Wine Marlborough: A Profile of Visitors to New Zealand's Oldest Wine Festival

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Abstract: The Wine Marlborough Festival is New Zealand's longest running wine festival. This paper provides a profile of visitors to the 2003 BMW Marlborough Wine Festival with comparisons being made where possible to visitor profiles from 1999, 2000 and 2002. In addition comparisons are drawn with the results of a national wine visitor survey. The results suggest not only significant differences in the profile of event goers on a year by year basis but also substantial differences between wine event attendees and winery visitors in the Marlborough region. These findings have significant implications for the positioning of the specific Wine Marlborough event as well as broader issues of wine marketing strategy.

Keywords: wine tourism, event, festival, New Zealand, Marlborough.

Introduction

Wine tourism is regarded as an increasingly significant form of rural tourism which has the potential to creates synergies between the tourism and wine sectors for mutual promotion, marketing and economic benefit (Hall, Sharples, Cambourne & Macionis, 2000). Wine festivals and events are regarded as an important subset of wine tourism although research on wine events is extremely limited (Houghton 2001; Mitchell and Hall 2003; Carlsen 2004). For example, in the New Zealand case extensive research exists on wine tourism but little on wine events (Hall, 1996; Hall & Johnson, 1998; Hall, Longo, Mitchell & Johnson, 2000; Mitchell & Hall, 2001a, 2001b). Research on food tourism and related events in New Zealand is almost non-existent. Nevertheless, wine and food festivals are recognised as offering customers a chance to enjoy a wide variety of wine and food with little of the transport problems of winery visitation. Festivals can be integrated with special tours and menus at restaurants and wineries and produce spin-off events additional to the main festival. Despite Hadyn and Talmont (1997: 26) suggesting that festivals were a fad that had had its day, citing as evidence attendance figures at the *New Zealand Wine and Food Festival in Wellington* that attracted 15,000 per year at its peak and only 2,000 in 1997, there are now wine festivals in every major wine region of New Zealand, including urban centres without wineries and these occur throughout all but the winter months (Hall, Longo, Mitchell & Johnson, 2000). The emphasis at such festivals is usually on producers based within the region whose prime reason for exhibition is promotion not immediate profit

(Pratt 1994), although there is an assumption that such promotion and customer contact will provide for long term purchasing.

The largest and most famous of New Zealand's festivals, the *BMW Wine Marlborough Festival* (formerly the Air New Zealand Marlborough Wine and Food festival), is held in the grounds of Montana's Brancott Estate and is considered a benchmark for other festivals. The BMW Wine Marlborough Festival is New Zealand's longest running wine festival which celebrated its 20th year in 2003. According to the 2005 Festival Chairperson, Gerry Gregg, 'The original concept was to hold a festival to promote the sale of Marlborough wine - well, actually to raise the consumption of it to be precise... It all became old hat fairly quickly as other provinces started to follow, and so they should have, but Marlborough's festival had achieved what we wanted it to' (*The Press*, 29/1/05: A21).

The festival is run by local volunteers through an incorporated society with some paid assistance for some of the event management functions such as marketing and promotion. The Festival has long been a showpiece of the region's wines but, since the 1990s, the Festival has also been regarded as a separate tourism event in its own right. For example, the incorporated society that owns and manages the event aims to 'attract attention to Marlborough and its produce, to assist the district's economy and ... as a consequence (to) provide increased opportunities for tourism, both domestic and international' (Festival News 1994 in Pratt 1994: 32). Nevertheless, the growth of general tourist interest in the Festival has generated its own problems related to the capacity of a volunteer organisation to manage a large event but also the expectations and images that the event creates, particularly when the event is meant as a showpiece for the regions wines rather than a concert type event. For example, in 1993 admission was limited to 12,000 (Pratt 1994). Although this figure was relaxed in the late 1990s when crowds of up to 20,000 people were reached, they were reimposed again in 2002 following concerns about the management and positioning of the festival. A figure of around 5,000 people is now the target but the festival has also been broadened so that industry events are held in the region immediately preceding the main festival day.

The event remains regarded as being extremely important for wine and tourism in the region as it serves to highlight the region's wines in both the media as well as customers' minds. For example, Allied Domecq, the owners of Montana the largest wine company in New Zealand and the region and who own Brancott Estate where the event is held 'is involved in festivals like this countrywide and this one is still very much the premium event. It's important to Marlborough as a showcase. We are not only the largest grape growing area but we are the most exportable, most recognisable wine area outside of New Zealand and from within New Zealand so we have to do something' (Gerry Gregg 2005 Festival Chairperson quoted in *The Press*, 29/1/05: A21).

The 2003 BMW Wine Marlborough Festival was held on Saturday the 8th of February with a separate culinary fare held the previous evening at Brancott Estate which was a six course, black tie event. The main festival day is always held on the second Sunday of February each year and it has never rained on that day. The gates for the BMW Wine Marlborough Festival were opened on the 8^{th} from 12pm to 8pm. Costs were General Admission (including booking fee) NZ$32.00 and shaded admission (reserved, shaded seating) NZ$42.00. Reserved marquee seating was available at NZ$150. Features of the day were:

- Local Marlborough wine and food
- 40 wineries presenting around 200 wines
- Tutored wine tastings and workshops led by Marlborough wine makers
- Gourmet food tutorials prepared under the guidance of New Zealand chefs
- Live jazz all day
- Celebrity petanque competitions
- Best dressed fashion awards

The 9th February was promoted as a 'Wine Down' in which visitors were encouraged to attend individual wineries and travel the Marlborough wine trails.

This article presents a profile of the 2003 BMW Wine Marlborough Festival and, where possible, provides comparisons with the results of previous studies of the event. It presents the findings of a survey conducted on 229 attendees at the 2003 Wine Marlborough Festival. The key aim of this survey was to identify the motivations of those visiting the festival, as well as establishing the economic impact of visitors while at Wine Marlborough and visiting the region. The research was conducted for the Wine Marlborough Committee (WMC) and therefore its scope, content and method were extremely limited by their own interests. Nevertheless, the study does provide an opportunity to provide a first public profile of a wine event visitor in the New Zealand context and to identify issues in the management and marketing of such events. However, it is important to stress that the limited nature of other published studies on wine events makes broader comparisons with the event literature extremely difficult though some comparisons will be drawn with other research on wine tourism in New Zealand. The authors also stress that the paper should be regarded as what it is intended to be, an exploratory study that is made availablefor research purposes when in many cases such surveys are retained as commercial in confidence, and therefore a starting point for comparisons with other similar wine event studies.

Methodology

A two-page survey constructed of closed and open-ended questions was developed in conjunction with the WMC and was distributed at the Wine Marlborough Festival 2003 by volunteers provided by the Committee. This aspect of the survey process was controlled by the WMC which provided oversight of the volunteers and the return of surveys. Because of previous surveys undertaken by the WMC little opportunity was available for substantial modification of some questions given the expressed desire for comparative data. Attached to the survey was a cover letter outlining the purpose of the survey and also giving respondents the opportunity to join the 'Friends of Wine Marlborough'. A sample size of 229 useable surveys was provided for analysis by WMC. It is not known how many people refused to complete a survey as this information was not kept by the WMC. Although these issues clearly raise problems with respect to the convenience based survey method they are also indicative of the problems entailed in having surveying undertaken by volunteers and the understanding of what is required in research terms, particularly when previous results may have been obtained by the WMC with little qualification as to their validity.

Results

Visitor Origins

While the survey sample may not be fully representative of all visitors to the festival, 54.7% of respondents came from outside the Marlborough region, including 10% of overall respondents from overseas. 45.2% of survey respondents were from the Marlborough region. New Zealand respondents who were from outside the Marlborough Region were most likely to be visiting from Christchurch [27.7%], Nelson [16.8%], Auckland [15.8%] and Wellington [13.9%]. Of the 20 respondents who indicated that they were from overseas, over half were from the United Kingdom, followed by the United States and Australia.

Accommodation

In 2002, festival goers where as equally likely to stay with 'friends and family' as in a motel. Visitors to the 2003 festival, that indicated they had or were using accommodation, were more significantly likely to be staying with 'friends and family' [15.7%] than to stay in a motel [9.6%] or a hotel [7.9%]. Almost as many visitors were likely to camp [7%] as there were staying in motels or hotels.

Number of Companions

In general respondents came to the festival with others (only three respondents indicated that they came alone). The largest proportion of respondents came with three to four companions [30.6%] followed by groups of one to two [24.5%]

and five to six [47%]. These results indicate the importance of the social dimension of the wine event experience.

Age

The age of respondents is noted in Table 1. The survey indicated a significant increase in festival goers in the 20 – 24 age group over 2002, while the 25 – 34 age group had not changed significantly. The sample shows that there has been a significant decline in numbers in the 40 – 59 age group. This group has almost halved from 2002, down from 43.5% to 23.1%. The 60+'s have remained reasonable constant when compared to previous years. The shift to the 20-29 age group is consistent with results of surveys undertaken in 1999 and 2000. Arguably shifts in age group may be related not only to a growth in interest in wine in certain age groups, but, possibly more important, the range of musical entertainment that may be available.

Table-1: Respondent Age

Age Group	Number	
15-19	14	6.1
20-24	51	22.3
25-29	49	21.4
30-34	32	14.0
35-39	12	5.2
40-44	12	5.2
45-49	11	4.8
50-54	19	8.3
55-59	11	4.8
60+	7	3.1
Not Stated	11	4.8
Total	**229**	**100**

Occupational Status

Most of respondents (64.6%) were in some form of full time employment, with 122 (53.3%) full time salary/wage earners, and 26 (11.4%) self employed. Smaller proportions were retired (2.6%), part-time/casual workers (10.5%). Students accounted for12.2% of respondents, indicating a significant increase in this group on 2002. Just 4.8% were not working, and 10 chose not to state their profession.

Table 2 indicates that those attending the festival who are full-time salary and wage earners has remained constant while those who are self employed / contractors or in part-time / casual employment have returned to the 2000 levels. An increase is indicated in the number of students attending the 2003 festival with around a three-fold change on 2002 attendance. The survey results indicate a decrease in the number of retired persons attending this year's festival in contrast to previous years.

Table 2: Respondent Occupational Status 2000, 2002 and 2003

	1999 %	2000 %	2002 %	2003 %
Full-time salary / wage	54.1	58.4	53.7	53.3
Self employed / contractor	22.9	14.9	24.2	11.4
Part-time / casual	11.0	9.7	5.3	10.5
Student	0.9	6.5	3.5	12.2
Retired	6.4	5.2	6.7	2.6
Not Working	4.6	4.5	3.2	4.8
Volunteer	0.0	0.6	0.0	0.9

The annual combined household income of visitors to the 2003 festival tended not to be as high as 2002 (Table 3) respondent income levels with only 30.6% of respondents living in households earning over $70 000 as compared with 54.1% in 2002. Only 15.1% of 2003 respondents had household incomes of over $100 000, indicating a significant reduction in the spending potential of 2003 visitors while 40.6% of the respondents indicated household incomes of $50 000 or less. The highest represented income group were those living in households with a combined annual income of $70,000 - $100,000.00.

Table-3 Annual combined household income

Income Category	1999	2000	2002	2003
<$10,000	2.00	8.30	2.80	8.90
$10,001 - 20,000	11.20	7.50	1.80	10.40
$20,001 - 30,000	9.20	16.50	3.20	10.90
$30,001 - 40,000	19.40	19.50	5.30	9.40
$40,001 - 50,000	9.20	15.80	5.60	8.90
$50,001 - 70,000	19.40	14.30	16.50	15.10
$70,001 - 100,000	9.20	8.30	22.50	21.40
>$100,000	20.40	9.80	31.60	15.10
	N = 98	N = 133	N = 285	N = 229

Gender, Marital and Hosehold Status

Of those answering the survey and indicating their gender, 129 (62.6%) were female, and 77 (37.4%) male. This continues the trend of previous years of a larger proportion of female festival goers. Although the survey method may have brought about this gender distribution it is significant that personal communication with festival goers supports the reporting of gender balance. Nearly 50.0% of respondents indicated they were in some sort of permanent relationship being either married (40.6%), or in a de facto relationship (8.7%). Over two thirds (67.2%) of the survey population were singles and couples with no children. Another 18.6% (singles and couples) had children who had left home. 14.2% of respondents indicated they still had dependant children at home, indicating a high degree of discretionary income for a large proportion of those in attendance at the festival. Twenty five respondents did not respond to this question.

Education

Just over three-quarters (64.2%) of respondents indicated a level of education above high school level . Those with a Bachelor's Degree (22.7%) and those with a Trade Certificate or PolyTechnic Diploma (21.8%) made up the largest groups after those who had only attended High School (30.1%). Respondents that indicated they held a Post Graduate qualification made up a further 11% of respondents.

Motivations and Event Behaviour

Attendance at Previous Wine Marlborough Festivals

More than half of the respondents indicated they had previously attended the festival; 11% had been once, 5.2% had attended twice before and 4.8% three times before. Thirteen respondents surveyed either failed to respond to this question or had not previously attended. Four of the respondents that answered this question indicated that they had attended more than 15 festivals. The Festival appears to continue being successful in securing repeat visitation with just over 20% of respondentsin 2003 indicating three or four previous visits to the festival. A further 12% indicate five or six prior visits.

Type of Events Attended in the last year

Respondents were also asked what other type of events they had attended during the year prior to the Wine Marlborough Festival. Of particular importance were major sports fixtures (18%), beer fests (15.4%), wild food events (12.7), followed by outdoor concerts (11.6%), and other New Zealand food and wine festivals (11.4%). The survey also indicated that there was a marked decrease in respondent attendance at events such as art festivals (7.1%) and agricultural / gardening shows (6.0%) over that indicated for 2002.

Table-4: Types of Events Attended during Year

Type of Event	Number	
Major Sports Fixtures	87	18.0
Beer Fests	74	15.4
Wild Foods	61	12.7
Outdoor Concerts	56	11.6
Other New Zealand Food & Wine Festivals	55	11.4
Art Festivals	34	7.1
Winter Festivals	30	6.2
Agricultural / Gardening Events	29	6.0
Regional Fairs	17	3.5
International Wine Shows	14	2.9
International Food & Wine Festivals	13	2.7
New Zealand Wine Awards	12	2.5

**Respondents were able to indicate more than one event*

Events with Appeal

In order to continue to understand what type of events Wine Marlborough visitors were most likely to be drawn to, respondents were asked to indicate which events held the most appeal (Table 5). A large percentage (85.8%) of festival attendee's indicated that they favoured wine and food events, closely followed by live music events (55.8%). This continues to illustrate the importance of the added dimension of music to this event. Sports events (20.4%) were the third most appealing event to respondents while 'Arts and Crafts' (17.3%), cultural events (17.3%) and gardening shows (25.6%) rated highly. Nevertheless, it is noteworthy that there is a clear gap between the appeal of events and actual attendance at events.

Table-5: Appealing Events

Event	Number	
Wine and Food	194	85.5
Live Music	126	55.8
Sports Events	46	20.4
Arts and Crafts	39	17.3
Cultural Events	39	17.3
Gardening Shows	34	15.0
A & P Shows	22	9.7
Other	8	1.3

**Respondents were able to indicate more than one event*

Most Appealing Aspects of Wine Marlborough and Motivation to Attend

The most appealing aspects of the event were atmosphere (74.7%) and social (58.7%) closely followed by variety of wines (56.4%), and the 'outdoors/sun' (52.9%). The 2003 respondents rated the social aspect of the event two places higher than in 2002 relegating variety of wines and outdoors / sun in order of preference (Table 6). Respondents were also asked to indicate to rank their top five motivations for visiting from a list of ten. (The highest motivation ranked with 1, and the fifth highest motivation being ranked with a 5). Many respondents stated no second motivation, suggesting that most respondents generally had one motivation for visiting, and generally this was wine and food (Table 7). This finding is also significant in terms of seeing the event in the context of being part of wine tourism phenomena rather than the broader event literature.

Table-6: Appealing Aspects of the Festival

Aspects	Number	
Atmosphere	168	74.7
Social	132	58.7
Variety of Wines	127	56.4
Outdoors / Sun	119	52.9
Fun	85	37.8
Music	80	35.6
Location	66	29.3
Range of Foods	65	28.9
Variety	28	12.4
Value	18	8.0
Educational	13	5.8
Other	5	2.2

**Respondents were able to indicate more than one aspect.*

Table-7: Ranking of Motivations to Attend

Motivation	1	2	3	4	5
Wine and Food	70.2	11.7	7.6	5.3	5.3
Music	7.7	42.9	16.5	20.9	12.1
Good Day Out	19.2	31.8	33.1	13.2	2.6
Time with Friends	14.9	26.2	24.8	24.1	9.9
Work / Networking	31.3	12.5	31.3	12.5	12.5
Curiosity	4.0	20.0	28.0	24.0	24.0
Past Experience	3.6	18.2	18.2	18.2	41.8
Holiday	7.4	7.4	13.2	22.1	50.0
Time with Family	20.7	24.1	20.7	20.7	13.8
Didn't Cost	33.3	11.1	38.9	16.7	0.0

1 = high importance, 5 = unimportant

Expected Expenditure while Attending Wine Marlborough

Those respondents who completed this question indicate clearly that they expected to spend more on wine than food while at the festival. 24.6% of respondents expected to spend over $100 on wine while at the festival, while just 6.0% expected to spend that amount on food. In a significant change from the previous year (49.2%), three quarters of respondents in 2003 expected to spend less than $30 on food during the festival.

Respondents expected to spend an average of $56.22 on food while at the festival. Two respondents indicated they would spend in excess of $2,000.00 on food at the festival but this is not in line with other indications of spending. After discounting these two figures the highest expected expenditure on food was $200.00. The average expected expenditure on wine was $67.96, very similar to the expected level of expenditure on wine in 2002. The highest estimated expenditure on wine being $600.00. Ten respondents expected to spend in excess of $200.00 on wine. In contrast to 2002, only just over 6.5% of respondents also expected to spend money on other items at the festival. 5.2% of all respondents estimated expenditure would be under $60, while only three respondents (1.31%) were expecting to spend over $100 on unspecified items.

Expected Expenditure Per Day while in Marlborough

Respondents were asked to state how long they expected to stay in the region. Average expected length of stay for those from outside the Marlborough region was 4.8 days.

Respondents were asked to estimate total expenditure per day on accommodation, travel/petrol, restaurants/eating out, gifts/souvenirs, attractions, shopping and miscellaneous items. Only slightly over 50% of respondents answered this section of the survey. 39.8% of respondents did not pay for accommodation while in the Marlborough region, while 12.66% spent over $100 daily on accommodation, over half the number that purchased this level of accommodation in 2002. The average estimated accommodation expenditure was $84.05 per day, a slight increase in accommodation expenditure over 2002.

Respondents expected to spend on average $59.92 per day while shopping in the region. This amount is considerably higher than previous years and the average spend may be affected by the two respondents who indicated that their daily spend was estimated to be $1,000.00 and $4,000.00 respectively. Nevertheless, it should be noted that discussion with arts and crafts and wine business owners in the region indicates that this figure is by no means unusual.

Respondents spent an average of $22.71 on travel/petrol per day. The daily average expenditure at restaurants and eating out per day was $70.42 compared with $66.30 the previous year. A relatively small amount was spent by respondents on gifts and souvenirs, with an estimated average spend of $11.78 daily which was similar to 2002 results. Respondents expected to spend almost $14.92 dollars per day gaining admission to attractions in the region. As well as the categorised expected expenses, respondents also expected to spend an average of $27.80 dollars per day on miscellaneous items.

The average, spend per day of visiting respondents to the local economy outside of their expenditure at the BMW Wine Marlborough festival was $291.60 per day. An average visiting respondent stayed 4.2 days in Marlborough, resulting in an estimated total expenditure of $1,224.72 during their entire stay in the region. Return transport (e.g., flights, ferries, taxis, buses, petrol) to the festival was expected to cost each visiting respondent an average of $444.42.

Comparisons with the New Zealand Wine Visitor Survey

In 1999 the New Zealand Winery Visitors' Survey (NZWVS), as part of a nationwide survey, gathered data from the Marlborough region on the characteristics and behaviour of the winery visitors to the region. A sample of 221 usable surveys provides a useful basis for comparison with the 2002 Wine Marlborough survey.

Table 8 outlines some of the variables that are directly comparable between the two studies. Clear differences in the gender and age balance of the two samples are apparent with festival-goers more likely to be female and under the age of 35 than their general winery visitor counterparts. Interestingly, several authors are beginning to recognise the importance of attracting younger visitors to wineries (e.g. Mitchell, 2002; Treloar, 2002; Treloar et al., 2004) and significant gender differences in winery visitation and consumer behaviour (e.g. Mitchell et al., 2000; Mitchell & Hall, 2001a) as well as food tourism behaviour (see Mitchell and Hall, 2003). The findings of the Wine Marlborough study would suggest that wine festivals may also have similar, if not compounded, implications for market development. While no direct comparison of income was possible (because the NZWVS collected data on individual income), both samples had similarly high levels of educational achievement and it might be therefore assumed that similar levels of income and professional vocations would be apparent.

Table-8: Comparison of Visitor and Visit Characteristics

	Key Demographics			Origin of Visitor (%)			Appealing Aspects†			Spend
	Gender (%)	Age (%)	Education (%)	Within Region	Outside Region	International	Most (%)	Second (%)	Third (%)	Wine
Festival Attendees	Female (62.6)	20-34 (57.7)	Degree (42.4)	15.8	82.5	16.5	Atmosphere (74.7)	Social (58.7)	Many wines (56.4)	$68
Winery Visitors	Female (53.0)	30-49 (54.8)	Degree (44.2)	8.9	91.1	23.5	Service (35.6)	Learn (25.0)	Wine (21.6)	$40*

* Spending at winery of survey only (also indicated spending $40 at another winery in region and may have visited several during visit to Marlborough)

† Festival attendees is based on what respondents found to be 'most appealing/attractive', while winery visitors is based on what respondents found to be 'most enjoyable'. Degree = those with undergraduate or postgraduate qualifications. Many wines = wide variety of wines available.

Festival-goers were much more likely to be from Marlborough, reflecting the importance of the event in the local social calendar and, not surprisingly, fewer international visitors were recorded at the festival. The appealing elements of a visit to a winery in Marlborough were also quite different to those of the festival, with aspects of the service and learning about wine predominating at the winery, while the atmosphere and social context of the festival were seen as more appealing. Indeed, while wine and food is a major motivation for attending the festival and some formal educational experiences (e.g. tastings with winemakers) and informal ones (e.g. wide range of wines in the one location) are available, the atmosphere is clearly very different from that found at winery cellar-door operations.

Spending on wine was also significantly higher at the festival. However, this is not surprising given that there is a far greater selection of wine available at the festival and that NZWVS respondents also reported average spending of around $40 at other wineries in Marlborough and visiting an average of around nine wineries per visit to the region. Therefore, the impact of spending at the festival per winery is likely to be significantly less than that at any individual winery.

Table 9 outlines important indicators of the impact of the individual festival-goer and general winery visitor on the Marlborough region. From these figures it appears that festival-goers have a lesser economic affect than general winery visitors, with winery visitors staying longer and spending similar or higher amounts per day on several non-winery purchases (although a full comparison is not possible as different indicators of spending were collected).

Table-9: Comparison of Indicators of Regional Impact

	Length of Stay in Marlborough				Daily Spending in Marlborough		
	1-2 Days	3-7 Days	1-2 Weeks	> 2 Weeks	Restaurants	Souvenirs	Attractions
Festival Attendees	53.2%	35.8%	5.9%	1.3%	$70	$12	$15
Winery Visitors	38.3%*	50.0%	8.4%	3.2%	$65	$31	$36

*Includes those on a day trip.

Conclusions

This paper has provided an overview of the visitor profile to New Zealand's longest running wine festival which is also one of the longest continuously running wine festivals in New World wine regions. Such information is significant as, clearly, wine festivals will have to carefully position themselves to remain well-attended, desirable and compatible with the brand values of the wine region and the wineries. Comparisons with the results of a survey of winery visitors to the regions indicate that there are significant differences in the demographic and motivational characteristics of consumers as well as length of stay. Nevertheless, significant numbers of event goers were repreat visitors.

Such results nevertheless highlight the need to recognise the potential role that such events have in getting consumers interested in wine and aware of a region's offerings. Although the length of stay and nature of activity and motivations would tend to suggest that there is not as much capacity to create strong relationships between consumers and wineries as there is in visits to wineries.

One of the key points to emerge from the study is that there is substantial fluctuation in some of the results on a year by year basis. Arguably this may be as the result of the different sample sizes and statistical error and/or issues with respect to survey method and management. Unfortunately, these were parameters over which the authors had no control so the results of previous years' research therefore has to be taken at face value. However, just as significant is the different focus which the festival has had in different years. In some years the focus arguably being more on the entertainment than the wine. Clearly, different event products will attract different audiences. The challenge for Wine Marlborough, as with many other culinary festivals, is to maintain a festival product that is clearer tied in with the regions wine and food. Similarly, further comparison is required between festival attendees and wine tourists to ascertain their different economic impacts on the host regions and, perhaps more importantly from a strategic wine marketing perspective, which avenue may best promote the long-term purchase of a region's wine and food.

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