



MASTER THESIS
STRATEGIES FOR DEVELOPING WINE TOURISM AT
QUINTA DA AVELEDA

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Internship developed at Quinta da Aveleda
Penafiel, Portugal

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ABSTRACT

The goal of my thesis is to analyse the growth of wine tourism at the winery Aveleda. I explore what current wine tourism activities are available to clients at present and then help formulate news strategies for the future.

New proposals include gathering ideas for the new Aveleda Escape Garden. This involved analysing the current wine tourism market to see how other wineries in the area and global context have successfully established and promoted escape games. I also focus on how Aveleda can make their 'escape game' stand out from competition and what price points would attract visitors. I propose and brainstorm ideas for the launch of a series of thematic evenings called 'Guingette@Aveleda' with the aim to attract more visitors over the summer months. Other proposals include content for the future Welcome Centre and Interpretation centre based upon collecting public opinion from an online survey to understand the type of information and format visitors would be keen to experience.

I also explore how Aveleda can become more of an accessible/inclusive tourist destination in order to increase their tourist visitor profile. In addition, I analyse the advantages and disadvantages of Aveleda adopting an audio-guide system to facilitate wine tourism visits in the future by researching other wineries in the area and global context where audio-guides have been successful. Finally, I also focus on how Aveleda can attract more visitors through promoting the gardens and analyse future strategies that can enhance visitor experiences when visiting the gardens. Similarly, I propose ideas for how Aveleda can utilize their vegetable garden to conduct tourism activities at the winery and I will analyse the benefits of potential future wine tourism activities such as a Pop-up outdoor cinema, Yoga in the Garden open days and camellia flowers and wine essence bath salts workshops.

Keywords: Gardens, Vinho Verde, activities, Family, History, Alvarinho, Loureiro

Abbreviations:

COVID-19: Coronavirus disease

UNWTO: The World Tourism Organisation

IVV: Instituto da Vinha e do Vinho

DOC: Denomination of Controlled Origin

IFS: International Featured Standards

APCER: Associação Portuguesa de Certificação

WOW: World of Wine

UK: United Kingdom

SWOT analysis: Analysis based on Strengths, Weaknesses, Opportunities and Threats

UTAD: University of Trás-os-Montes and Alto Douro

LED: Light emitting diode

BRIT/FIVS: Botanical Research Institute of Texas, Federation Internationale des Vins et Spiritueux

INTRODUCTION

Duties and Activities performed during the internship

The objective of this thesis is to analyse the current wine tourism offer at Aveleda and construct some proposals for increasing tourist satisfaction, loyalty and the number of visitors in the future. The problematic is how can Aveleda improve its wine tourism offer and my hypothesis is that wine tourism has a large potential at Aveleda because of its strategic position nearby to Porto, the unique romantic gardens, the 300-year-old family tradition history and strong brand reputation of Casal Garcia wine. The fact that Aveleda wines are exported in 80 different countries is a benefit for attracting wine tourists because presence in diverse markets means that Aveleda is recognisable.

I have answered this problematic through observation at the winery, online research into how other wineries are proposing/ positioning their wine tourism activities and an online survey to gather public opinion on content for an interpretation centre.

During the initial part of the internship due to the COVID restrictions, my role involved research projects.

- a) In order to get an idea of how to organise **weddings** at the winery in the future, I contacted competitors in the area and also in France to understand the prices for premium wedding space rentals. I also analysed the wedding brochures and helped to formulate a set of 'conditions' for Aveleda regarding wedding deposits, cancellation policies and health and safety regulations. I compiled a list of potential wedding planners where Aveleda could promote their wedding offers in the future.
- b) I researched what type of winery museums were offered in Portugal and abroad in order to analyse how a future **Interpretation Centre** could stand out and proposed ideas about what content Aveleda could include.
- c) I also researched other wineries who offer **audio-guides** and analysed whether it would be beneficial for Aveleda to invest in this option.
- d) I also carried out research for how Aveleda could improve their inclusive tourism offer and potential **Tourism Awards** they could consider applying towards in the future.
- e) Research also included future prices for the escape games, how other wineries were promoting their **escape games** and platforms where Aveleda could publicize the Escape Garden.
- f) I also did some research into what different **sustainability certificates** Aveleda could consider in the future.
- g) My duties also involved creating a draft design for the new Wine Tourism **brochure** and translating the Portuguese menus into English.

- h) During the internship I also helped as a **tour guide**, interacting with the wine tourists and guiding the tastings.

Aveleda Company

Owned by the Guedes family for 5 generations, the Aveleda wine company was founded in 1870 by Manuel Pedro Guedes. Aveleda owns brands as Adega Velha, Casal Garcia, Quinta Vale D. Maria and Quinta D'Aguieira and the winery employs around 165 workers. The name comes from the Celtic people who had a sanctuary where the priestesses used to predict the future. Nowadays Aveleda exports wine to 80 countries around the world.

The property - Quinta da Aveleda - has 19th century English-style romantic gardens with upto 94 different species of camellias and 70 hectares of vineyards. Aveleda is situated just on the outskirts of Penafiel which is the Vinho Verde sub-region of Sousa. It is possible to access the winery from Porto by a 30 minute car journey or a 50 minute train ride.

Aveleda Wines

Aveleda produces 20 million bottles a year and 70% of the wine produced is exported. Their main export countries include the USA, Germany, France, Brazil and Canada. The main grapes grown are Loureiro and Alvarinho.

Aveleda have different style wines within their range for example Fonte white and rosé, fermented in stainless steel tanks to preserve the fruity and aromatic freshness. The white is a blend of Loureiro, Arinto and Trajadura with a low alcohol content and the rosé is a blend of Azal Tinto, Touriga Nacional and Espadeiro. The 'Varieties range' include a blend of Alvarinho and Loureiro, the mono-varietal Loureiro and a mono-varietal Alvarinho. The 'Solos range' include two examples of the different expressions of local soil (schist and granite). The granite soils have low water retention producing wines of crisp acidity whereas the schist retains more water making the acidity more balanced. The more premium wines produced include the 'Parcels range,' which are made from grapes originated from specific areas of the vineyard and 'Icon' a vintage limited-edition wine named after the founder of the winery. In addition to wine, Aveleda also produce brandy for 150 years and they do direct tastings from the distillery.

Vinho Verde Region

Vinho verde has 9 subregions (Monção, Lima, Ave, Cavado, Sousa, Basto Baião, Amarante and Paiva). The main grapes are Alvarinho known for its aromatic and citrus character with

occasional hints of peach and banana, it has a slightly fuller body and higher alcohol content than other white grapes in the region. Loureiro is known for high yields with floral acacia and herbaceous terpenes. Arinto (also known as Pederna) has a citrus and mineral flavour and can develop notes of honey and kerosene. Avessa is prized for its elegance and notes of orange, peach and dried fruit. Trajadura grape produces wine with a more golden hue and mature apple and pear with a rounded body. Azal is a late maturing grape that requires slightly warmer temperatures producing wines with a lemon and green apple profile. Vinho Verde also produces some red wines in particular the Vinhão grape which produces wines of an intense colour and notes of blackberry and raspberry. Other red grape varieties found in Vinho Verde region include Amaral, Alvarelhão, Espadeiro, Borraçal, Espadeiro, Rabo de Anho, Pedral, Padeiro and Baker.

Traditionally winegrowers used the ramada (pergola) trellising system so they could grow other crops underneath the pergola and utilise the farmland. There are 35,000 hectares of vineyards in Vinho Verde. After the Douro valley, Vinho Verde is the second region in Portugal with the largest production of wine with a DOC status.

Classic Vinho Verde style wine is 'low alcohol content, young and fresh.'¹ However some wines produced in Vinho Verde do have ageing potential and can develop in minerality, 'the aged Vinho Verde wines have a golden color, with aromas of more ripe fruit such as quince and honey.'²

Winemaking in the Vinho Verde region has had a long history, 'the story goes that the wines of Vinho Verde were the first Portuguese wines exported to European markets.'³ English merchants set up a trading post in Viana do Castelo where they would ship Vinho Verde wine to England and Holland.

Current Wine Touristic Offers at Aveleda

At present Aveleda offer various different tasting experiences with a visit of the property gardens. A classic tasting featuring the standard Aveleda Alvarinho and Loureiro range, a reserva tasting with the schist and granite range, a premium tasting and an exclusive tasting featuring the most expensive, wines from unique parcels and more aged wines. This allows visitors the possibility to choose a tasting that corresponds with their budget and wine quality desired.

¹ Vinho Verde, Available: vinhoverde.pt, Accessed: 2021, April 28th

² About Vinho Verde, Available: <https://www.vinhoverde.pt/en/about-vinho-verde>, Accessed: 2021, April 28th

³ Vinho Verde, Available: vinhoverde.pt, Accessed: 2021, April 28th

Aveleda offer workshops such as painting with wine, bread-making and sponge cake making workshops in the traditional winery kitchen. Aveleda have been doing picnic hampers since 2020 which have been popular. They also organise corporate dinners in the vineyards and team buildings. In the past Aveleda has hosted concerts, a literary night with hay bales and fire consisting of around 200 people, photo shoots for kids clothes and high fashion magazines (Harpers Bazaar, Grazia) and classic car concentrations. Aveleda organises lots of thematic activities throughout the year for example a photography competition day which attracts a lot of visitors and generates publicity for the company. During Easter, Aveleda have organised an easter egg hunt for families in the gardens and during World Childrens' Day they organise a day for kids with a clown, activities in the garden and a joint-ticket option with the zoo Santa Inácio belonging to the Aveleda group.

This year Aveleda has launched their new Oeno-bar 'Videira' where visitors can purchase a glass of wine and some tapas. Aveleda also serves lunches with four chefs who produce regional foods.

Currently Aveleda promotes their wine tourism offer through the Vinho Verde Wine Route⁴ where tourists can come and directly book visits through the portal. Aveleda also has established collaborations with local museums, hotels and others, such as Termas de São Vicente⁵ and Solar Egas Moniz⁶ to attract visitors staying in the area. In addition, Aveleda has partnerships with different national and international tour agencies and Garden tour agencies for example; Ross Garden Tours, Martin Randall Travel and Donna Dawson.

I think Aveleda has been successful in transmitting a personalised image of the company through the online campaign 'As pessoas da Aveleda', (The people of Aveleda)⁷. A short video clip demonstrates interview clips with the employees, giving the employees the opportunity to share what the company means to them, their role in the company. I think this video is a good way to attract wine tourists because it adds a personalised human touch and makes the winery appear more approachable, 'the authenticity and quality of the visitor's experience is increased when winery staff show a passion for their products.'⁸

⁴ Vinho Verde, Atividades. Available: <http://rota.vinhoverde.pt/pt/atividades> . Accessed: 2021, 11 May

⁵ Termas de São Vicente. Available: [Termas de São Vicente – Termas de São Vicente \(termasdesaovicente.pt\)](http://termasdesaovicente.pt). Accessed: 2021, 11 May

⁶ Solar Egas Moniz. Available: [O Solar - Solar Egas Moniz - hotel de charme, turismo rural em Penafiel](http://osolar.com.pt). Accessed: 2021, 11 May

⁷ *As Pessoas de Aveleda*, youtube video. Available: <https://youtu.be/A02f1MijLTY>

⁸ Charters, Fountain, and Fish (2009) 'You felt like lingering', *Experiencing 'Real service at the winery tasting room'*, Journal of Travel Research, 48, p122-134

I think that the Aveleda website provides a good user experience and therefore will encourage visitors because it is easy to book different wine tourism tours and experiences on the Aveleda website. I think that they have done a good job with the choice of photographs; groups of friends laughing over the wine because potential visitors are motivated by their emotions and the desire to reconnect (see ANNEX 1). As well as highlighting the wine tourism as a catalyst for social interaction, the choice of imagery also underlines the unique landscape, 'due to the rural setting in which wine tourism mostly occurs, it is plausible that the environmental arousal could be at the root of the motives of wine tourists to satisfy their need.'⁹

Adaptations to COVID

Due to the covid outbreak there has been a shift from big groups to more personalised tours. In 2019 there were 35,000 wine tourists. This number was clearly reduced in 2020 due to closures, government restrictions and the fewer number of tourists travelling.

They have adapted to the Covid crisis by holding live Instagram feeds with visits of sections of the gardens with detailed explanations from the gardeners. They have also had live Instagram explanations with sommeliers for example Pedro Ramos and Drummelier to engage customers given that they were unable to make a visit to the property.

SWOT Analysis

Strengths

1. Natural gardens (European route of historic gardens). Appeals to garden lovers, flower enthusiasts, animal lovers (peacocks, goats, chickens)
2. Unique garden features of historic interest such as the romantic house, the goat tower, the national monument of the window belonging to the former house of Henry the Navigator and the tea house.
3. Good accessibility- 50 minute train ride from Porto, 30 min car from Porto
4. Well established wine tourism offer- workshops/ themed activities/ picnics/ corporate events
5. Lots of space- different areas to host activities, large tasting rooms, dining room, courtyards (indoor and outdoor).

⁹ Bruwer, Alant, *The hedonic nature of wine tourism consumption: an experimental view*, International Journal of Wine Business Research, 2009

6. Family business (for 5 generations). Visitors take an interest in the history of the property (producing wine since 1870). The property has +300 years old.
7. Award winning wines (Aveleda Loureiro 2020 Wine Enthusiast 90 points, 2018 Robert Parker Wine Advocate 90 points).
8. Clear and modern website with a blog, updated social media platforms
9. The winery possesses certification such as Apcer Quality, Apcer Environment, IFS food safety, EFR (Entity family responsibility). Wine tourists appreciate wineries who are following sustainable practices. 'Research has been conducted on what motivates people to visit wine regions, with results of the top 10 reasons listed at number four "to be in a beautiful rural setting" and at number nine "to learn about the 'green' aspects and eco-tourism."¹⁰
10. They have a team dedicated to wine tourism (8 persons in total). The wine making team collaborates with the wine tourism team and often participate in tastings/ activities with clients.

Weaknesses

1. Vinho Verde is a lesser known international wine destination.
2. Aveleda does not propose accomodation within the winery so there are no overnight stays. The tourism offer is day trip tourism.
3. Vinho Verde region had a bad reputation for producing bulk wines amongst the portuguese domestic market in the past. Previously the region was more focused on agricultural production rather than vineyards.
4. The shop currently produces 2/3rds of the income from wine tourism.
5. Some seasonality- during the summer months a lot more tourists visit the property. The shop is very busy in December but in January and February there are a lower number of visitors.

Threats

1. Tourists often stay in Porto and visit wineries in Gaia/ WOW museum. The Douro region attracts visitors because it has dramatic stone walls and river views.
2. Covid has postponed touristic visits for long periods. Visitors are no longer travelling in larger groups and there are no international tourists.

¹⁰ Christopher Taylor, Nelson Barber, Cynthia Deale, *Environmental attitudes towards wine tourism*, University of New Hampshire Scholar's Repository, International Journal of Wine Research, 2010, p16

Opportunities

1. The launch of using the property as a venue for weddings with exclusive consumption of Aveleda wines.
2. The opening of a welcome centre and interpretation centre
3. The launch of the Aveleda escape game and other open air experiences.
4. Expanding the family touristic offer (the new childrens workbook, vegetable garden activities, a small play area)

Data Collection

In order to get a clearer idea of the type of content visitors would like to experience in an interpretation centre for an optimal wine touristic experience, I created a questionnaire on Google forms to collect public opinions. I circulated the survey on social media platforms such as Facebook and LinkedIn. I think the addition of an interpretation centre would optimise Aveleda's wine tourism offer because wine tourists are often keen to expose themselves to some educational material, 'Personal development was identified as a key attribute desired by wine tourists'.¹¹ One could argue that many wine tourists want to leave the winery having acquired more knowledge, 'educational experience plays a significant role in creating memories and satisfaction.'¹²

Data Analysis

¹¹ Beverley Anne Sparks, *Planning a wine tourism vacation? Factors that help predict tourist behavioural intentions*, Article Tourism Management, Volume 28, Issue 5, 2007

¹² D.L. Quadri-Felitti, A.M. Fiore, *Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions*, Tourism and Hospitality Research, 13 (1) (2013), pp. 47-62

The results collected reflected a range of age groups, (see image 1). In retrospect it may have been a good idea to collect more data from the over 60+ age group but perhaps the digital format of the survey limited the number of senior interviewees.

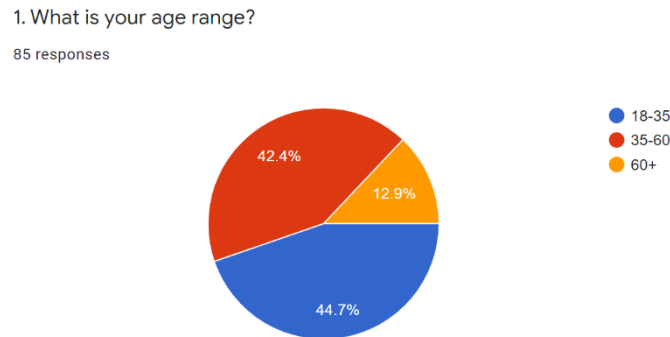


Figure 1 : Pie chart showing the different age ranges

The survey highlighted how the most popular content interviewees wanted to see in an interpretation centre was information on the grape varieties and wine making processes (41 interviewees) followed by information about the family and property history, key family figures (38 interviewees).

A large number of interviewees (34 interviewees) also stated that their favoured content would include general curiosities (agricultural tools, small stories about wine traditions, sociological curiosities, factual snippets about bottle shape/ size). The data suggests that the large majority of interviewees didn't consider flora and fauna at the property as the best principal content they expected to encounter at an interpretation centre, with only 19 interviewees choosing this as their first option for desired content. The data confirms that it would be essential to include content regarding the key family figures at the interpretation centre.

Question 4 of the survey indicated that a large number of interviewees (30 interviewees) considered the best format of information would be interviews with winemaker, harvesters, workers at the winery and 'Guess the aroma' game, sensorial tests (29 interviewees). Whilst only 11 of the interviewees said that Viticulture in Portugal (visual cabinet examples of soils, trellising) would be the best format they would like to see displayed in the interpretation centre, more than 30 interviewees registered that it would be the second best format for them to encounter in an interpretation centre.

5. When would you visit an interpretation centre?

84 responses

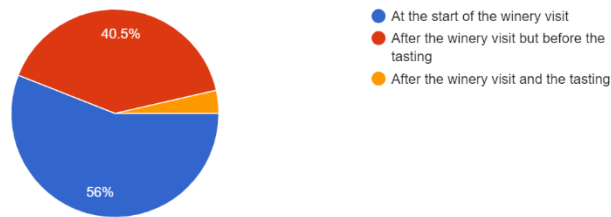


Figure 2: Pie chart displaying when participants would like to visit the interpretation centre

The survey highlights that 56% of interviewees would prefer to visit the interpretation centre at the start of the visit (see image 2). It would be a good idea for Aveleda ensures that visitors have the opportunity to visit the interpretation centre before the tasting.

For Question 6, the data demonstrates that the largest number of interviewees (45 interviewees) voted that digital wall projections simulating the growth of the vines/ activities in the cellar would be the best digital feature to create an unforgettable touristic experience (see image 3). The second most popular feature the interviewees registered was the concept of sound installations recreating the atmosphere of the harvest or cellars (36 interviewees).

6. Which digital features would make an unforgettable experience at an interpretation centre? (Rank these options from 1-3, 1=best, 3= worst)

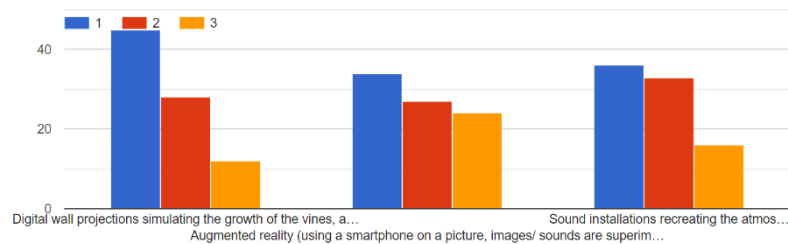


Figure 3 : Graph displaying what digital features participants would like to see in the interpretation centre

Question 7 indicates that the most popular activity according to the interviewees (54 interviewees) would be educational tasting classes followed by talks and conferences with wine experts (31 interviewees) (see image 4). This data suggests that it could be a popular concept for Aveleda to host themed tasting events in a future interpretation space.

7. What other activities would you like to see in the interpretation space? (Rank these options from 1-3, 1=best, 3= worst)

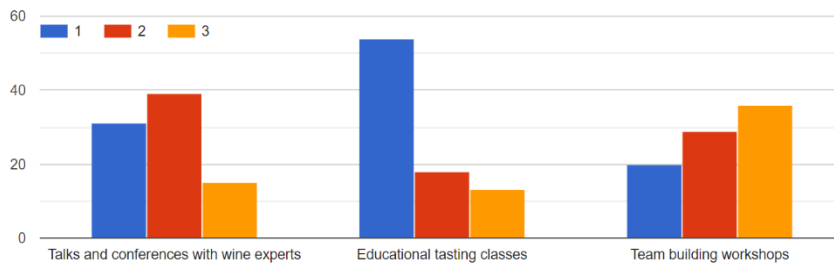


Figure 4: Graph displaying what other activities participants would like to see in the interpretation centre

RESULTS STRATEGIES FOR IMPROVEMENT OF THE WINE TOURISM OFFER IN AVELEDA

Launch of the Escape Garden Game

Aveleda has plans to create an escape garden activity consisting of a challenge to search for a lost bottle. The first bottle from 1870 goes missing and visitors have one hour to prove their innocence before the police arrive. One of my tasks was to help research how the escape game could benefit Aveleda. I carried out research on where we could promote the escape game on escape game blogs and invite travel bloggers who write about Portugal. The creation of a promotional video highlighting the innovative concept of the outdoor garden exit game to be shared on social media platforms would also attract attention to the new escape garden experience. There are currently 11 escape games available in Porto but none of these games is outside in the natural world. I proposed that the escape game should include some tastings (more fun for clients and also encourages them to purchase more wine after the activity). I also propose that the escape game incorporates some history of the winery adding an educational element. I think that a successful escape game could also involve the five senses for a more immersive experience (identifying different aromas of the wine), 'Stimulating the five senses in tourists' experiences can increase their retention in memories'¹³. The escape game could also include a small prize on completion to enforce brand loyalty and Aveleda could also offer a combined 'Escape game + extended tasting' special price. Aveleda could create an Escape Game 'Winners' board where visitors can compare their performance with

¹³ Meacci & Liberatore, 2018, *A senses based model for experimental tourism*, Tourism and Management studies, Issue 14

other groups playing that day. At the start of the Game, players will be required to create a group name which will feature on the daily board. Hopefully seeing their group name on a classification board will encourage visitors to take photos of their achievements and share on social media.

It was my task to create an English press-release to promote the new Escape game in the media, highlighting its uniqueness, how it is the 1st outdoor wine exit game worldwide. The press-release will also invite journalists to come and experience the Escape garden for themselves. The Exit game educates players about the wines of vinho verde and the Aveleda family story in an immersive fun way. Allows players to improve their brain-training and team building skills. It is a modern trend, In 2007 the Japanese company SCRAP created the first Live Escape Room, challenging players to solve riddles and enigmas in a real-life situation, in a determined period of time.

I researched other escape games proposed by wineries for example there are several in France that have launched onto the market, for example Chateau Monconseil Gazin has developed an experience 'Escape Game Blaye'¹⁴ based around discovering the treasure of Charlemagne, a legend dating back to the battle of Montuzet in 804. Their escape game earned them the title Winners of the Best of Wine Tourism, Great Wine Capitals Regional Winner 2019. Chateau Siran hosts an escape experience set in a radiation proof bunker surrounded by oldest vintages of Siran. What differentiates Aveleda's Escape garden game is the fusion of outdoor garden and wine, whereas the escape games in France are based within the winery buildings. In order to promote the Escape Garden I think that Aveleda should create a short promotional video for their website and social media channels and register for escape room directories such as <https://www.escaperoomsmaster.com/escape-rooms-in-portugal/> and : <https://escapethereview.co.uk/location/portugal/>.

It was concluded that 60 euros per group would be an appropriate price point for the escape garden, with a maximum group number of 6 people. Research showed that escape game prices range from 15-25 euros per person. It would be beneficial to give a fixed group price because only two groups can play in the garden consecutively so a group price makes economic sense.

Guingette@ Aveleda

During the internship I was involved in brainstorming for a future concept called 'Guingette@ Aveleda' consisting of four thematic evenings during the 1st Friday of every month running

¹⁴ Escape Game Oenologique, The Treasure of Charlemagne. Available at: <https://www.escapegameblaye.com/copie-de-home> Accessed: 2021, 11 May

from June to September. According to the Larousse dictionary, a 'guingette' was a café in the outskirts of the city where people went to drink, eat and dance during their non-working days.¹⁵ The idea is to keep the french term 'Guingette' which is not very well-known in Portugal, creating an air of curiosity amongst the public. The thematic ideas for the Guingette evenings include:

1. Starry Night (an astrological, solstice theme to celebrate the longest day of the year) with the activity of looking at the stars through a telescope with the guide of an astrologist. The dress code would be white and silver (space age) and the music a DJ set with saxophone (electronic beat mix music).
2. Pink Party, (a focus on the rosé wines). However I worry that perhaps a pink theme would attract more women and potentially deter groups of male visitors. Guests would come wearing pink clothing and activities could involve hiring a juggler with pink bottles, a small pink firework display with pink sparklers.
3. Flower Power, (a celebration of the summer garden). Guests would wear flowery dresses and hawaiian t-shirts. Activities could involve having someone onsite to make flower garlands for guests to take home or the possibility of getting a non-permanent natural henna design tattoo.
4. Harvest Celebration. Visitors could come wearing cheap White t-shirts and then during the evening could make personalised must grape hand-prints and patterns. Allows guests to be creative, leave the event with a physical memory.

My tasks involved researching the prices and logistics of a 360 photobooth to encourage guests at the events to take photos and share on social media. A 360 photobooth consists of a revolving platform so groups of Friends can create videos in motion.

Pop-up Outdoor Cinema in the Aveleda Gardens

A potential wine tourism opportunity for the future could be an Outdoor tasting and film event. Other wineries such as Boschendal¹⁶ in South Africa have adapted this concept, however rather than doing a Drive-in cinema Aveleda could position the cinema on the Vadoma lawn. In Margaret river an Australian winery Cape Mentelle¹⁷ has been organising outdoor cinema

¹⁵ [Définitions : guinguette - Dictionnaire de français Larousse](#) Accessed: 2021, 11 May

¹⁶ Drive in Cinema at Boschendal, Available: <https://www.boschendal.com/event/drive-in-cinema-at-boschendal/> Accessed: 2021, May 11th

¹⁷ Movies at Cape Mentelle, Available: [Cape Mentelle - Events - Movies at Cape Mentelle](#), Accessed: 2021, May 3rd

and wine evenings 'Movies under the stars' where guests can rent a bean-bed. In the past in the summer of 2020 the Vinho Verde region organised an out-door cinema in the vineyard circuit¹⁸ with Cinema in the vineyards at Casa da Calçada, Hotel Monverde, Quinta Edmun do Val and the Cais da Adega Cooperativa de Felgueiras. If there is a similar event cycle, Aveleda should contact the other members of the initiative to become a part of the programme.

Family Tourism

Other positive strategies for improving wine tourism at Aveleda include the improvement of their offer for families. Currently Aveleda propose a juice tasting for children where the children can guess the different types of fruit. I think their new merchandising for kids is a very good idea because I have not come across other wineries in Portugal that are coming up with ideas of how to involve and entertain children. I like the idea of a small personal workbook for kids who can have some fun games/ puzzles to complete when their parents are tasting wine. Aveleda is perceived as a family destination and will draw in families looking for fun day trips. The proposed workbooks include themed characters such as Lady Camélia, Mr Alvarinho, the daughter Touriga so the children feel involved visiting the winery. Currently Aveleda is already collaborating with the Santo Inácio Zoo in Vila Nova de Gaia to celebrate World Children Day, combining a trip to the winery gardens and visiting the animals.

In order to further enhance the family offer Aveleda could create a small section of the garden dedicated to a children's eco-friendly playground for example similar to the Garden Adventure Playground at Alnwick Gardens¹⁹ in the UK, ensuring that the garden playground is tastefully done to blend in with the nature and not disturb the peaceful tranquillity of the scenery. Another strategy for improving the family offer would be using the vegetable patch for childrens' scavenger hunts. The children could identify the vegetables and herbs, complete drawing activities of different bugs and construct vegetable garden themed crafts such as home 'seed' growers. In addition, the kids could learn about the importance of sustainability, composting and plant development. Alnwick Gardens runs school workshops 'Roots and Shoots', educates children on how to prepare and nurture seeds, den building and clay sculpturing using natural materials found in the garden.

¹⁸ Grandes Escolhas, Região dos Vinhos Verdes cria ciclo de cinema ao ar livre, Available: [Região dos Vinhos Verdes cria ciclo de cinema ao ar livre - VINHO Grandes Escolhas](#) Accessed: 2021, May 5th

¹⁹ The Alnwick Garden, Educational Visits, Available: [The Alnwick Garden Educational Visits - The Alnwick Garden](#), Accessed: 2021, May 11

The vegetable garden kids activities could be run during the summer at weekends (15 euros per child) for a 2-hour activity session. Parents could take a tour of winery and complete a tasting while kids are occupied and having fun. In addition, Aveleda could incorporate a new play space for children in the corner of the winery perhaps with some small playground games made from wine barrels in natural wood (see ANNEX 2).

Welcome centre

Another strategy for improving the wine tourism offer would be the creation of a welcome centre. The welcome centre would make it more clear for visitors to know where to go to start the tour and get more information therefore increasing the quality of the visitor experience. It would provide visitors with a place to wait before they start the tour and purchase tickets in a sheltered environment. A welcome centre would also be a space to display more educational, promotional material and some historical photographs (see ANNEX 3). In addition, on the walls we could display the photographic portraits of important figures in the history of Aveleda with a descriptive information placard about how they influenced the winery (see ANNEX 4).

The interior of the welcome centre could use the clean Aveleda colours of green as used on their website to promote the concept of Aveleda as a place of nature. Perhaps in order to give the welcome centre a modern twist, it could incorporate some cushions with peacock print because the peacocks are very characteristic of the winery or alternatively camelia flower print as used for the Aveleda soap products (see ANNEX 5) to add some colour to the welcome centre. Additional decoration could include typical textile from the Vinho Verde region to add some colour or alternatively some traditional Portuguese tiles with floral plant designs. The interior would have to be easy to clean and therefore absent of soft furnishing. The welcome centre should also include wifi for visitors, a phone charging point and a coffee and water vending machine. A board displaying the daily scores of the escape game outside the welcome centre would give a more personalised feel for visitors if they can see their group name on a classification and they may take photos to share on social medias. The welcome centre could also play a modern zen relax lounge themed music incorporating sounds of water streams and singing birds to mirror the sounds experienced in the garden, creating a tranquil atmosphere for visitors.

Interpretation centre

The launch of an interpretation museum would give Aveleda the opportunity to publicise the venture in the media, attracting new visitors to the winery. An interpretation centre would also

boost Aveleda's image as a wine experience integrating educational development. An interpretation centre would also boost the touristic offer at Aveleda because it would give visitors the opportunity to learn more about the stories and facts shared during the tour for example it could incorporate a multiple-choice interactive digital quiz, challenging visitors on how much they learned during the tour.

The proposed space for an interpretation museum would be the Romantic House, a space consisting of three rooms. The first room could be based upon the theme 'Uncovering the wines', showcasing the characteristics and differences of the main Vinho Verde grapes. Results from the survey suggest that information about grape varieties and wine making would be valorised so information about the grape varieties could be displayed in the format of a more interactive quiz. This room could include a 'Guess the aroma' scent game which are popular with visitors in museums such as Le Cité du Vin in Bordeaux. In addition, the room could contain panels decoding Oenologist specific vocabulary for example definitions of buzz words such as fermentation, terroir, oak aging, bottle ageing to make the winemaking concepts more accessible to visitors without formal wine training. Images could also be displayed to show the different steps in the winemaking process. This room could contain more information on current top markets for Vinho Verde with statistics concerning the biggest export markets, what makes Vinho Verde wines unique from other wines, the impact of the soils.

The second room of the museum could revolve around the theme 'Getting back to nature.' This exhibit space could include video installations with the changing seasons in the garden. This idea was used at the Ventozelo winery interpretation centre and allows visitors the possibility to see the changes in the flowers/ plants over the year. The second room could also explore the symbolism behind camellias for example how camellias are presented in European popular culture and the flowers origins. Another element of the second room could develop further storytelling behind the 19th century romantic garden for example why it became popular, other famous romantic style gardens in Portugal today. Results from the survey demonstrated that a large number of visitors would be interested in some general sociological curiosities.

The final room could focalise on some 'historic curiosities' of the winery for example, the celtic origins behind the name 'Aveleda.' Content could be developed exploring the celtic priestesses who would predict future and the celtic heritage in the area. Similarly, more storytelling content could be generated around the National monument connected to the house of Henry the Navigator. Visitors could extend their knowledge about the Casa do Infante and the life of Henry the Navigator. Results from the survey demonstrated how visitors placed importance on learning about the key historical figures for example more biographical

information about the man behind the winery for example 'Who really was Manoel Pedro Guedes?' and further details about the social/ political situation in Portugal when he first began his vision of Aveleda.

I think the museum should aim to be dynamic, focusing on different themes and aspects of the winery, gardens and wine so there is something that interests each visitor. Other top wineries in Vinho Verde do not mention hosting interpretation museums online (Soalheiro, Santa Cristina, Ameal) therefore the addition of the museum could make Aveleda stand out more from competitors. Perhaps Aveleda could collaborate with a Portuguese company such as GEMA²⁰ who assist in creating augmented reality and interactive installations in order to create a museum experience base that immersively engages the visitor. Another potential company to help design the digital elements of the exhibit could be Edigma²¹ who have worked to create digital visitor experiences at Taylors and Porto Cruz. I think that it would be a good idea incorporate some digital technologies however the museum should also be a balance between traditional displays and more interactive features, 'the question is no longer whether technology belongs in museums, but rather, how can museums ensure that technology supports, rather than overshadows, the overall museum experience.'²²

Additional activities

Other strategies for enhancing the wine tourism offer could be workshops involving soap and bath salts with wine essences. Visitors could blend perfumes of camelias, azelias, roses and other natural essences found in the garden with other bath products. Another idea could be a Yoga/ Tai chi Aveleda open day. The French winery Monconseil Gazin have hosted a Tai Chi and Wine Tasting Workshop (30 minutes Thai Chi and a 30-minute tasting). The aim of the Thai Chi in the winery garden is to awaken the visitors senses so they can fully discover the wine.²³

Visitors could pay an entry ticket to Aveleda with outdoor yoga classes and workshops during the day. Aveleda could collaborate with a yoga studio in Porto to bring different teachers to the property. An alternative idea could be a sketching evening or watercolour classes because

²⁰ Gema- Digital and Technology Agency, Available: [Gema Digital – Technology, Audiovisual, Creativity & Design, Accessed: 2021 May 17th](#)

²¹ Edigma, Available: [EDIGMA – Home, Accessed: 2021 May 17th](#)

²² Christine Nolan, The role of Technology in Museums, Available: [The Role of Technology in Museums – AMT Lab @ CMU \(amt-lab.org\), 2016, Accessed: 2021, 17th May](#)

²³ Monconseil Gazin, Available: [Wine tasting, tours, walks, wine blending workshop at Monconseil-Gazin \(monconseilgazin.com\), Accessed: 2021, 17th May](#)

the property would really appeal to artists. The class could begin early evening during the summer months led by a local artist and followed by a tasting of Aveleda wine. The event would be a social occasion for wine and art lovers to congregate and network.

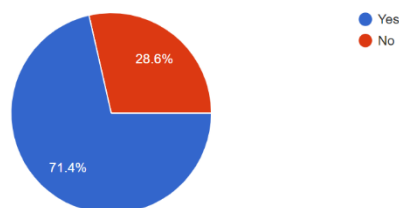
Audio-guide Proposal

Audio-guides could be used in the future for large groups (20 plus persons) because often with such large groups it is hard to follow one individual tour guide. An audio-guide allows the visitor a more autonomous visitor experience and also allows the client to select which content of the tour they wish to hear/ develop. Another advantage would be the possibility of having audio-guides in a vast range of languages. Several other wineries in Portugal offer winery visits using an audio-guide such as Ventozelo, Taylors, Quinta do Panascal and Casa do Romezal. The prices for the different audio-guide tours vary from 14 to 16 euros. Analysing the comments on Tripadvisor, the audio-guide visit at Taylors has received 1,485 Excellent reviews²⁴ in contrast to only 59 Terrible reviews. Overall Taylors receives a 4.5/5 rating on Tripadvisor based on all reviews which is an indication that the majority of visitors have a positive visitor experience. Wineries outside Portugal such as Mercier Champagne house in Epernay are also using audio-guides for their winery visitors with overall positive Tripadvisor reviews; 503 Excellent reviews in contrast to 23 Terrible reviews.²⁵

From the data collected from my online survey, 71.4% of those surveyed said that the concept of the audio guide appealed to them as wine tourists (see figure).

2. Does the idea of an audio-guide visit appeal to you as a wine tourist for a more autonomous experience?

84 responses



With the proposal of an audio-guide I believe it would be important to ensure that the tour still feels personalized: perhaps offering something interactive. The listener could choose extra

²⁴ Taylors Port Tripadvisor, Available: [Taylor's Port \(Vila Nova de Gaia\) - 2021 All You Need to Know BEFORE You Go | Tours & Tickets \(with Photos\) - Tripadvisor, Accessed: 2021, 17th May](#)

²⁵ Mercier Tripadvisor, Available: [Mercier \(Epernay\) - 2021 All You Need to Know BEFORE You Go | Tours & Tickets \(with Photos\) - Tripadvisor, Accessed: 2021, May 17th](#)

elements to listen to (an interview with the winemakers for those for interested in the winemaking, an interview with the head gardener for those more interested in gardening). Instead of having just one voice to narrate the transcript, it would be more engaging to have different actors narrating the characters of the Aveleda family such as the founder Manoel Pedro Guedes explaining his original vision for the future of the winery. Sunil Kataria comments how, 'the desire for a good story remains long into adulthood. Stories touch our hearts and minds'²⁶ and he uses the quote from Seth Godin, 'People do not buy goods & services. They buy relations, stories & magic.' It is important to convey the human touch, relate some of the challenges experienced in the formation of Aveleda and how the family managed to overcome these struggles.

New proposals for the Wine Tourism Brochure

One of my tasks was to design a new brochure for the wine tourism department (see ANNEX 6). The former brochure (see ANNEX 7) was not very user friendly because it contained too many photographs which in my opinion overwhelms the reader with a lack of colour coordination or layout. Some pages of text were too extensive and detailed for just an overall information brochure and therefore I believe it would be beneficial to keep the text in a shorter format to draw the reader in and transmit essential details to the client. I took inspiration from a brochure made in card, in a fold-out format from the restaurant 'Cantinho do Avillez' in Porto (see ANNEX 8). This format is more practical because the dimensions are smaller, the material more durable and can fit easily in clients' pockets or handbags.

Accessible and Inclusive Tourism

One of my projects for improving the wine tourism offer at Aveleda involved analysing how to improve the current accessible tourism offer. One could argue that accessible tourism is becoming an important tourism trend in addition to adapting to cater for the senior tourist segment, 'the increasing attention to the senior market segment is a worldwide phenomenon.'²⁷ According to Eurostat, the number of seniors living in Europe is increasing,

²⁶ Sunil Kataria, The Economic Times, [Do people buy goods and services, or stories and magic?](https://www.indiatimes.com) ([indiatimes.com](https://www.indiatimes.com)) 2017

²⁷ SooCheong (Shawn)Jang, Chi-Mei Emily Wu, *Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors*, Science Direct, Tourism Management, Vol 27, 2006, p306-316

'in 2019, 20.3% of the EU population was aged 65 years or over; this was 0.3 percentage points higher than a year before.'²⁸

This trend is illustrated effectively in the chart table from the 2015 United Nations World Population prospects (see ANNEX 9). Elderly travellers can require some special access requirements that wineries should accommodate since the number of seniors is on the rise, 'population ageing is poised to become one of the most significant social transformations of the twenty-first century.'²⁹ Seniors often possess more free time than working adults and therefore can make longer or more frequent touristic trips. Mroczek & Kolarz comment how seniors are often affected by retirement or the loss of loved ones which can lead to levels of uncertainty and general fear, so travel is often a way of escapism. Senior travellers may use tourism as a way of finding inspiration yet also rest and relaxation. Aveleda could clearly promote towards this segment by highlighting on the website the availability of mobility golf buggies for transportation round the gardens and the ample resting areas and seating provided.

In addition to providing inclusive tourism for elderly tourists it is also important to take into consideration the number of visitors with access needs due to physical or psychological disabilities, 'The United Kingdom, France, Germany, Italy and Spain are major markets for Portugal, and each of these has over 10 million people with access needs. The number of Portuguese visitors with access requirements, estimated at 634,400, is no less important.'³⁰ 'It is generally accepted that 15 percent of the global population, or 1 billion people, live with disability'³¹, ' so it is important to consider this large group of potential consumers .The first all-inclusive winery were Bodegas Valdemar and Villa Lucía in Rioja which earned them a 2020 International Best Of Wine Tourism award. They have hand-out braille documents during the tastings with the different descriptors of the wine aromas and easy-reading menus for the wine and food pairing. I created a table highlighting all the adjustments we could implement at the winery to ensure a more efficient inclusive tourism offer.

²⁸ Eurostat, *Elderly population across EU regions*, 2020. Available: [Elderly population across EU regions - Products Eurostat News - Eurostat \(europa.eu\)](#)

²⁹ Ian Patterson, Adela Balderas, *Continuing and Emerging Trends of Senior Tourism: A Review of the Literature*, Journal of Population ageing, Springer, 2020

³⁰ *Accessible Destination Management Handbook | Turismo de Portugal*, 2017, European Network for Accessible Tourism

³¹ Brielle Gillovic, Alison McIntosh *Accessibility and Inclusive Tourism Development: Current State and Future Agenda*, Sustainability Journal, 2020

Wheelchair

- Ramps
- Disabled parking bays
- Automatic main entrance doors
- Entrances well lit
- Minimum width between tables and chairs for wheelchair access

People of small, large stature

- Yellow tape warnings on low doorways to avoid head collisions
- Low height of counter in shop/ welcome centre.

Deaf

- Information displays at a low height
- Hearing loop for people with hearing aids
- Transcripts of tour information available

Blind

- Video-guides with sign-language
- Water bowls/ toilet facilities for guide dogs
- Tactile markings indicating the beginning and end of steps
- Tactile markings indicating the route (tactile signage).
- Mobile QR codes with audio information.

Additional features

- Baby changing facilities
- Baby chairs for restaurant
- Clearly signposted designated smoking facilities

Learning difficulties

- Safety markings on large glass doors
- Large print menus
- Use of transparent masks/ visors for visitors with intellectual difficulties so customers can see understand instructions better

Asthma, Allergies

- Plastic easy to use glasses for tastings

- Menus describe meal ingredients
- Meal options for special diets (gluten free, lactose free, vegan, halal)

Frail, lacking in stamina

- Level access
- Handrails in bathrooms
- Safety alarm in bathrooms
- Frequent seating areas available for resting
- Training for staff on disabled access

In order to promote the inclusive wine tourism Aveleda could approach tour operators who specialise in accessible tourism for possible collaboration for example 'Portugal 4All Senses'.³² Portugal 4All Senses offer different Portuguese holiday packages, thematic experiences and private tours which accommodate accessible tourism standards. Another step Aveleda could make would be registration with the app TUR4all (a free App for accessible tourism in the Iberian Peninsula where visitors with disabilities can explore the inclusive facilities³³) so Aveleda appears on their directory and gains more visibility in this market. In addition, Aveleda could register with the European online accessible tourism directory called 'Pantou'³⁴. Pantou is a website where European businesses can promote their accessible tourism facilities for free after completing the Pantou Accessibility Guide self-declaration form. I think that being part of Pantou would again improve Aveleda's visibility within the accessible market segment and therefore help to attract more visitors.

One important step would be to include information and key words about the inclusive and accessible facilities offered at Aveleda on the website so it appears in google searches. When you google search 'accessible wineries for disabilities Portugal', zero wineries appear on the search so other wineries are not promoting their inclusive facilities. There is a current lack of information on the Internet about wineries who offer inclusive/ disabled access in Portugal so this is an opportunity for Aveleda to stand out and attract visitors who require these facilities. Aveleda could also publish some photos on their website included a range of different visitors

³² Portugal 4all Senses, *Travelling is for all!* Available: [About – Portugal 4all Senses, Accessed: 2021, May 17th](#)

³³ Tur4all Portugal, Available: [TUR4all - App TUR4all, Accessed: 2021, May 15th](#)

³⁴ Pantou, The Accessible Tourism Directory, Available: [Promoting Accessible Tourism Around the World | Pantou, Accessed: 2021, May 15th](#)

with different access needs as a demonstration that Aveleda can cater for all ranges of people, 'Using pictures of disabled visitors, older people and families with young children, for example on your website, can have even more impact than written testimonials as they clearly reinforce that people with access needs are welcome.'³⁵

Promoting the Aveleda Gardens

A proposal would involve incorporating a map of the garden on the Aveleda website so future visitors are aware of the intriguing features and diversity of the romantic gardens. An example of this is the winery Casa de Vilacetinho³⁶ who have a detailed garden map pedestrian route on their website (see ANNEX 10). They have a downloadable pdf format of the garden trail including must-see features for example wildflowers on the side of the vines and viewing points over the river Douro. The map includes an easy-to-use legend key with symbols such as 'monument', 'shop', 'forest area' etc and even includes a graph to show the inclination of the pathways. Other wineries with gardens for example Kendall-Jackson³⁷ in Sonoma have an interactive map on their website (see ANNEX 11) where visitors can learn more about the structure of the garden and factual bites (composting, biodiversity, soil building).

In addition to an online map on the website, Aveleda could also design a 'Flower of the Month' post, showcasing to the public the particular flowers that are currently in bloom. Aveleda could reach out to more garden related magazines such as House & Garden (UK), Maison & Jardin magazine (France) and Garden Design (UK). Aveleda could consider the implementation of the app 'Candide' in order to help customers identify and get more information about the plants. The app is free for users to download and is being used by other Garden Attractions such as 'The Newt'³⁸, a hotel in Somerset. The app allows visitors to take photographs in the gardens with their smart phone and receive detailed information about the plants and gardening tips.

Weddings

³⁵ Accessible Destination Management Handbook, Turismo de Portugal, 2017, European Network for Accessible Tourism

³⁶ Casa de Vilacetinho. Available: [Enoturismo | Casa de Vilacetinho, Accessed: 2021, May 17th](#)

³⁷ Kendall-Jackson, Wine Estate Gardens. Available: <https://www.kj.com/visit/gardens>. Accessed: 2021, May 15th

³⁸ The Newt in Somerset, Visit our Garden. Available: [Visit Our Garden | The Newt in Somerset, Accessed: 2021, May 5th](#)

Another research project during my internship consisted of analysing the profitability of hiring the Winery Gardens for weddings. Other wineries offering space for weddings in Vinho Verde include Quinta Santa Cristina³⁹ who have a video promoting weddings on their homepage. The gallery on their website contains lots of photos of wedding couples with a focus on their values of quality, rigour and excellence. The nearby winery Solar de Bouças⁴⁰ also showcases a slick and trendy video promoting weddings on their website with retro cars. In order to stand out from these competitors, Aveleda would have create a promotional video highlighting the uniqueness of the romantic gardens and the use of the old horse carriages. In order to promote their wedding space, Aveleda should sent a press release to magazines such as 'The Bespoke Luxury Wedding Magazine.'⁴¹ I also compiled a list of UK and US based luxury wedding planners that Aveleda could collaborate with to attract more clients. Aveleda could consider attending some wedding trade fairs however lots of the wedding trade fairs are solely concentrated upon bridal fashion. Events such as the New York Wedding Salon promote some wedding destinations however the focus appears to be bigger chain hotels rather than bespoke boutique weddings. Instead of focusing on wedding trade fairs, I think it would be a beneficial for Aveleda to sign up to the directory casamentos.pt, a platform where Portuguese couples can search for weddings, there are currently 15 different Quintas listed in the Penafiel area. Casamentos.pt also does wedding awards so Aveleda could work towards gaining this distinction.

In order to obtain wedding bookings Aveleda should highlight the convenient distance from Porto/ Porto airport. Secondly Aveleda needs to emphasize the magical mysticism of the romantic gardens. Aveleda has always been a place of romance and escapism with the romantic house for the honey moons and the Vandoma lawn for the celebration of wedding anniversaries.

Sustainability and Awards

At present Aveleda is exploring the possibility of applying for the Biosphere certificate and later the B Corporation certification. The objective of Biosphere is ensuring a balance between economic, socio-cultural and environmental dimensions and promoting continuous improvement. One could argue that there is an increasing demand for sustainability amongst visitors who are conscious of protecting the environment 'based on the Wine Intelligence

³⁹ Quinta Santa Cristina. Available: <http://www.quintasantacristina.com.pt/>, Accessed: 2021, May 5th

⁴⁰ Solar das Bouças, casamentos. Available: <https://solardasboucas.com/casamentos/>, Accessed: 2021, May 6th

⁴¹ The wedding magazine, your day in print. Available: [The Bespoke Luxury Wedding Magazine ... about YOUR Wedding - The Wedding Magazine The Wedding Magazine %](#), Accessed: 2021, May 9th

Report, consumers are showing increasing interest on healthy and sustainable lifestyles while paying more attention to local societies.⁴² In order to apply for the certification Aveleda has to ensure they are complying with the Biosphere standards which involves promoting affordable clean/ energy, measuring the carbon footprint, promoting low emission transport to arrive at destination, responsible consumption of water and protection of aquatic water systems amongst others. Challenges of applying for this certification include the ambiguity as to whether to apply for a Certification for Sites of Tourist Interest or Certification of Active tourism because the Biosphere office commented how wineries offering tourism could apply for either of these categories. Obtaining the Biosphere certificate would be beneficial for positioning Aveleda as a company who cares about the environment and community, the certification is recognised throughout Europe and would improve Aveleda's visibility.

Aveleda could apply for 'Great Wine Capital Awards' for regional 'Sustainable wine tourism practices.' In 2020 the regional Porto winner was the 'Six Senses Hotel'. Aveleda could adopt a similar 'Plastic free' strategy, the Six Senses do not use plastic straws and bottle their own drinking water in glass bottles (part of the Global Tourism Plastics Initiative). They ask suppliers not to deliver products in plastic containers and their website displays an educational article explaining the dangers of plastics for health.⁴³ Aveleda could similarly add a page on the website to promote articles and videos dedicated to sustainability and the small adjustments taken by the viticulturist and winemaker to save resources and reduce pollutants. Another winner of this award was Monte Zovo winery⁴⁴ from the Veneto. Monte Zovo have information placards about sustainability for guests to read during visit which could be easily implemented at Aveleda (see ANNEX 12). They also highlight their sustainability philosophy in four bold and memorable words 'Care. Consciousness. Constance. Concreteness.' Aveleda could also implement some key words on their website such as **GARDEN, Green, Ambition, Resilience, Dedication, Energy, Natural.**

Another award Aveleda could consider applying to would be 'The Drinks Business Green Awards.' A recent winner in Portugal was Symington Family Estates.⁴⁵ Symingtons have

⁴²S. Filopoulos and N. Frittella, *Designing sustainable and responsible wine tourism experiences*, Wine in Moderation (WiM) Association, Available: https://www.bio-conferences.org/articles/bioconf/abs/2019/01/bioconf-oiv2018_03006/bioconf-oiv2018_03006.html

⁴³ Six Senses, *Plastic Free 2022: how plastic is critically connected to your health*. Available: [Plastic Free 2022 | Sustainability Stories | Six Senses Hotels Resorts Spas](#), Accessed: 2021, May 17th

⁴⁴ Monte Zovo, The sustainability. Available: <https://www.montezovo.com/en/the-winery/the-sustainability/>, Accessed: 2021, May 15th

⁴⁵ Symington Family Estates, Our commitment to the future, Available: <https://www.symington.com/sustainability>, Accessed: 2021, May 11th

recently launched a scholarship programme at UTAD university in Douro, they are donating ambulances to volunteer fire services and have formed partnerships with Rewilding Portugal and the Ocean Clean-up Project. Their website successfully conveys the sustainability steps they are taking for example capturing CO₂ during fermentation, reducing copper use in vineyards, bags for life, waste water treatment etc. Aveleda could similarly consider supporting some charities perhaps inviting some disadvantaged children to educate them about the flora in the gardens and vineyards. An important step is for Aveleda to convey the sustainable steps they are undertaking on their website. In addition to this, Aveleda could apply for the 'BRIT/FIVS International Sustainable Winegrowing International Wine Awards.' In 2020 the Portuguese winery Herdade dos Grous⁴⁶ was awarded a silver medal due to their environment commitment. Their ideas that Aveleda could consider include birds of prey and bat boxes for pest control, LED energy saving lamps in the cellars, condenser batteries, solar panels, water pressure pistols on hoses and audited irrigation systems to detect leaks.

DISCUSSION

The Escape garden game will be beneficial for future wine tourism because of its unique outdoor features and there are no current escape games at wineries in Portugal so Aveleda would be a pioneer in the market. Perhaps only drawback would be that the outdoor element could make it quite seasonal and the game is only subject to good weather conditions. Should clients book the Escape garden during a bad weather conditions they can be issued with a voucher to use on another day. Alternatively, an indoor oriented alternative escape game could be designed for the winter months.

The Guingette thematic evenings will draw more visitors to Aveleda. One potential difficulty would be that Portuguese customers may not understand the concept 'Guingette' so maybe it would be better to use the term 'Noites de verão' or 'Summer vibes'. A practical difficulty could be that having one telescope as an activity will not be practical for large groups during the 'Starry Night' evening. Perhaps upon entry to the evening, visitors could be issued with a small pamphlet with the main star constellations to look out for in the sky during the evening. Visitors can then choose autonomously when to look up at the stars during the evening.

It is possible that the proposal for the 'Pop up Garden cinema' would not be financially viable after the cost of hiring and installing of the outdoor screen. Plus, outdoor cinema is also reliant on dry weather conditions. After online research it appears that there are not many Portuguese

⁴⁶ Herdade dos Grous, Sustainability, Available: [Biodiversity - Sustainability - Herdade dos Grous, Accessed: 2021, May 11th](#)

based companies offering outdoor cinema rental equipment and those I emailed to receive a quote did not reply. An alternative would be to buy a projector and then a projector screen with prices on Amazon for a film projector around 100 euros and a foldable projector screen.

Regarding the family tourism proposals, the Kids Vegetable patch scavenger hunt would be a successful venture because parents can have free time to carry out wine tastings, make purchases in the shop. The proposal of a childrens workshop is a unique selling point- other local wineries are not advertising family activities online. The activity requires no expensive raw materials required (only jam jars/ soil/ seeds/ paper and pencils) and a member of staff who has experience engaging with children. Children will be future Aveleda wine consumers in the future- important to create brand loyalty and the activity confirms Aveleda's values as a family orientated business. Many wineries are not managing to include families within their wine tourism offer so offering kids activities makes Aveleda stand out from competitors.

The proposals for the welcome centre would be beneficial as would free up space in the shop for product purchases. Tickets for visits and tastings would all be purchased in the Welcome Centre and would be a clear information point for queries. A welcome centre would improve the welcome experience of visitors providing an indoor environment before the tour start and a designated place for groups to convene. Facilitating and ensuring that visitors have a positive welcome experience is very important because first impressions of the winery (the visitor reception) can influence the overall wine tourism experience.

The results from the data analysis focusing on the interpretation centre indicate that the most popular content would need to involve information on grape varieties and wine making, followed by family/ property history and some general curiosities. The results indicate that interviews with winemakers, harvesters and workers in the winery would be a positive way to transmit information and that favoured digital features could be wall projections.

On the digital wall projections one could project the growth of the vines, how the roots absorb the water and sunlight and how the grape matures on the vine. One could argue that digital wall projections are becoming a trend with the Alfundega in Porto showcasing 'Porto Legends', 'Monet' and 'Michelangelo' using digital light projectors.

On reflection perhaps the online survey was circulated amongst family and friends on social media (85 responses), a lot of whom already have high wine knowledge so perhaps further opinion collection would be useful, asking tourists to complete a survey after a winery visit so to get a more generalised public opinion.

With regards to the additional activity proposals such as the Yoga/ Thai chi open days I think it would be successful because fitness in nature is a popular trend. In Canada lots of wineries are offering these experiences⁴⁷ for example yoga in the vineyards followed by a tasting. Yoga and Thai chi are activities that appeal to a range of age groups and genders and therefore the target market is large. However on the other hand the city council of Porto offers free yoga classes⁴⁸ in the parks during the weekends so perhaps this could be competition. Perhaps Aveleda can differentiate by hosting yoga and wine in the gardens after work during weekdays. With regards to the other activity proposal of the Wine Essence soap making workshops the disadvantage would be that Aveleda would need to hire an expert in fragrances because of dealing with chemical skin products. Online research confirms that it is possible to make Cold Press Wine Soap by using the ingredient lye. Another farm in central Portugal Quinta do Cobral have already organised 'Beginners Natural Soap making courses⁴⁹' so a similar activity could be recreated at Aveleda. Aveleda already produces some soap merchandise so Aveleda could get in contact with the producers to ask if someone in the company would be available to come and do a practical workshop.

The results from the data analysis confirm that visitors attitudes towards an audio-guide proposal are predominantly positive and this concept could be used for larger groups or upon request. Tastings would still be run by a physical guide but for the garden visit, visitors could have a more autonomous and independently led experience. The disadvantage of audio-guides means less paid-work for the tour guides however staff are still required on-site to answer any additional questions or deal with technical issues.

As discussed in the proposals section, Accessible and Inclusive tourism is a growing market and Aveleda should definitely promote their facilities online to encourage visitors with disabilities to visit the property. Aveleda already has many requirements for disabled access put in place such as disabled toilets and ramp access for the shop so they should confirm all the other standards are put in place and apply to directories such as Pantou. Simple additions such as easy-reading tasting menus with braille options would not be expensive to install. Perhaps on the 'Visit us' section Aveleda should place an image of a train highlighting

⁴⁷Yoga in Niagara Wine Country. Available: [Yoga in Niagara Wine Country \(visitniagaracanada.com\)](https://www.visitniagaracanada.com). Accessed: 2021 May 31st

⁴⁸ As aulas gratuitas de Yoga, Pilates e Tai chi regressam aos jardins. Available: [As aulas gratuitas de Yoga, Pilates e Tai-Chi regressam aos jardins - Porto Secreto](https://www.portosecreto.com) Accessed: 2021 May 31st

⁴⁹ Beginners Soap Making Course. Available: [Beginners Soap Making Course – Pure Portugal](https://www.pureportugal.com), Accessed: 2021 May 31st

the train access because many tourists come to Porto for short weekend breaks and do not rent a car yet are still keen to discover the Vinho Verde region.

CONCLUSION

Aveleda has a huge potential for wine tourism due to its strategic position near to Porto and train access. It has the unique attraction of the gardens with historical monuments providing high potential for storytelling with its 150 years of history. The winery appeals to both wine-lovers and also garden enthusiasts. The garden space can be used for future weddings, childrens nature activity workshops, themed evening events, Pop-up cinema and yoga/ well-being events. The escape game will offer visitors an interactive activity that has become a popular trend, allowing visitors to learn about the family story and wines through team building challenges. A future interpretation centre will enhance the visitors experience, allowing visitors to learn more through visual displays using a balance of digital and static formats. Research suggests that visitors would be keen to have content based upon the grape varieties, winemaking and family story with interviews from key players in the wine process. Similarly, new proposals such as an audio-guide could make larger groups more autonomous. Obtaining more sustainability certifications and applying for industry awards would increase Aveleda's image as a trustworthy and environmentally conscious brand, encouraging more wine-tourists to visit the property. Additionally, updating all the standards for inclusive tourism and promoting these will hopefully encourage more visitors with disabilities to visit the property.

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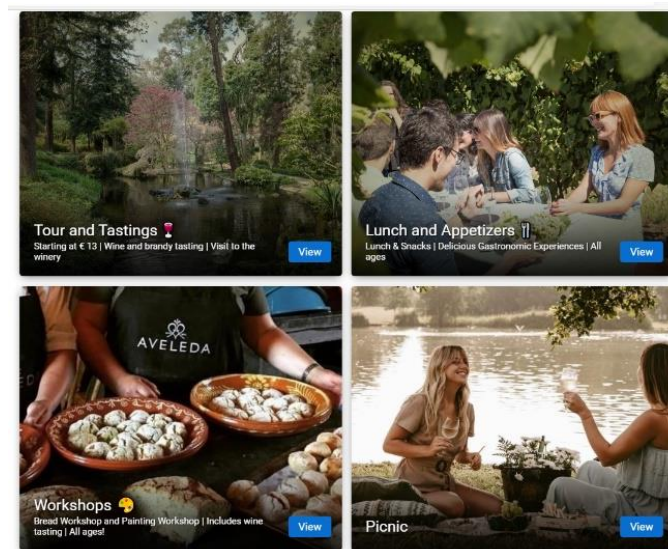
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ANNEX 1 Images taken from the Aveleda Website bookings for the Tourism Activities



ANNEX 2 Image of a swing for children made using a barrel

[18-Creative-Ways-of-Recycling-Old-Wine-Barrels.jpg \(600×800\) \(tigerfeng.com\)](https://www.tigerfeng.com/18-Creative-Ways-of-Recycling-Old-Wine-Barrels.jpg)



ANNEX 3 Old photographs currently on display In the Aveleda tasting room that could be transferred to the Welcome Centre



ANNEX 4 Three portraits of key figures in the Aveleda family with breif descriptions as a potential wall display for the Welcome Centre

Fernando Guedes
Fernando developed
the wine business,
launching Casal Garcia
in 1939



Roberto Guedes





Manoel Pedro Guedes
Manoel built the first cellar
with a capacity of 300 barrels.



ANNEX 5 Aveleda Soap Merchandise



ANNEX 6 Design proposal for the new wine tourism brochure

<p>AVELEDA</p> <p>WINE TOURISM</p> <p>Image- drone view of estate</p> 	<p>OUR STORY</p> <p>Quinta da Aveleda was formed in 1870 and has been owned by the Guedes family for 5 generations. Today Aveleda is one of the largest producers and exporters of the Vinho Verde region, exporting wine to 80 different countries. As well as producing exceptional wines, our winery is surrounded by beautiful 19th century romantic gardens full of camelias, azaleas and peacocks.</p>	<p>Image- gardens</p>	<p>Image- wine bar</p>	<p>WINE LOUNGE</p> <p>Relax and enjoy a glass of wine and some light food bites in our new open- air Oeno-bar Videira. The name is inspired from the Portuguese word for vine and the traditional store house for the grains. Our food products are locally sourced and freshly prepared by our chefs.</p> <p>Opening times:</p>	<p>Image- Gastronomy/ picnic hamper</p>
<p>VISITS AND TASTINGS</p> <p>Our specialised wine tourism team welcomes visitors for guided visits of the gardens, the Adega Velha brandy cellar, followed by a tasting. We welcome small or large groups upon reservation or walk-ins.</p> <p>Classic Premium Explorer Exclusive</p> <p>We are open Monday to Friday from 9 am - 6 pm. For further information and prices please contact: enoturismo@aveleda.pt</p>	<p>Image- visitors wine tasting</p>	<p>ESCAPE GAME GARDEN</p> <p>Come challenge yourself and your friends with the outdoor Escape game. The first produced 1870 bottle goes missing, can you find the suspect and prove your innocence. Search for clues, solve riddles and explore more about the Aveleda family story.</p> <p>Maximum group of 6 persons. Recommended for children 12+</p> 	<p>GASTRONOMY</p> <p>Reconnect with nature and friends and family with our picnic hampers. The Aveleda gardens are full of hidden shaded picnic spots amongst the flowers or overlooking the vineyards. Choose from our selection of Classic, Gourmet and Premium hampers, with Aveleda wine.</p> <p>We are also provide daily lunch menus with regional dishes. Vegetarians options available.</p> <p>For lunch or picnic reservations please book in advance:</p>	<p>Image- wedding</p>	<p>EVENTS</p> <p>Aveleda has a fully equipped auditorium to host corporate events and tailor-made team building activities in our indoor or outdoor spaces.</p> <p>Aveleda is also available as a space to host special boutique weddings.</p> <p>Throughout the year, Aveleda organises themed workshops such as painting with wine, bread and cake making activities. For more upto date information on latest activities please visit the Aveleda website.</p>

<p>HOW TO FIND US</p> <p>Rua da Aveleda, n°2 4560 - 570 Penafiel Portugal</p> <p>We are just 35 minutes away from Porto by car and it is also possible to arrive by train access in 50 minutes (train station: Paredes+ short walk, or taxi ride). Our nearest airport is Porto airport atkm distance.</p> <p>Electric car chargers provided. Parking available. No pets allowed. Accessible access: wheel chair ramps, disabled toilet facilities, clean and safe destination</p> <p>www.aveleda.com +351255718266 Instagram: @aveledawines Aveleda Facebook</p>		
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ANNEX 7 Photographs taken from the former Wine Tourism Brochure at Aveleda



ANNEX 8 Photograph taken of the José Avelaz Restaurant brochure



ANNEX 9 Table demonstrating the growing rate of elderly population groups from 2000 to 2050, taken from the United Nations World Populations Prospects, 2015 Review

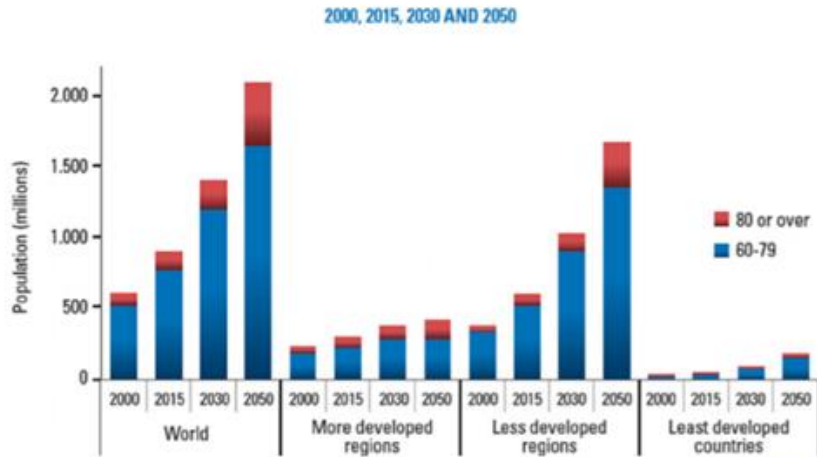


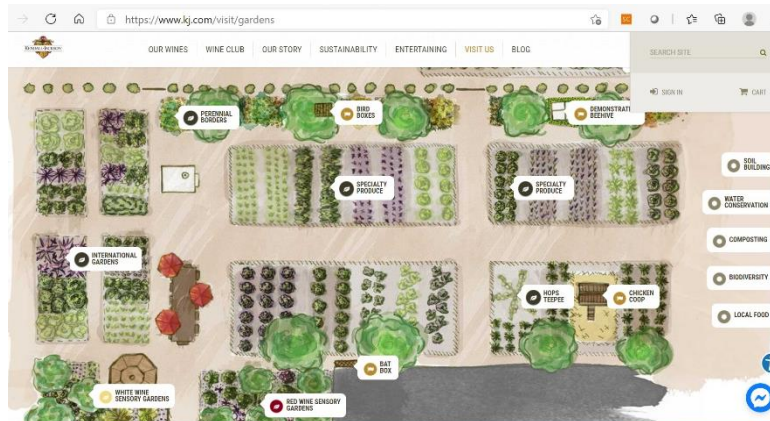
Fig. 1 Population aged 60–79 and aged 80 years and over by development group. Source: United Nations (2015). World Population Prospects. The 2015 Revision

Springer

ANNEX 10 Image showing the Garden map and pedestrian route of published on Casa de Vilacetinho winery website



ANNEX 11 Image showing the interactive Garden Vegetable patch map published on the Kendall- Jackson winery website



ANNEX 12 Image of the sustainability placards the the winery Monte Zovo



ANNEX 13 ONLINE SURVEY

What kind of content/ touristic offer would visitors wish to see in a wine interpretation centre

1. **What is your age range?**
 - 18-35
 - 35-60
 - 60+

2. **Does the idea of a audio-guide visit appeal to you as a winetourist for a more autonomous experience?**
 - Yes
 - No

3. **What content would you want to see displayed at a winery interpretation? (Rank these options from 1-5, 1= best, 5= worst)**
 - Information about the family/ property history. Key family figures.
 - Information about grape varieties/ wine making processes.
 - Flora and fauna in the winery garden
 - Information about sustainability, environmental challenges
 - General curiosities (agricultural tools, small stories about wine traditions, sociological curiosities, factual snippets about bottle shape/ size)

4. **What kind of format of information would you hope to experience in a wine interpretation centre? (Rank these options from 1-5, 1=best, 5= worst)**
 - Interviews with winemaker, harvesters, workers at the winery
 - Video installations documenting the change of the seasons
 - Interactive quiz games to test your wine/ regional knowledge
 - ‘Guess the aroma’ game, sensorial tests
 - Viticulture in Portugal (visual cabinet examples of soils, trellissing)

5. **When would you visit an interpretation centre?**
 - At the start of the winery visit
 - After the winery visit but before the tasting
 - After the winery and the tasting

6. **Which digital features would make an unforgettable experience at an interpretation centre? (Rank these options from 1-3, 1=best, 3= worst)**
 - Digital wall projections simulating the growth of the vines, activities in the cellar
 - Augmented reality (using a smartphone on a picture, images/ sounds are superimposed therefore creating an altered version of the original so objects can come to life)
 - Sound installations recreating the atmosphere in the vineyards during harvest, cellar sounds, the bottling plant

7. **What other activities would you like to see in the interpretation space? (Rank these options from 1-3, 1=best, 3= worst)**
 - Talks and conferences with wine experts

- Educational tasting classes
- Team building workshops