V** (Cramer's)	p***	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p	X ²	V (Cramer's)	p
Brochures				39.980	0.130	0.001	27.154	0.123	0.007	27.442	0.124	0.007	26.428	0.105	0.048
Recommendation from a family member													30.145	0.113	0.017
Media (TV, Radio)							21.076	0.109	0.049	22.975	0.113	0.028	28.061	0.109	0.031
Local visitor information centers							22.988	0.113	0.028	21.624	0.110	0.042	37.279	0.125	0.002
Travel agencies – group visits	12.754	0.146	0.013										26.346	0.105	0.049
Internet / Social Media	12.155	0.143	0.016				42.591	0.154	0.000				32.327	0.117	0.009

(Faceb
ook,
Instagr
am,
TikTok
) etc.

* chi-square test, ** Cramer's or Phi coefficient, ***level of significance of 5%: $p < 0.05$.