

## **The impact of the European Wine City 2018 - Torres Vedras / Alenquer (CEV) in the Local Stakeholders**

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### **Abstract**

Events can have a very positive impact on the image of a destination. Wine tourism events can be distinguished as holders of special and peculiar characteristics that bring us to "authenticity" and experimentation. These are essential criteria for the success of a tourism product. In this sequence, the objective will be to determine the Impact of the European Wine City 2018 - Torres Vedras / Alenquer (CEV).

The main goals of this investigation will be to determine the general impact of the European Wine City 2018 - Torres Vedras / Alenquer not only through the application of surveys to local agents and partners, but also through the evaluation of the associated media clipping.

**Keywords:** Impact of events; Promotion; Image of Destination; Wine

### **Introduction**

The context of the European Wine Cities emerged in 2000 through the creation of the European Network of Wine Cities (known as RECEVIN), where the main objective is to promote the territories associated with wine, enhancing not only the economic value of this product, but also contributing to the development of activities such as wine tourism (www.recevin.eu, 2019).

The 11 countries involved in this network (Germany, Austria, Bulgaria, Slovenia, Spain, France, Greece, Hungary, Italy, Portugal and Serbia), also intend to develop a platform for understanding and generating knowledge to promote quality and increase of value for the wine product, including with regard to the creation of protectionist policies for wine territories and heritage (www.recevin.eu, 2019).

It is intended to understand the CEV's contributions to the development of the municipalities in terms of: visibility of the territory and associated wine products, in addition to the potential increase in turnover and diversification of the number of wine labels available to local agents. The exercise is performed in a combination of primary and secondary methods.

It will be the intention that this research can contribute to the recognition of this type of distinction for the territories, demonstrating that through these events there is the possibility of making known the agents involved in the theme of wine tourism, obviously provoking the promotion of the destination.

### **Wine as a tourism product: relevance and motivations**

According to Getz (2000), wine tourism can be defined as: "the trip based on the desire to visit wine producing regions or in which travelers are induced to visit wine producing regions and wineries, particularly when traveling through other regions reasons". It can also be mentioned that in a simplified way, it will be the "search for the taste for wine and its culture, the force capable of generating wine tourism" (Locks and Tonini, 2005).

In Portugal, the relevance of this sector of activity has been claimed for a long time and the recognition of its important link to the tourism sector is now reflected in the recent Wine Tourism Action

Program 2019-2021 (Turismo de Portugal, 2019). This is a product that propitiates the decline in the seasonality index, therefore needing a clear and organized strategy for its development.

Taking into account the various motivations for the search for wine tourism, according to Lameiras (2019), as well as the Wine Tourism Action Program 2019-2021, the following can be distinguished: in the perspective of learning / education about wine (grape varieties, production and winemaking processes); landscapes and wine routes, wine tasting and purchase, gastronomy in association with wine (the search for unique flavors, whether by seeking greater understanding of the places visited or the question of gastronomy and wines favoring taste and cultural experiences), enoarchitecture, festivals, museums and interpretative centers associated with wine, in addition to the recent trend in wine therapy linked to the health and well-being segment.

### **Wine description of the territory**

“The municipalities of Torres Vedras and Alenquer have a combined area of approximately 714 km<sup>2</sup>, 32% of the total in the West, bordering the East with the Tagus River and the West with the Atlantic Ocean. Torres Vedras is the largest municipality in the district of Lisbon, with 13 parishes, 79,465 inhabitants, of which more than 25 thousand in the main urban center, the city of Torres Vedras. Alenquer has 43,267 inhabitants, spread over 11 parishes. They are two of the Portuguese municipalities with the greatest tradition and wine production of red, white and rosé wines, pioneers in the production of light wines, with emphasis on the largest wine producer in the country and one of the largest in the world, Casa Santos Lima, and the winery cooperative with the largest national production, with 42 million liters of wine (in 2016), the Adega Cooperativa de S. Mamede da Ventosa.” (Candidature Dossier - CEV 2018, 2017).

The *terroir* has developed over the years and, today, Torres Vedras and Alenquer wines, in fact, Lisbon wines, are characterized by being fresh wines, very influenced by the Atlantic sea, but also by microclimate generated between the Atlantic Ocean, the Serra de Montejunto and the Tagus River.

### **The impact of CEV in promoting the territory**

#### **a) Communication and Media Partnerships**

Communication is essential to the success of any product or service, activity or event, in the territory (Krucken, 2009).

According to the Preliminary Report CEV 2018, “it was essential that the focus of the European Wine City promotion was not only wine as a final product, but also the wine-growing regions and what they had to offer - from vineyards and wine, to wine tourism and cultural heritage. The promotion of the territories, their culture and heritage was essential to leverage the promotion of the program and leave a lasting mark for the future.”

To carry out the dissemination of the CEV, the Communication Plan developed was based on two complementary aspects: the Communication of general scope of the CEV, where the territories were essentially focused and everything associated with the vine and wine and the specific Communication of the activity plan mentioning the more than 80 events organized by the two municipalities.

To implement the objectives of the Communication Plan, different means of communication were used on different occasions.

The partnerships established made it possible to cover different types of target audience: a national broadcast via radio covering a more general audience, and a more specialized broadcast, through a magazine, to an audience more related to wine.

Several Promotional Actions were carried out within the scope of CEV 2018, among which we can highlight, the fam trip for Journalists and Wine Critics and the composition of a team of Ambassadors of the event.

#### **b) The promotion of CEV in Events**

The promotion of CEV in events was also a constant throughout the year, having registered its presence in 84 events, from generalist fairs to specific wine events, to meetings with businessmen from

various branches of activity that corresponded to more than 300 days of promotion, not only throughout the national territory, but also in Spain, France, Switzerland, Luxembourg and Germany.

Through the information collected based on the direct observation method, it was possible to verify that in specific wine events, or in generalist events and fairs, the promotion of CEV was carried out based on the central element “Wine”. The various agents, CEV partners and respondents in this study were also promoted, such as wine tourism units, tourist entertainment agents, hotels and restaurants. The CEV stand was also provided with promotional information from both territories, in addition to the possibility of tasting the traditional sweets from these territories.

### c) Analysis of the Clipping Report

Clipping is considered as a process of continuous monitoring and recording of all the news published that include the themes, keywords and stakeholders who requested the study. Thus, during an agreed period of time, daily monitoring was carried out on websites, newspapers, magazines, television and radio information programs, youtube and social networks (Focco Comunicação, 2019). Through this collection and the calculation of the value of each news item, depending on the media and until the time this news is broadcast, it is possible to understand and control the reputation of a given event, in this case an event, in the media, being possible in the end to calculate the return, in value, resulting from communication efforts.

Also noteworthy is the great media impact of CEV, specifically in the national media. The report made by Cision, “Communication Performance” (2019), which analyzed the “editorial information published in the press, television, radio and online, between January 1, 2018 and March 31, 2019” (Cision, 2019) shows, briefly, the data exposed in the following infographics (Figure 1).

Thus, communication efforts within the scope of CEV result in a total value, equivalent to advertising close to 1 million, more specifically € 1,002,112.



Figure 1 - Infographics “Impact of CEV Communication 2018”  
Source: CISION, 2019

## Methodology

In a broad sense, the methodology can be defined, according to Herman (1983), as a set of guidelines that guide scientific investigation. After the bibliographical review of several authors, and the theoretical framework in which each one is inserted, there was a need to produce a methodology that was able to collect the appropriate information to articulate the theory with the empirical investigation under study.

Since the intention is to produce knowledge within the scope of the aforementioned theme, we intend to briefly address: i. Wine territories involved; ii. European City of Wine, as a catalyst for territorial development and promotion; iii. Presentation of the results obtained through documentary research, interviews and application of surveys.

The methodology applied to this study has mixed characteristics, as well as data collection, several processes and tools were used:

a) Bibliographic research: through a selection of exploratory readings for greater familiarization with the theme and the respective recognition of the bibliography that really supports this work. Then, a selective research was carried out that allowed to meet the ambitious objectives.

b) Descriptive research: intends to use essentially 3 tools: i. Document analysis; ii. Interview - to be held by two presidents of local authorities and entities under the supervision of CEV 2018 and in the economy of vineyards and wine; iii. Survey - to be carried out to all the partners identified in the database of the official website of CEV 2018, who constitute themselves as the local agents, which include producers, wine tourism and tourist entertainment companies, adhering accommodation and restaurant, following the maxim of that for the results obtained based on the sample to be representative of the Universe, it is necessary to correctly define the target population (Pereira, 2008).

The survey was made available through the digital tool Google docs, in the link:<https://docs.google.com/forms/d/e/1FAIpQLSeOE5PKirBXH8eMPY2stZ4aHrRsdZCvNKFIqjZUBO5LargjKQ/viewform?vc=0&c=0&w=1>

The respective target audience to be inquired was the totality of the partners identified in the database of the official website of CEV 2018, who constitute themselves as the local agents, which include producers (41), wine tourism companies (15), tourist entertainment (9) (note that this group of respondents answered in full) accommodation (21) and restaurant (64), making a total of 150 official partners. In this sequence, and by sampling, 54 responses were obtained, collected in a relatively short time, between June 13 and July 16.

The questionnaire has 6 sections: Part 1: Characterization of the respondent (4 questions); Part 2 - Characterization of the CEV 2018 Partner (8 questions); Part 3 - Considers that CEV 2018 was important for ... (6 questions); Part 4 - Evaluate the following criteria considering CEV 2018 (4 questions); Part 5 - Within the scope of CEV 2018 (13 questions); Part 6: Conclusion (2 questions). There are mandatory and optional questions due to the fact that they are exclusively addressed to a specific group of local agents. Through the pre-test group, it was possible to detect that the average response time to the survey was 4:35 minutes.

The most significant results of the survey are now presented. About the first group of questions – Respondent Characterization: 72.22% were male gender, 55, 56% are owners of the companies or wine farms, 64.81% between 31 and 50 years old and 51.84% have a Degree.

The main results for the characterization of the CEV partner, are: 87.04% are from Torres Vedras; 59.26% have less than 10 workers in in their business, 44.44% restaurants; 24.07% wine producers; 20.37% have a significant turnover of 500,000€ with the event and 33% increased sales during CEV2018.

Using the Likert scale, groups of questions were developed that allowed determining the relevance of this event in the territory of Alenquer and Torres Vedras and also in the partners, translating as a performance evaluation.

Thus, with regard to the territory, the partners highlight the relevance in the following: 56.36% considered as extremely important for wine promotion; 54.55% considered as extremely important for territory promotion; 78.18% considered as great importance for increase turnover and 65.45 considered as extremely important for the promotion of Torres Vedras and Alenquer wines.

As for the importance of the event for the partners themselves, they recognize that: 34.55% considered the events to be extremely important, 43.64% considered the CEV 2018 extremely important for the Promotion /Advertising of the territories and 38.18% considered very important the joint organization / promotion of the municipalities; 81.04% participated in CEV mainly in gastronomic and wine activities, 93.03% of partners already had Torres Vedras and Alenquer wines, before CEV, however the number of labels increase in variety.

If we portray the impact of the event only on wine producers it will be possible to state that there was an increase of approximately 5% in the sale of bottles. Prior to the event, an average of 40,030 bottles of wine sold per month would be sold and during the event the number would increase to 42,267.

As to the main conclusions of the event: 80.85% of respondents consider that the demand for Torres Vedras and Alenquer wines has increased; 61.82% consider that the joint application between Torres Vedras and Alenquer was very important and 40% think CEV was very important for their business/activity.

This way it is possible to conclude that the event was successful and had a positive impact on the partners involved.

When analyzing the interviews conducted with the main decision makers and responsible by the CEV organization, it's possible to conclude that the impact caused in the promotion of the territories and their vineyards has met expectations, having also contributed to the increase in tourist visibility.

As reported by the Mayor of Torres Vedras Municipality "On the one hand, the fact that before we started the candidacy for CEV we had 3 wine tourism units, today we have 10, so, right there, it reveals something that we are working with our wine producers, who until now had as a reference only working in the vineyard, the production of wine, and now they can also, in terms of opportunity, bet very clearly on wine tourism."

## **Discussion of results and conclusions**

Torres Vedras and Alenquer are, without a doubt, 2 territories where wine and vineyards assume a predominant role in their economies, predominant in the context of the Lisbon Wine Region, where they represent more than 70% of the DOC wine produced in the region, but also with relevance at the national level, where Lisbon wines are "so alone" the most awarded at national and international level. These are territories with a long history and tradition, centuries old, in the cultivation of vineyards and wine production.

As for the results obtained in the surveys and the possible conclusions to be drawn from them, from the universe of more than a hundred potential respondents, all local partners of the CEV (wine producers, restaurants, accommodation, wine tourism units, tourist agents and cultural agents), 54 responded. Most restaurants, as previously stated. The fact that the majority of the answers came from restaurants is probably due to the fact that the majority of respondents also belong to this activity group, because an action of "adherent restaurant" was carried out with them, having been highly accepted in the 2 municipalities.

The main activities carried out by tourism and wine tourism agents are visits to vineyards and wineries, wine tasting and visits to wine shops, with CEV contributing to the emergence of new wine shops and tour operators working on the vine and wine.

With regard to turnover and number of employees, we can say that more than 50% increased or maintained turnover and also more than half of the surveyed partners are micro companies.

Also, with extremely positive results are the responses that respondents give about the importance that CEV had for the promotion of its wine, but also for the territories and the contribution to the increase in sales volume.

It should be recalled that almost 700 news were broadcast, with a value of around one million euros if it were a space acquired in the media, to which is added the communication carried out by the media partnerships, the various television programs with national and international audiences, the work carried out by Spanish journalists and influencers, among other actions. But there were also more than 320 days of promotion at 84 fairs and events, mostly national, but also international, always promoting wines and their producers, but also to tourism agents and wine tourism units, accommodation, heritage and the main events in these two territories. There were hundreds of bottles of wine given to taste, counting thousands of tastes, with thousands of people. All of these activities accounted for an average impact of close to 1 million euros.

In a brief, more conclusive analysis of the interviews, the results are very unanimous, that is, all respondents, whether the 2 mayors of the municipalities or the president of RECEVIN, highlight the importance of CEV for the promotion of wines and their territories, for the emergence of new events and partnerships obtained.

In short, they consider that the vineyard and wine and all the agents involved came out to win and reinforced the European City of Wine 2018.

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