



MASTER THESIS

NEW WINE TOURISM DESTINATION- VILLA ALVOR

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ABSTRACT

The Master Thesis is the outcome of the Erasmus Mundus Wintour Master. This research was carried out during the final semester during the period of February 2021 till June 2021 for the period of 4 months at AVELEDA, Penafiel, Portugal. During the master thesis my work is based on the upcoming project VILLA ALVOR at Algarve region in Portugal. The work on the project is divided into the following components. The primary component is to analyze the region and to understand the tourist profile of the region, this will be analyzed from the data's obtained through Tourism Portugal. The secondary components involve defining the target audience, offering of the project and concept. The final component defines the communication and sales strategy of the project, Awareness of villa Alvor among the trade, mission and vision of the project.

Keywords: Wine Tourism, Algarve, Tourism Portugal, Target, Communication and sales Strategy.

List of abbreviations: SWOT-Strength, weakness, Opportunities, Threats.

1. Introduction

The behavioral changes among the tourist is well documented in recent years as more and more tourists are moving away from the traditional mass tourism and in search of authentic local experiences such as rural tourism, hiking tourism and wine tourism ((Wang & Taylor)¹. Wine tourism plays a major role in developing the brand awareness for the wines in the market also it helps to convey the final end consumer about the brand and it directly makes the personal emotion connection with every consumer who comes to explore the wine tourism at any wineries across the globe.

Taking into consideration of abundance of coastal tourism in the Algarve region and most of the touristic offerings are created and focused on mass tourism, as the tourist looking for more option to explore the region wine tourism is the perfect opportunity to connect with them. With less competition in the region of Algarve, Villa Alvor is in the untouched “Blue ocean” space of wine tourism in this region (David Priilaid, 2020)².

1.1. Villa Alvor by Aveleda wines

Villa Alvor is part of the Aveleda wines based in the north of Portugal 45 kilometers from the city of Porto. Aveleda group is the family run business for the last 300 years, Guedes family members runs wine business for many generations which has property across different region in Portugal, Quinta Aveleda- vinho verde, Quinta Aguiera- bairrada, Quinta ValedonaMaria-Douro valley and Villa Alvor- Algarve. Casal Garcia is their flagship wines in the national as well as international markets, production capacity of 20 million bottles with more than 70 % of the production is being exported to the key markets such as Germany, Canada, united states of America, Japan, Brazil and Australia to name a few. They played an important role in bringing up the region of Vinho verde among the wine consumers locally and internationally. Apart from their success in this region they started acquiring wineries across different wine production regions in Portugal such as Bairrada, Douro and recently in Algarve.

¹ Wang, N. (1999). Rethinking authenticity in tourism experiences. *Annals of Tourism Research*, 26, 349–370.

² A “blue ocean” strategy for developing visitor wine experiences: Unlocking value in the Cape region tourism market 2020

Villa Alvor based in the Algarve region which brief introduction was given about the region in the following section to come. Villa Alvor project was created to produce wine from its exceptional terroir also to reinvent the history of the long-forgotten wine making tradition of the region. Through this project of Villa Alvor is to share the rich history of the region to the world from the roman times and Moors occupation in the region. The region in particular is well known for their Mediterranean climatic influence which is the best platform to bring the unique style of wines to the local market at present and to expand internationally in the future. Having mentioned tourism is the biggest economy in the region but there is very limited handful wine producer across this region. Wine tourism will not only bring in the consumer but also creates the loyal brand ambassador for the life time. The vision of Aveleda wines to bring the region identity and to produce the top-quality wine with the respect to the terroir and sustainable approach to wine making, viticulture practices and to develop the wine tourism offering as well. This was the major interest to me personally to work on this project in wine tourism to share my experience in wine tourism and to develop Villa Alvor as the preferred wine tourism destination among the tourist in this region.

1.2. Role, Objectives and Responsibilities

Everyday job specifications were not limited only to the development of the project ideas but also the day to day to day activities of the Aveleda wine tourism activities. During my working days there were some team visits with the team members to the other wineries in different region in Portugal to understand the wine tourism offer as this gave the opportunity to understand the competitor activities as well. Most of my works were based on the analysis of the region through the data collected from various sources from the tourism organization such as visitportugal.com, visitalgarve.com, algarvepromotion.pt and visiting the region of Algarve. During the visit to Algarve, I understood the regional tourism activities across different municipalities of Portimao, Albufeira, Lagoa, Lagos and Sagres. In the meantime the visit to the competitor activities in wine tourism and the product presence in the market and the associated wine tourism activities such as promotions, events participation and other marketing related activities. I have the following objective for the Master thesis as follows.

- To define target audience
- Conceptualizing new offers
- Defining communication and marketing strategies

2. Algarve Region

Algarve is located in the southern most region in the continental Portugal with the area spanning 4997 km² which has little less than half million population inhabitants. Faro is the main city in the Algarve region with the Air connectivity, apart from this Algarve can be easily reached by roadways as well as railways mode of transportation means. Algarve incorporates 16 municipalities and this region is divided in to three Zones i.e, coastal where most of the economic activity is based, barrocal the land between coast and highlands where most of the agriculture produce comes from and Uplands occupy the 50 % of the territory Refer Annex.

Algarve is most famous destination among tourist who visit Portugal for their leisure travelling. Tourist mainly from the continental European countries such as Spain, Germany, Holland, France and United Kingdom flock in during summer for their holidays. Algarve region is known for Europe finest destination for golf. The most visited destination in Portugal second only to Capital Lisbon. During the high seasonality the population of Algarve region triplicates and its best known among the destination to retire. These are some of the key noteworthy points to mention about the region.

Algarve is not only common among the Beachgoers but also among the tourist who are interested in the history and tradition. Algarve is the Arabic word from "AL-GHARB. This region still has the many historical places from the Moors occupation, roman ruins and the Christian settlements. In the recent past of 15 century the modern maritime Algarvian navigators made name for themselves and the region. Apart from Tourism being the main contributor to the economy the agriculture production plays important role such as Algarve oranges, Figs, Almonds and specifically carob trees which provides the substitute product to chocolate.

The region is also best known for their Mediterranean climate with more than 3000 hours of sunshine per year with less rainfall makes it perfect destination for wine making as well. As the Algarve region is protected by mountain range it is not affected as same as the Alentejo wine region. But due to the commercialization and tourism explosion the wine making importance were forgotten but in the recent past there are many key investments being done one such investment is villa Alvor part of "Aveleda" Group started investing in the region of Portimao municipality from the year 2017.

3. Methodological approach

3.1. Data Analysis

The approach to this project follows traditional method of analyzing the secondary data's which were collected from the Portugal tourism website. Upon studying the data's collected the pattern in the Algarve region is very consistent for the last three years prior to the pandemic outbreak. Though the Algarve region is very unique with regards to the tourist inflow every year there are no much changes or variation. The data analysis is compared between the year of 2017 and 2018 in the following chart to show the seasonality of the tourist inflow in the region of Algarve. With high variation in seasonality which directly implies the tourist flow in the Villa Alvor will be similar.

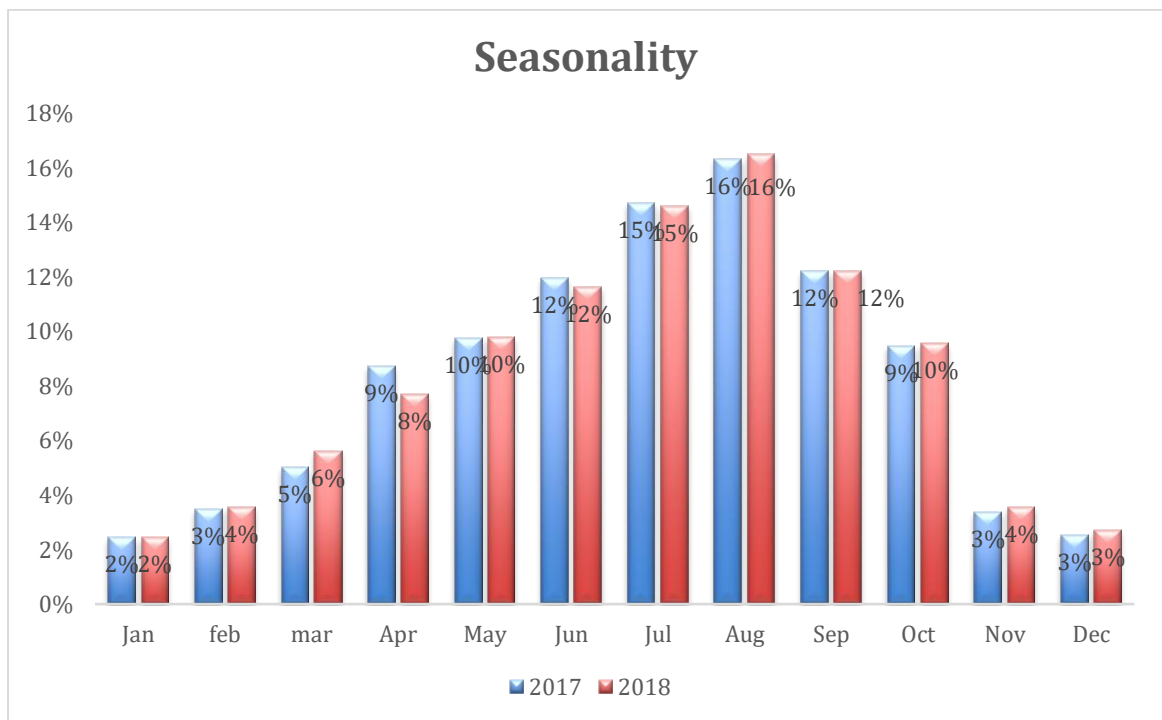


Image 1: seasonality report (source Ine.pt)

3.2. Tourist profile by Country

For the target analysis of the potential future wine tourist to Villa Alvor, the regional analysis of the Algarve region is the key indicator, upon analyzing the data's the following visitor from the countries represents the 50 % of the tourist inflow, also there are some other upcoming markets such as China, Brazil and some Nordic countries like Sweden and Denmark presents much interest. The traditional visitor from the following countries highlighted in yellow such as Germany, French, Dutch, British, Spanish, Irish and Portuguese tourist contributes the major inflow to the region.

Country	2018	2017
Germany	10%	11%
Belgium	15%	0%
Brazil	1%	0%
Canada	1%	
China	9%	
Denmark	1%	
Spain	5%	5%
EUA	1%	1%
French	6%	5%
Netherlands	7%	8%
Ireland	6%	6%
Italy	1%	1%
Poland	1%	
United Kingdom	28%	31%
Sweden	4%	
Switzerland	1%	
Others	4%	10%
Portugal	23%	21%

Table 1: Visitors by country (source Ine.pt)

3.3. Tourist stays by category

Another key indicator in the data analysis is the tourist stay in the region, Algarve has the highest concentration of staying facilities in Portugal, Lisbon follows the second in this category, though Lisbon receives more tourist in whole of Portugal.

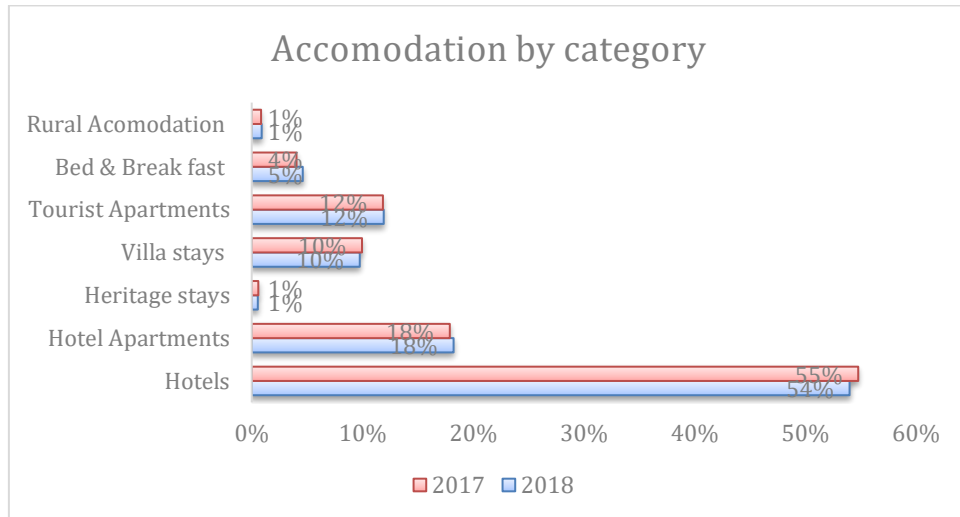


Image 2: Accommodation by category (Source Ine.pt)

The chart shows again the clear indication of the stay preference by the tourist is concentrated in the hotel category. To further understand the hotel preference by tourist the following chart of hotel by the star category will deepen the understanding of the consumer behavior and their preference. In general tourist preference of stays in the category of 4 and 5-star properties.

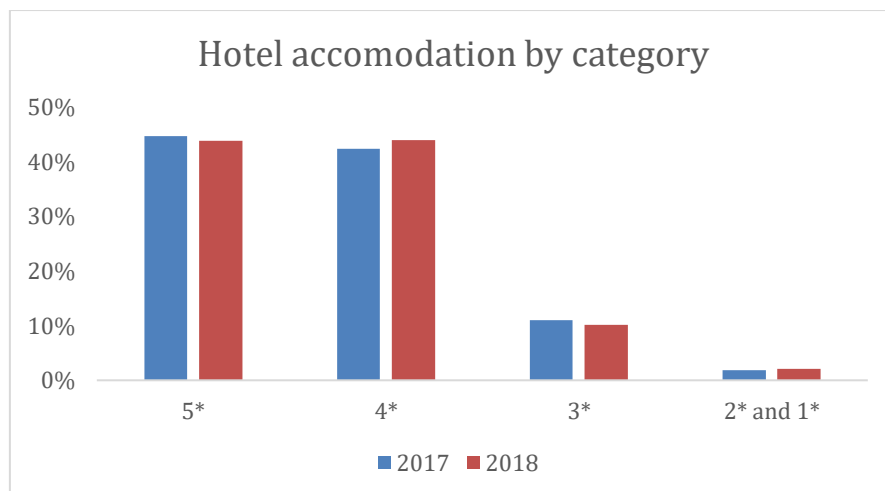


Image 3: Hotel Accommodation By category (Source Ine.pt)

3.4. Tourist stays by Nationality

To further understand the tourist and to narrow down the target audience the tourist stays by nationality indicates their prolonged stay in the region. Through this analysis traditional tourist from Germany, United Kingdom, Netherlands, Spain, France and Ireland tourists make stronger focus group for villa alvor wine tourism target audience.

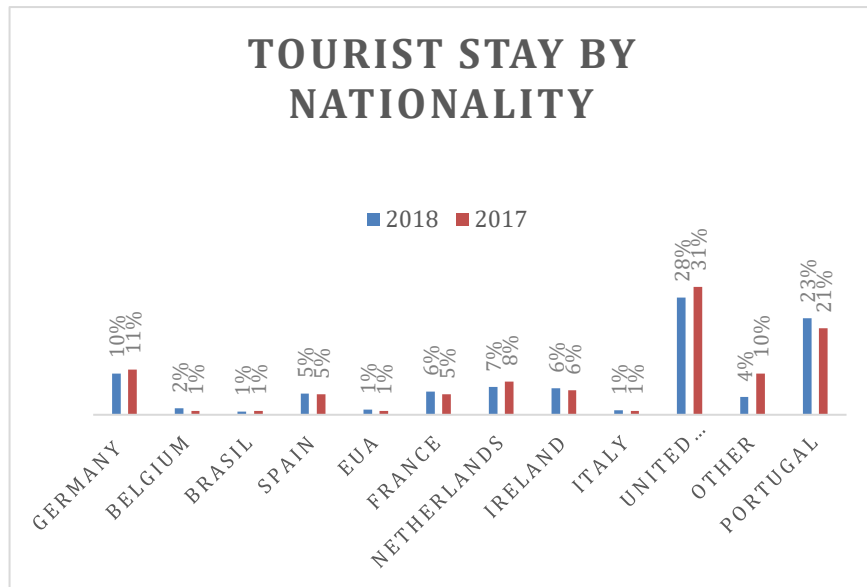


Image 4: Stay by nationality (source Ine.pt)

3.5. Accommodations distribution

Tourist accommodations are concentrated in the three municipalities of Albufeira, Loule and Portimao municipalities which has more than 70 % of the accommodation concentration in the region of Algarve. Villa Alvor located in proximity to all of these municipalities provides an opportunity for receiving the consumers for the activities.

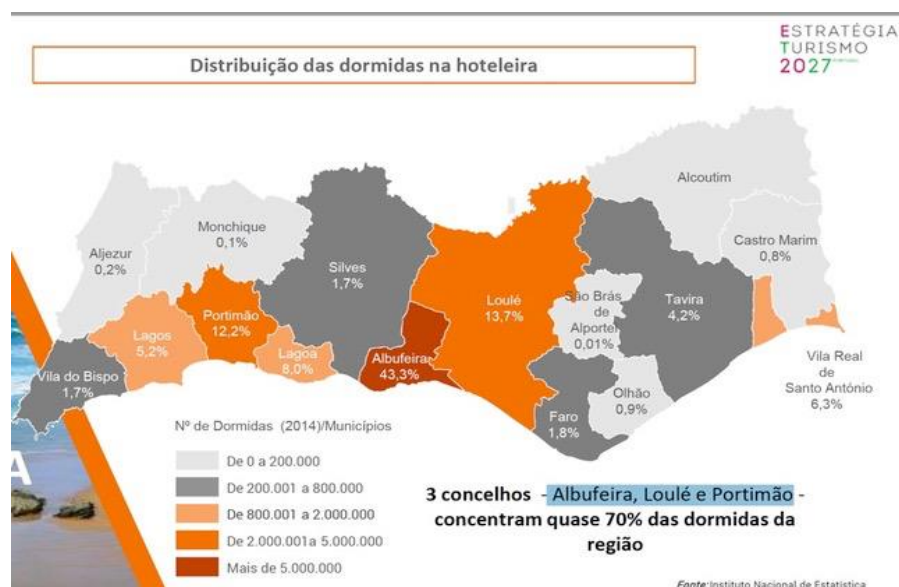


Image 5: Tourist concentration by Municipality (Source : Portugal tourism strategy 2027)

The macro data analysis from the tourism Portugal statistics report provides us the clear and concrete idea of our target audience and their behavior in terms of their accommodation and their place of accommodation. With this in mind tourist from United Kingdom, Ireland, Netherlands, French, Belgium as the traditional tourist to the region of Algarve and the Nordic countries such as Sweden, Denmark and Brazil will be the target audience.

4. Wines of Algarve

Wines of Algarve represents less than 1 % in wine production also in vineyards, with 4 regional sub appellations of Lagos, Portimao, Lagoa and Tavira. In the sub appellation of Algarve wines, the producers are concentrated in Lagoa and Lagos. With the major producers are focused on producing traditional grape varietal of Negra Mole and other portugese grapes such as Castelao, Trincadeira and Arinto. But most recently syrah is getting popular among the producers. There

are more than 40 wine producers present in Algarve wine producing region at present and more and more investment will be in future.

4.1. Algarve Wine Tourism

Wine tourism in Algarve is still unknown among the tourist, the main reason which I found out during the visit to the key wine producing areas in Algarve is mainly due to the less visibility among the tourist as well as the Portuguese domestic consumers. All most all of the wineries from Algarve has the option of wine tourism which is open to the tourist. The most common problem faced by the wineries is the Algarve tourism offices does not support the wineries also there are no known wine route exists compared to the other regions of Portugal.

Apart from the common hurdles faced by the youngest wine region in Portugal there are some sense of marketing and communication from specific municipality of silves. The fort of silves has the dedicated area for the wines from silves, also most of the restaurant in the silves locality wines form this specific area gets high visibility and upselling of the wines and the communication of wine tourism. The major achievement of Algarve wine tourism is that using the application in the mobile where any one could download and get the information about the wineries and other information.

With this first component of my thesis, the overview about the region, tourism activity, tourist behavior and the overview about the wines and wine tourism activity of Algarve region, with this macro data analysis it is clear that fluctuation in terms of inbound tourism is very stable despite the outbreak of pandemic. Having limited data availability about the spending behavior of tourist as well as the age group of the tourist other basic data were evaluated, I hereby conclude that the traditional tourist from the countries such as United Kingdom, France, Belgium, Germany, Ireland and upcoming tourist from Brazil and china can be the key focus group for Villa Alvor.

5. Destination- Villa Alvor

Villa Alvor has all the potential to be the destination for the wine tourism in Algarve region rather than just wine tourism offering, in this outlook as a destination Villa Alvor could cater the experience to the wide variety of target consumer specifically to the inbound tourist as well as domestic tourist, since the ratio of domestic vs international tourist is 2: 3 ratios. The major advantage of developing villa alvor as destination is that the target audience can be in the wide spectrum not limited to the particular group of target audience. According to Mitchell (2004:13, in Mitchell, 2006) asserts: "there is more to... wine tourism than the simple consumption of a beverage (albeit a hedonistic pursuit) ...this experience is not limited to the senses and emotions associated with the wine alone". The term " Wine escape" (Peters, 1997, cited in Hall et al., 2000) defined as wine tourism is beyond wine and viticulture which also attributes the region.

As more and more tourist are focussed on the regional specific activities which is defined as "bundle of benefits" (Getz & Brown, 2006) such as landscape, culture, exploration, in this aspect learning about wine (Alant & Bruwer, 2004; Charters & Ali-Knight, 2000; Dodd, 1995). In this above mentioned regards creating the wine tourism destination is very much essential and also this space as destination for wine tourism is in the blue ocean strategy since most of the wineries does not offer the complete experience.

5.1. Market segmentation

Market segmentation for the Villa Alvor mostly defined by the secondary data derived from the macro analysis. Upon studying the data with various key factors, the following key market tourist which is of high interest as well the potential future wine tourist for Villa Alvor. Having limited data and the pandemic outbreak to complete the market segmentation was of major problem, but through the analysis and research in the multiple source of website to fill in the gaps for my market segmentation.

Under Demographic Market segmentation the tourist of the age group 35-50 leads compared to the other age groups in the tourist. With this age group they have a steady income with medium income group and most of the tourist comes from the mature European markets, with these above-mentioned factors from the demographic segmentation possess great interest to me personally. The major reason these tourists with this specific age and income belongs to the group of tourists from the mass tourists to the region of Algarve which can be targeted easily with the communication strategy.

Algarve region promotes not only sun and sand tourism unlike other coastal tourism destinations, with varying offers such as Bird watching, walking and biking trails, Golf tourism and sea related activities included in their offerings, with this in mind Psychographic market segmentation for Villa Alvor should include multiple activities such as walk trails in the vineyards, heritage spots in and around vineyard, local pottery making classes and association with other partners which offers the experience. Keeping the difficult market segmentation Villa Alvor should offer various activities for the mass tourist as well as the niche tourist with different activities planned to offer complete destination experience

Geographical segmentation was easily understood from the data analysis, as the target audience from the following countries such as United Kingdom, Ireland, Germany, Netherlands and Brazil. With this market segmentation for Villa Alvor with different key factors, the target profile group is aged between 35-50 with medium income group from the above-mentioned countries will be the key focus group.

5.2. Conceptualizing ideas in wine tourism

Creating and introducing ideas for the wine tourism, I will be following some key literature with theoretical approaches. One such understanding the push and pull factors in wine tourism offering, as this will give the basic foundation of conceptualizing the offer for the wine tourism inn Villa Alvor. Through Pull factors which is the external motivation such as tasting, tour, buying wines and dinning at the winery in the rural landscape setting. Push factors drives the individual to visit the winery to learn more about wines, meeting wine makers, though most of the wineries which mainly offers the tourist only pull factors-based offers. But at Villa Alvor I would like to keep the element of push factors to offer the element of pull factor not only limited to wine related activities but also based on the regional cuisine such as workshop on regional cooking, pottery classes in association with artisanal producers with all these, wines will be the element of socializing.

With the second reference Getz and Brown (2006) mentioned wine tourism experience three dimensions such as Core wine product, core destination appeal and the cultural product. While destination and core wine product pull factors and cultural appeal as push factor which is internal, as this study also support my ideas of keeping the push and pull factors while creating the offers for the Villa Alvor. To further support my ideas for conceptualising the ideas for Villa

Alvor, based on the motivation of wine tourist there are two categories introduced by Johnson (1998:15, in Galloway et al., 2008) such as specialist wine tourist and generalist wine tourist. The specialist wine tourist visit regions specifically for the wine related activities and general wine tourist visit the wine region for other purpose. In this case of villa alvor or inn general Algarve region is not very well known for wine producing region but this category give us more insight about creating offers focussed mostly towards pull category related activities also keeping the basic elements from push category as well.

Upon visiting the region of Algarve and the wineries across Algarve region and the uniqueness of Villa Alvor project, the idea to create as a destination involves all aspects of cultural history of the region, though being young wine region with less history in wine making but Villa alvor has rich history of the oldest winery in the region and the first winery to bottle the wines where the wine was produced. With area spanning 65 hectares of property with various spots to create activity related to wine tourism.

In the middle of the property there is an old Chapel located which believed to build on the ancient roman ruins there are many indication suggest from historian that the present vineyard location believed to be in the past was part of roman settlement and it was captured by the Moorish occupation followed by takeover of Christians later. This kind of setup can be used to create the cultural spot for the wine tourist as part of the experience. Furthermore artificial reservoir is created in the middle of the vineyard there by creating the ambiance for the local flora and fauna development. With the new winery which will be built in the middle of the vineyards overlooking the ocean with in the eye sight and surrounded by the carob trees, olive trees and vineyard. This create different interest for the wine tourist to explore in the vineyard and create the experience around the property apart from wine tasting.

Keeping the theoretical approach for conceptualising ideas with the visit to the region and the competitors activity in the Algarve wine region presents us the clear approach to be unique in the offering wine tourism experience for both mass market and niche market tourist with both push and pull factors.

5.3. Hedonism related activity

Wine tourism is the best platform for the wine consumer be it wine connoisseur or wine lover to experience the close connection. Hedonism is well expressed or felt when consumer is in close proximity where the product is produced. In wine tourism most of the wineries across the world has the standard practice of wine tasting, winery visit and vineyard visit and they limit themselves to these activities, But at Villa Alvor I would like to propose the following activities to immerse in the hedonistic activity where the consumer has the long-lasting experience in their life time. To achieve the complete experience for the wine tourist I will approach sensory, emotion and fantasy on these three aspects to improve the hedonism in wine tourism at Villa Alvor.

Core destination appeal would further increase the hedonism experience, to begin the following ideas to be implemented in the vineyard to improve the sensory and emotion aspects. Miravinya de penedes has the unique concept by wine tourism of Penedes has the specific view point ion the different parts of Penedes wine region, to utilize the similar concept of creating three different viewpoints in the vineyards of Villa Alvor will improve the emotion and fantasy aspects, where these spots will be the part of walking trails in the 60 hectares property at Villa Alvor. This vineyard-based activity will enhance the hedonistic appeal to the wine tourist also tourist from the region of Algarve.

Through vineyard appeal we will now focus on the winery and wine tasting appeal to improve the consumer experience. In general, the wineries across the region follows the similar pattern of tasting in the tasting room, this can be used for the mass tourist with less hedonistic appeal. To come back to the vineyard view point at three different location use these spots to host tastings also use these spots to host the "sunset tasting", these unique tasting ideas appeal to the emotion and fantasy aspects to improve the overall experience. For the mass tourist the appeal of hedonism can be also improved through sensual or sensory aspects, this can be achieved using through the tasting in the cellar unlike the tasting in the tasting room, this appeal of tasting could be closely related to the concept of "chefs table or 0 Table" in the restaurant during the special dinner. As this kind of tasting will further improve the overall experience.

5.4. Sustainable wine tourism concept

Sustainability concept is part of the tourism Portugal strategy from the year 2017-2027. This shows the importance of this concept given not only by the private individual players but also part of the countries marketing plan. Most of the literature review about wine tourism sustainability comes from the new world wine region such as New Zealand, south Africa and even to some extent from United states of America. Aveleda wines strongly believes in sustainability in their whole business operation be it growing grapes, making wine and in their whole business operation.

Wine tourism sustainability is the new concept since the tourist comes for the wine tourism are termed as “specific tourist” and wine tourism in general is closely associated with sustainability in all aspects. The future project at Villa Alvor is designed and developed keeping sustainability in mind. As the three elements of sustainability is based on such as economic, social and environmental. At Villa Alvor in the vineyard there are many parcels of land which has the natural pockets has the vegetation with various natural flora and fauna and some old olive trees and carob trees. The utmost care and importance is given by the viticulturist. Apart from the wine making at the existing wine making facilities the future project of new winery will be constructed with the sustainability concept of usage of less electricity for lightings inn which the architecture uses the natural light inside the wine making facilities.

With regards to wine tourism the concept of “Zero Kms” shall be the great option for the touristic experience in terms of dining facilities. The raw material for the restaurant concept should come from local community to improve and develop the communities around the property.

6. Communication and Marketing strategy

Communication strategy is the vital for any product or brand, the present communication and marketing strategy for villa alvor is not active in off line. There are some digital media communication through social media alone. The main reason is the space availability and facilities at present. To follow the Brand DNA of Villa Alvor the communication strategy with some modified plan for the wine tourism.

With traditional channel of print advertisement should have minimum 50 % of the plan for this channel and the remaining 50 % for the digital media communication space. To further get into the traditional channel there are many traditional channels majorly to communicate through the tourism offices in Portimao, Albufiera and Lagos. With these traditional spaces in tourism office which will reach the international tourist who are looking for special daily activities. Digital media communication contributes the major role in the present day.

Traditionally digital media channel has the many different approaches specially with the social media. To speak particularly about the social media marketing, in Portugal Facebook leads the way in terms of usage, apart from Portugal, United Kingdom also has more users for Facebook as its applicable to the countries from European union. Hence the digital media communication for social media should have Facebook communication as the lead channel followed by twitter and Instagram.

Villa Alvor brand is very young and the awareness is very unknown among the consumers in general. As the most of the inbound tourist happens through Air traffic and to some extent through trains. The best and effective communication is through advertisement and communication through these platforms to reach the tourist when they reach Algarve. I would like to propose the following marketing and communication ideas which is taken from the communication plan from "Perrin family estates" in Avignon, France. With this kind of similar setup or may be in smaller size can be installed across key points where the tourist footfall is higher. In this way the brand awareness created for the mass audience, in return the consumption of villa alvor wines shall be increased across Horeca and off trade channels. Bill board and road signage boards across key roads in Algarve can also be placed to improve the brand awareness doing all the mass communication through traditional channels has more intangible benefits for the brand, by doing all these communication strategies it will improve overall brand image of the product Villa Alvor among the tourist and national wine lovers.



Image 6: Communication and promotion strategy (Source: ThedrinkBusiness)

6.1. Events & Activities

Events and promotions play a major role in developing Villa Alvor as the key and iconic brand from the region of Algarve. There are flyers as well as digital edition available to public to know the activities and events planned for every month in the region of Algarve. The loyalty for the brand can be created through these events and sales and footfall can also be increased in the wine tourism. As the Algarve region is seasonal but there are also activities happens apart from the high seasons, these can be targeted towards the national tourist who visit the region. Tourist especially wine tourists are very keen to explore the regional cuisine as well as regional specific products. I would like to propose the following events and activities mentioned.

Seasonality	Events	Activities
High season	Alternate week activities with food related and music related	Daily Activities- Wine Tour & Tasting. Once in a week - Winemaker tasting mid-week Special. Picnics on weekends. Sea food special pairings such as oysters and octopus only menu. Carob Chocolate and wines of Villa Alvor. Pottery classes and wine.

Low season	Once in every month activities	Art & wine exhibit by local artists and Stone sculpture at silves is an example. Easters event. Valentine’s day special
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Table 2: Activity chart for High and low season

The above-mentioned events are not only associated to wine specific but to attract tourist with various interest. With major events happens mostly around music in the evening, but also more options can be given to the consumers during the day such as picnics, vineyard walking, sunset tasting and other major association with the service providers such as Hot air balloon which is used in some major wine producing region in France (saint emillion).

6.2. Sales strategies

At present the sales distribution of the product happens through the prime drinks which is the official distribution agency for the Aveleda wines in the domestic market. The distribution is focused on the Off premise rather than the on premise. The strategy should be completely changed to the “HORECA” distribution than the super market distribution. The change of sales strategies to feel the product presence in the market and the brand awareness should be created among the tourist in return the tourism footfall can be also increased.

Product presence in the specialized wine shop and Super market is also must for the focus on the domestic tourist who visit the region. There should be special shelf talkers in the supermarket chains to emphasis regional wine such as “Algarve wines” or regional wine this should create brand awareness among the supermarket buyers. With these sales strategies across both trade channels to begin with then to focus on listing the wines with key iconic restaurant across Algarve and supporting events and sponsoring the wine menu or creation of wine menu to get priority listings across the restaurants will favor the brand to reach the consumer immediately.

6.3. B2B Associations

Trade relation among other than the HORECA and Off trade will improve the Brand visibility among the tourist there by improve the footfall in wine tourism at Villa alvor. Apart from the trade there are various key players across different segments in tourism need an association to get the brand very close to consumers. B2B association among the service providers will play a major role in developing and making brand accessible to end consumers.

6.3.1. Tour operators

Algarve region has various tour operators from Benagil cave tour operators, jeep safari tour operators, Quad tour operators, Cruise operators could be the potential partners based upon their service and clientele and the target group of Villa Alvor should be matched, since due to covid 19 outbreak my visits to the region were also limited and most of the tour operators were not opened. Though these operators could potentially bring in the consumer based on the offer they provide. The main interest is one with the sunset cruise with dolphin watching tour operators and Oysters tasting tour operators in Rio Formosa near Tavira municipality where there are more natural oriented activities such as bird watching, visiting salt Pan, visiting natural reserves and oysters farming. With these specific style of tour operators and the clientele tend to be mature tourist where the association will yield positive brand image for villa alvor.

6.3.2. Service providers

Primary contact of tourist is mainly with the Taxis, Rental car agency, cafes, restaurant and the Hotels. These traditional service providers could be the potential platforms for the brand introduction of Villa Alvor through flyers and brochures. The municipality of villa Alvor and portimao has many service providers focusing on the handful associations could potentially lead to the wine tourist to the winery on regular basis. Apart from this traditional service providers Golf tourism is very well known in the region of Algarve, this would give us more opportunity with different target group. Wedding planners and marine tourism will give us more space to develop and improve the brand image of Villa Alvor.

7. SWOT Analysis

<p style="text-align: center;">Strength</p> <ul style="list-style-type: none"> • Villa Alvor belongs to Aveleda wines • Having Distribution and marketing team to support the brand • Strong financial backup support 	<p style="text-align: center;">Weakness</p> <ul style="list-style-type: none"> • New Brand and less product presence • Product cannibalism with own brands • No dedicated human resource person to develop villa alvor in the Algarve region
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Less competition among regional brands • To become the lead player (wine tourism & Brand) in the market 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Less knowledge about wine of Algarve among consumer • No big presence in the HORECA channel

SWOT analysis is analyzed for the brand perspective hence wine tourism will also have same perspective as brand Villa Alvor. With regards to wine tourism the brand should first be visible and available to the end consumer and then the wine tourism will follow. As the brand is very young and the region is also not saturated with products but the wines from other regions have strong presence this can be overcome by the opportunities to become the key player or leader in the market to improve and become the face of Algarve wines.

8. Results & Conclusion

Upon analyzing data available to me and the visit to the region of Algarve and the pandemic outbreak which leads to have some gaps in understanding the region and the tourist behaviors completely. With the region of Algarve not very well known for wines but for tourism which makes it complicated to reach the wine consumers, but this is a great opportunity to Villa Alvor wines to use this space with less competition and to become the lead player in the region of Algarve.

With the defined target group aged between 35-50 and the tourist concentration in the 3 municipalities of Loule, Portimao and Albufeira makes the marketing, distribution and communication for villa Alvor wines and wine tourism will be very successful. The consumption of wines which will be majorly driven by the tourist and the wine tourist will also be the international tourists and to some extent Portuguese consumers. Villa Alvor brand is very young in the market with the communication strategies at the key touch points of the tourist will have better reach and improve the brand awareness among the consumer.

Villa Alvor has all the resources to become the key destination in region of Algarve for wine tourism, with its location and accessibility, not to mention the property of 65 hectares which has different location where the wine tourism related activities can be planned for the wine tourist with different interests. Apart from the activities there are many events and promotions should be carried out on consistent basis to reach the floating tourists as well as local consumers.

With change in sales strategies will revive not only the sales but also improve the brand awareness followed by the communication and marketing activity should be carried out in the first touch points of tourists when they reach Algarve. By associating with key partners such as tour operators, service providers, cruise and Marina tourist operators will help us to develop the wine tourism to these diverse clientele. Apart from these strategies to develop keeping the hedonism and sustainability concept in terms of the service offered to the wine tourist will give the long-lasting memories. The above mentioned key points synthesis the overall conclusion through my research and observation with regarding to the communication plan these can be developed based upon the wine tourist arrival to Villa Alvor.

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Annexes A1



Image 1: Geographical Differentiation of Algarve region Source: Wikipedia

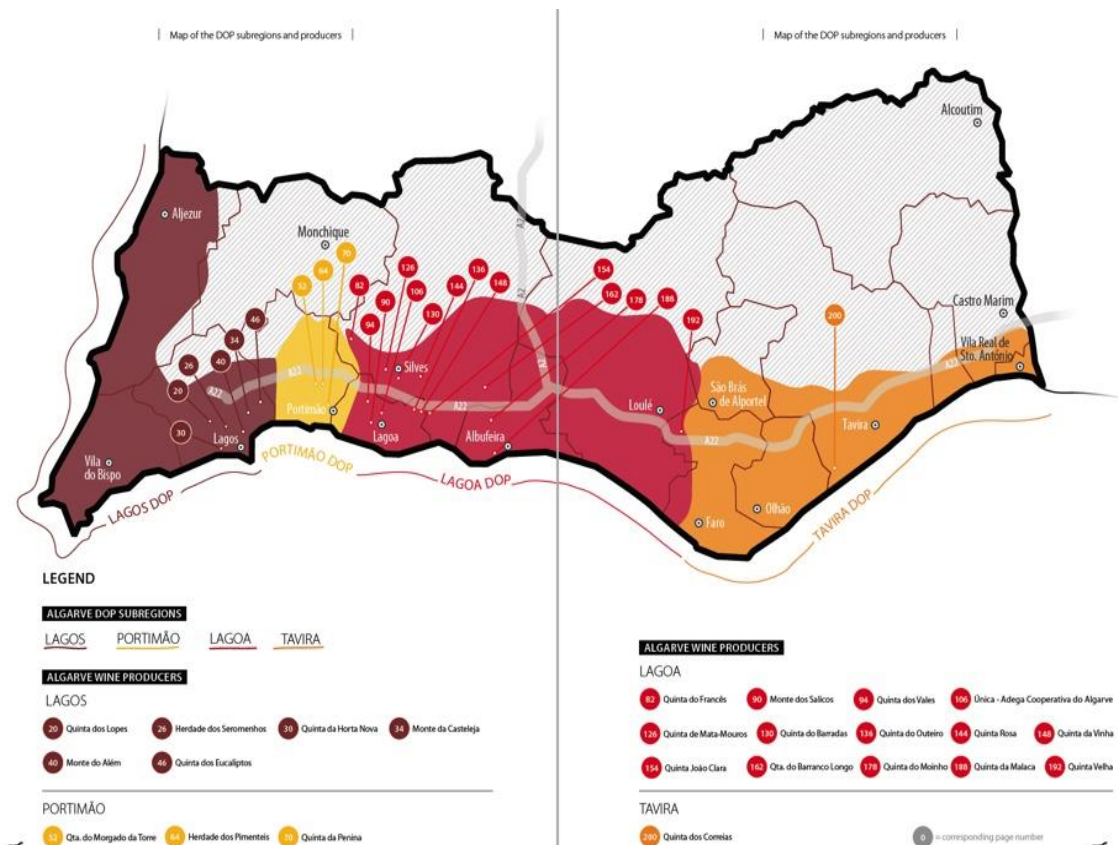


Image 2: Wineries from Algarve Region source: Wine Guide of Algarve

Annexes A2

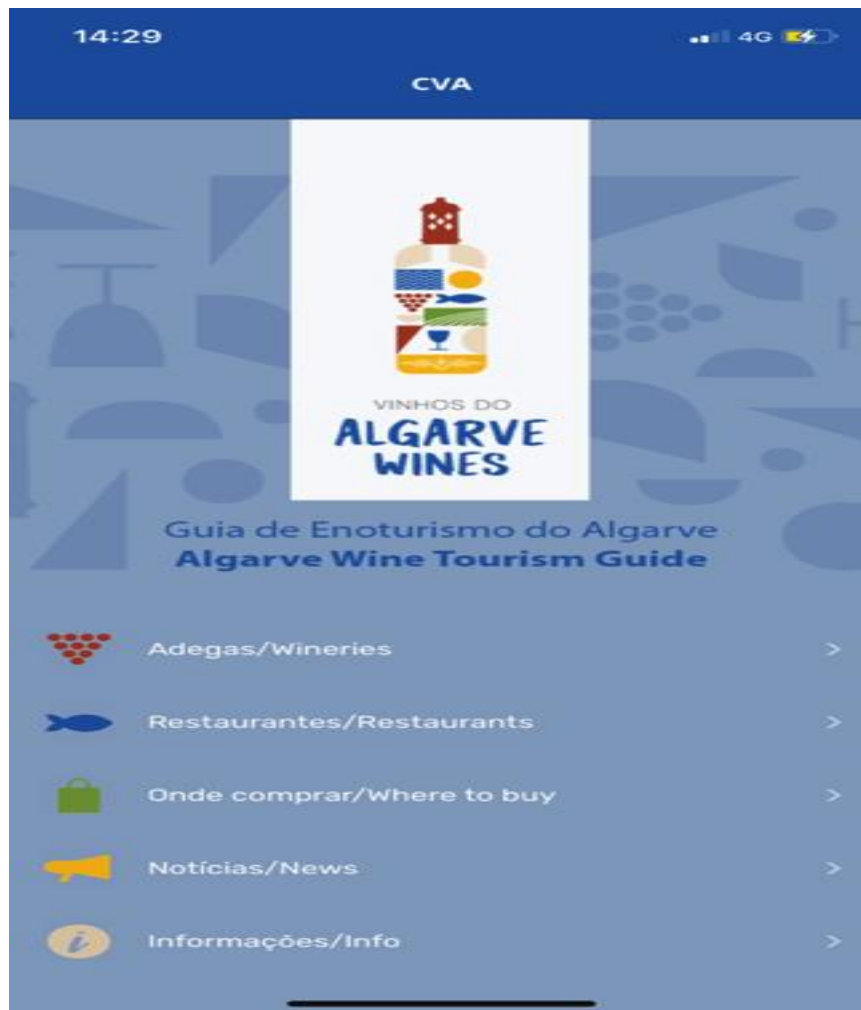


Image 3: Screen shot of wines of Algarve Source: Application from Apple store

Annexes A3



Image 4: Historical spots in the property of Villa Alvor.



Image 5: Artificial lake created by Villa Alvor



Image 6: Miravinya Concept from Penedes wine region Source: Google images

Annexes A4

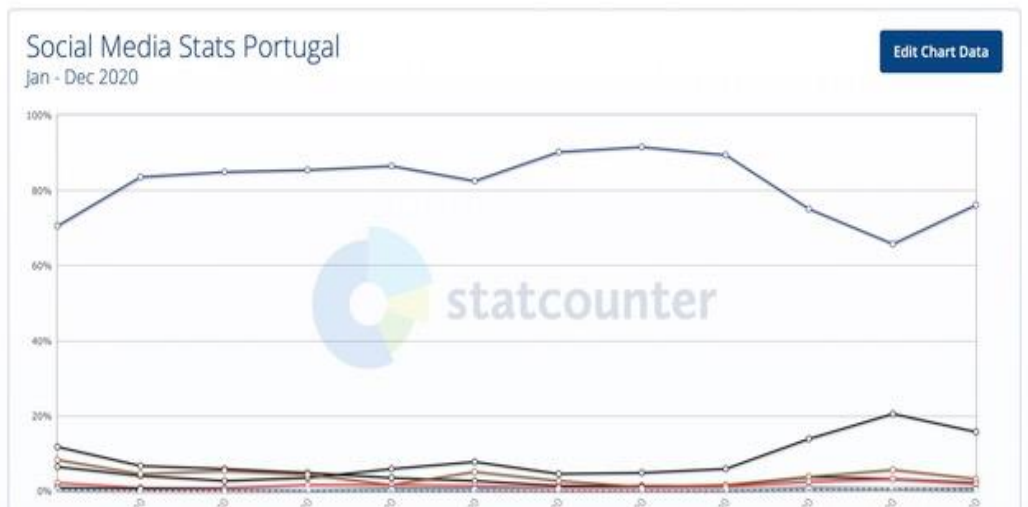


Image 7: Screen shot of social media users in Portugal Source: Statcounter

Annexes A5



Image 8: Villa Alvor Entry level range



Image 9: Villa Alvor Mono Varietal range



Image 10: Villa Alvor -Domus (Premium range wine selection)