Are There Similarities Between Wine Tourists Profile in Sao Paulo, Brazil and Those in Yamanashi, Japan?

Geni Satiko Sato, Institute of Agricultural Economics
Yasuo Ohe, Chiba University
Shimpei Shimoura, Chiba University

Abstract

The east region of São Paulo State, Brazil, traditionally produces table grapes and handcrafted wines made with *Vitis labrusca* grapes. There are 137 small wineries in the region. The most important table grape produced in this region is the Niagara variety. Wine tourism has been an additional income opportunity for producers of grapes and wines in the municipalities such as Louveira, Vinhedo, Jundiai and Sao Roque. The wine tourism in Sao Paulo State, Brazil, has developed recently in rural area. Different activities and services are offered in these areas with the aim of providing—an experience with wine as well as with other local products to tourists.

Yamanashi is a province located in central of Japan. This area is one of the major grape producing areas in Japan and is also characterized by the production of wines, with the presence of 80 wineries in the region. The region has been producing the Koshu wine, being Koshu recognised as a *Vitis vinifera* in OIV. In Yamanashi the province government started in 2009, a huge project of wine tourism with the participation of several agents, such as the local community, farmers, and wineries. They believe that the wine tourism is an important way to increase the domestic wine production and consumption in Japan.

This research is characterized as an exploratory study of the wine tourism, and the objective is to compare the tourist’s profile from both regions, using descriptive statistics. Fifty questionnaires were applied between January and April 2013 in Sao Paulo. More than a hundred questionnaires were also applied in Yamanashi during November 2013, during the wine tourism festival. Constraints due to budget restrictions were the main cause of the limitation in the number of questionnaires applied in the east region of São Paulo.
The main results obtained in the Yamanashi wine region are as follows. → Tourist's profile: Gender - 59.9% are female; Age - 31.8% has 40-49 years old, 28.0% has 30-39 years old; Main Occupancy - 65.0% are office workers, 65.3% tourist wine consumption are imported and Education Level - 63.2% have university academic background. With respect to the trip profile in the wine region: 42.2% stay two days, 51.8% travel with friends and 58.3% prefer the overnight trip. Looking through the purchases and total expenses during the trip: 71.7% purchases white wine produced with Koshu grapes; 49.7% purchased 1-2 bottles; 19.9% spends 30,000Yen, 13.7% 20,000Yen and 15% 10,000Yen. The issues of trip expenses that the tourists consider when making their decision for a wine tourism are: transportation fee - 33.0%; food expenditures - 27.4%; accommodation charge - 31.6%, wine purchase - 38.1% and wine tasting - 35.3%.

The main results obtained in the Sao Paulo wine region are as follows. Gender - 54.0%; Female; Marital Status - 32.0% married; Educational Level - 44.0% graduated; Main Occupancy - 21.0% are engineer, 21.0% public employee; Age - 18.0% has 20-29 years old, 18% has 30-39 years old and 12% has 40-49 years old and trip profile - 48.0% prefer a day tour and usually travel with the family. Looking through the purchases and total expenses during the wine tourism: 62.0% purchases more than 2 bottles; 46.0% have expenses between 50-100US$ and 42% more than 100US$. The issues of trip expenses when making their decision for a wine tourism are: transportation fee - 64.0%; food expenditures - 46.0%; accommodation charges - 62.0%; wine purchase - 38.0% and wine tasting, indifferent (32.0%) or the cost is not relevant in Sao Paulo.

Probably due to the proximity to the São Paulo capital, two hours by car, many tourists come to the east wine region for a day tour and also many of them come to participate of the wine festival when musical shows are scheduled. In Yamanashi wine tourism, 47.1% of the tourists comes from Tokyo. The tourist in Yamanashi, 65%, have an office occupation due they come from urban area. The distance from Tokyo to Kofu, Yamanashi capital, is around an hour and twenty minutes
travelling using express trains, but the cost of transport is high and probably because of this, usually tourists chooses to stay overnight.

Despite the cultural, economic and social differences, the wine consumption is globalized and the descriptive data about tourists indicates many similarities between the tourists profile in São Paulo and Yamanashi and some differences about preferences when staying in wine region. Due to the fact that statistical test it was not applied the results are not conclusive but it allows to have a relevant overview about the wine tourists in both regions.

Key words: wine tourism, Sao Paulo, Yamanashi, Koshu variety