

# Segmentation of wine tourism experience in Mexican wine regions using netnography

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## **Segmentation of wine tourism experience in Mexican wine regions using netnography**

### **Abstract**

**Purpose** – To offer an experiential segmentation based on the analysis of comments from wine tourists from different Mexican wine regions, using netnography as a data collection and analysis tool.

**Methodology** – The netnography methodology was applied in three steps: first, collecting consumer opinions (TripAdvisor 1,240 opinions, 2017-2019) from their visits to 20 wineries in four Mexican wine regions. Second, organizing of the data by classifying the various experiences. Thirdly, by the application of multiple correspondence and cluster analysis to consolidate four segments taking as reference the 4Es Model.

**Findings** - The results show that of the four Mexican wine regions, Baja California is divided between the aesthetic and wine focus segments, Coahuila is more associated to the educational segment, while tourist who visit Queretaro tend to relate to the activities of the entertainment segment.

**Practical Implications** – The results provide stakeholders (wineries, State tourism departments, wine tourism marketers and wine tourism researchers) a segmentation proposal focused on tourist experiences to improve marketing programs and wine tourism offerings.

**Originality** – The use of netnography as a tool for wine tourism research in Mexico is one that has not been previously explored. In addition, this study considers different Mexican wine regions, which allows for comparisons and relationships between them that can contribute to greater market differentiation.

**Limitations** - The scarce literature that exists regarding wine tourism in Mexico made certain comparisons and relationships to our results difficult to establish.

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3 **Key words** - wine tourism, wine routes, netnography, 4Es model, segmentation, multiple  
4  
5 correspondence analysis.  
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## 7 8 **1. Introduction**

9  
10 With the growth and strengthening of wine tourism in the New Wine World regions, many  
11 efforts to understand and draw on this field have been taking place over the past years  
12 (Pelegrín-Borondo *et al.*, 2019). Many wine regions and tourism destinations have realized  
13 that the benefits of wine tourism extend well beyond the cellar door to virtually all areas of  
14 the regional economy and into the urban areas that generate most wine tourists (Carlsen,  
15 2004).  
16

17 Wine tourism is an interesting way to improve the income of wine producers as a  
18 complementary activity to wine production (Martinho, 2021). Significant advantages are  
19 driven from visits to wineries: an opportunity to try new products, build brand loyalty,  
20 increase margins, additional sales outlet, marketing intelligence and a means of educating  
21 consumers about wine (Cohen and Ben-Nun, 2009).  
22

23 The study of the tourists' wine tourism experience and motivations has been central in wine  
24 tourism research and has gained attention among professionals. Travel motives and  
25 motivations have been used as key variables for market segmentation studies on tourist  
26 experiences (Oh *et al.*, 2007). Wine tourism researchers have recognized that the creation of  
27 pleasurable, memorable, educational, and sensorial experience is the *raison d'être* for  
28 developing wine tourism (Carlsen and Boksberger, 2015).  
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30 Thanks to wine tourism, the Mexican winemaking sector has found a platform for exhibition.  
31 Certainly, the development of wine tourism in Mexico is recent, compared to other European  
32 or South American countries, but it has experienced unusual rapid growth that places some  
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3 Mexican wine regions on the map of emerging destinations with greater international  
4 projection (De Jesús and Thomé, 2019).  
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8 In the last 20 years, the wine tourism sector in Mexico has become a relevant topic for private  
9 organizations, state and federal government institutions, entrepreneurs and winemakers who  
10 seek not only to promote and improve the wine sector, but also to support the integral  
11 development of the wine tourism through holistic programs such as the Mexican wine routes.  
12  
13 The identification of the main criteria with which to segment consumers in the market has  
14 relevance for a wine marketing strategy, therefore, this study has the aim to identify the  
15 segments of the wine tourism experience in Mexico that drive the marketing strategies of the  
16 stakeholders in wine tourism destinations.  
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## 26 **2. Literature review**

### 27 *2.1 Wine tourism approach*

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29 In some countries, mainly in the New World wine regions like Mexico, wine tourism has  
30 become a major economic activity that has consolidated the culture of wine and the  
31 development of wine regions as tourist attractions (Corpus *et al.*, 2018). A significant  
32 increase in the number of tourists interested in wine has led many communities to develop  
33 wine tourism (Byrd *et al.*, 2016).  
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42 As stated by Molina *et al.* (2015), wine tourism is a growing industry in the economic  
43 development of rural areas, its success depends on viticulture, wine tourism products  
44 (wineries, wine routes and festivals), the reciprocal linkage to regional development and the  
45 importance of tourist attractions. The synergies between wine and wine tourism include the  
46 promotion of wine regions and events through tourism, increased cellar sales to tourists,  
47 added value to regional production, and new business opportunities in wine tourism (Carlsen,  
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2004); the wine and its related products and services can add value to the tourism value chain (Pikkemaat *et al.*, 2009).

Due to the great interest that has been shown in this topic in recent years, there are several definitions of wine tourism based on different approaches; for the purpose of this paper, we used the definition of wine tourism from the Western Australian Wine Tourism Strategy (2000): “travel for the purpose of experiencing wineries and wine regions and their links to [Australian] lifestyle”; this definition encompasses other characteristics such as an educational component, linkages to art, wine and food, incorporation with the tourism-destination image and as a marketing opportunity which enhances the economic, social and cultural values of the region (Charters and Ali-Knight, 2002, p. 312).

Getz and Brown (2006) approached wine tourism from three perspectives: the first as a strategy by which destinations market and develop wine-related attractions and imagery; secondly, as a form of consumer behavior, where wine lovers or those interested in wine regions travel to preferred destinations and, finally, as an opportunity for wineries to educate consumers and sell their product directly to them (Charters and Ali-Knight, 2002). The first perspective, as strategy, is the one that will be taken as an approach in this study.

## *2.2. The wine tourist and the wine tourism experience*

To develop and market wine destinations and wine tourism products, it is essential to understand who the winery visitors are (Cohen and Ben-Nun, 2009). To better understand the profile of the wine tourist, many researchers have focused their efforts on wine tourist segmentation. An effective segmentation has become increasingly important if wine producers are to focus their efforts in maximizing their potential gains in sales and long-term customers, and if the operators or associated tourism ventures are to focus on consumers, who will optimize the use of their services (Charters and Ali-Knight, 2002).

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3 Much has been written about differences among visitors to define the wine tourist's profile  
4  
5 determining the out-and-out market segments with respect to demographics (Mitchell and  
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7 Hall, 2001, Martinho, 2021), motivation (Alant and Bruwer, 2004; Bruwer, 2003; Carlsen,  
8  
9 2004; Charters and Ali-Knight, 2002), interest in wine (Charters and Ali-Knight, 2002;  
10  
11 Cohen and Ben-Nun, 2009), wine knowledge, and lifestyle (Asero and Patti, 2011; Mitchell  
12  
13 and Hall, 2001).

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17 Current research is beginning to move beyond segmentation based merely on a functional  
18  
19 approach to the product, towards including more psychographic data. In practical terms (that  
20  
21 is for the winery), segmentation may be the most important aspect of the wine tourist as a  
22  
23 consumer, but for segmentation to be possible, it is necessary to briefly consider the  
24  
25 motivation of visitors to wine regions (Charters and Ali-Knight, 2002).

26  
27  
28 To understand a tourist's intention to visit a wine region it is important to determine the key  
29  
30 attributes of the wine tourism experience that drive his behavior (Santos *et al.*, 2020). Getz  
31  
32 *et al.* (1999) argues that attributes of a wine region, such as the scenery and open spaces, also  
33  
34 provide an incentive to visit the region. Likewise, Hall *et al.* (2000) have asserted that  
35  
36 visitation to a wine region is frequently motivated by "the attributes of a grape wine region",  
37  
38 referred to as the winescape (Sparks, 2007).

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42 The winescapes are characterized by three main elements: the presence of vineyards, the  
43  
44 wine-making activity, and the wineries where the wine is produced and stored (Telfer, 2000).  
45  
46 The winescape and its components make it possible for wine tourists to indulge in hedonic  
47  
48 experiences (Bruwer and Alant, 2009), while it also has multiple elements that have a  
49  
50 demonstrated effect on wine tourism (Quintal *et al.*, 2015). Sigala and Robinson (2019),  
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52 explain that all types of wine tourists go to wineries to visit and immerse themselves in the  
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3 winescape and to experience and learn about the winery's landscape, scenery, traditions,  
4  
5 culture, and heritage.  
6

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8 Other studies give particular attention to research on nature, dimensions, and the role of the  
9  
10 tourism experience. This research interest is entirely justified because the tourism industry is  
11  
12 a business that sells experiences (Thanh and Kirova, 2018). The experiential perspective  
13  
14 explores the symbolic meaning of the more subjective characteristics which stimulate certain  
15  
16 advantages that arise from the tendency for leisure, entertainment, and arts products to  
17  
18 prompt high levels of interest and involvement among their target markets. The growing body  
19  
20 of work in these areas suggests that respondents can typically provide meaningful data on  
21  
22 perceptions and preferences across a broad array of relevant objects or activities (Holbrook  
23  
24 and Hirschman, 1982).  
25  
26

27  
28 What tourists primarily seek and consume at destinations are engaging experiences,  
29  
30 accompanied by the goods and service components of the destination. Hence, entire tourist  
31  
32 destinations are being positioned as "experiences" (Oh *et al.*, 2007). Under Mitchell and  
33  
34 Hall's (2008) perspective, wine tourism experience is much more than a simple association  
35  
36 between wine, wineries, and travelers. Rather, it is the sum of several elements, both sensuous  
37  
38 and sensual.  
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42 The experience of visiting a winery plays an important role in creating a positive link between  
43  
44 the wine tourist and the wine product (Bruwer and Alant, 2009). Many authors have  
45  
46 mentioned these positive attitudes such as Johnson and Bruwer (2007) and Bruwer and  
47  
48 Rueger-Muck (2019) who highlighted the relationship between knowledgeable experiences  
49  
50 or delivering positive experiences at the cellar door and the willingness to revisit and  
51  
52 recommend it to others.  
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Sparks (2007) mentions that the application of a model to better understand what factors might give rise to wine tourism, aids researchers and practitioners by showing which relationships appear to be important determinants of visitation. Following this criterion, this study will apply the 4Es model for the segmentation of wine tourism experience in Mexico.

### 2.3 Mexican wine production, consumption, and market

Mexico is considered the oldest wine producer in Latin America. According to the Mexican Viticultural Council (Consejo Mexicano Vitivinícola), the wine industry provides around seven thousand direct and indirect jobs and generates a turnover of over 550 million pesos (27.5 million dollars) annually (SAGARPA, 2018a). The production of grapes in Mexico in 2018 was 33,691.53 hectares; 23% of this corresponds to the production of industrial grapes for the elaboration of beverages; and only 6,474 hectares are for wine production (SAGARPA, 2018b).

Mexico produces more than 20 million bottles of wine a year, with an estimated value of 3,000 million pesos (150 million dollars) (Amo, 2018). This production is done by about 216 wineries distributed throughout the country. Mexican wine regions cover 11 states (Figure 1): Aguascalientes, Baja California, Chihuahua, Coahuila, Durango, Guanajuato, Jalisco, Puebla, Querétaro, Sonora, and Zacatecas (Quiñónez *et al.*, 2012).

#### **Figure 1.** Mexican wine regions

The Mexican wine market continues to grow, both in consumption and variety. Its production (21 million liters in 2018) (Jarillo, 2020) is still low in comparison with European and other Latin American countries (0,07% of the world wine production), and it represents only 35% of the total national consumption, consequently the remaining 65% is fulfilled by imports, mostly wines from Spain, France, Italy, Argentina, and Chile (Amo, 2018).

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2  
3 The consumption has been growing at an average rate of 8% in recent years, positioning the  
4  
5 country with the second highest growth rate worldwide according to the OIV in 2015. In  
6  
7 2018, it reached 122 million liters of wine consumed, equivalent to a 1 liter per capita (Jarillo,  
8  
9 2020).

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12 The increase in wine consumption in Mexico is supported by the consumption of the middle  
13  
14 and upper classes, especially young adults with purchasing power, likewise, consumption by  
15  
16 the female public is also increasing (Amo, 2018). Red wine is the most consumed type, which  
17  
18 represents more than half of sales (Jarillo, 2020). The consumption of wine is strongly  
19  
20 concentrated in some big cities such as Mexico City, Monterrey, Guadalajara, Queretaro,  
21  
22 Puebla, Los Cabos, and Cancun (Meraz, 2017).

23  
24  
25 The average price of wine in Mexico remains high compared to other countries. Mexican  
26  
27 wine competes in terms of quality (more than 600 international awards have been received),  
28  
29 but not in terms of relative prices, which are 50% above the average in global terms  
30  
31 (SAGARPA, 2018a). The tax rates impact the final price. Mexican wine must be taxed both  
32  
33 with the Value Added Tax (VAT 16%) and with the Special Tax on Products and Services  
34  
35 (IEPS 26.5% for beverages up to 20° Vol.) (Amo, 2018).

### 36 37 38 39 40 *2.3 The wine tourism in Mexico*

41  
42 Wine tourism in Mexico is in its initial phases of recognition and diversification of  
43  
44 experiences (Corpus *et al.*, 2018). In each of the Mexican wine regions, efforts have been  
45  
46 made to link wine production with tourism, the focal point of these initiatives are the wine  
47  
48 routes (De Jesús and Thomé, 2019). One of the most successful elements to expand wine  
49  
50 tourism are the wine routes; these “clusters” gather a series of elements to attract tourist and  
51  
52 at the same time benefit the local rural community, the wineries and, ultimately, the whole  
53  
54 region (Dana and Winstone, 2008).

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3 An important element to generate value in wine tourism is the creation of wine routes  
4  
5 (Brunori and Rossi, 2000). Wine routes are considered clusters, due to the concentration of  
6  
7 related products and services, within a relatively defined geographical area, through a wine  
8  
9 theme, and where it is possible, build a specific productive sector with regional competitive  
10  
11 advantages (Arévalo, 2018). The wine route must consider the community under a  
12  
13 sustainable and an inclusive economic development model to boost the competitiveness of  
14  
15 the region (De la Torre and Navarro, 2008). Thus, the consolidation of wine tourism in  
16  
17 Mexico, via its wine routes, looks like a pertinent strategy.  
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#### 20 21 22 *2.4 Mexican wine routes*

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24 Wine Route of Baja California: This is one of the states that has been most concerned about  
25  
26 the development of a diversified tourism offer. The program is based on tourist-gastronomic  
27  
28 routes through the various wine valleys that are found in the region. In addition to the high  
29  
30 percentage of wine production and sales, based on Bernal *et al.* (2021), this tourist corridor  
31  
32 receives 250,000 visitors, impacting positively on the economy of the region (Meraz and  
33  
34 Ruiz, 2016).  
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36

37  
38 Wine and semi-desertic Route or Cheese and Wine Route of Queretaro: This route comprises  
39  
40 a wine tourism agenda promoted by the Ministry of Tourism of Queretaro which consists of  
41  
42 a tour through vineyards, cheese shops, and a visit to Bernal, a tourist town with symbolic  
43  
44 and cultural richness (Alpízar and Maldonado, 2009).  
45  
46

47  
48 Wine Route of the Valley of Parras, Coahuila: It is one of the most important wine regions  
49  
50 of Mexico, dating back to when Casa Madero, the first winery of the continent, was  
51  
52 established and is still in operation. Around twenty wineries are located here, most of them  
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54 are small, with handcraft production. Recently, an integrated wine route project was  
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3 undertaken by eight wineries. They offer lodging services as well as natural and cultural  
4 attractions (De Jesús and Thomé, 2019).  
5

6  
7 Guanajuato Wine Route: Viticulture here dates from the time of Spanish missionaries.  
8  
9 Currently in the region there are around 30 wineries, mainly family businesses, whose  
10 extension encompass 350 hectares. They mainly have handcraft productions and produce  
11 table wines aimed for regional or national markets. In 2012 some local producers with the  
12 support of the Ministry of Tourism launched a wine route to promote Guanajuato's wines.  
13  
14 This wine route is complemented by Colonial architectural and other cultural attractions. In  
15 recent years, the offer of wine tourism activities has been diversified with Harvest Festivals  
16 and a Wine Museum (Barberena *et al.*, 2019).  
17  
18

19  
20 All these initiatives are at different stages of development. The projects in Baja California  
21 and Querétaro are in a consolidated state, while the Guanajuato and Coahuila ones are in  
22 development. Other projects have been launched, such as the Wine Route of Aguascalientes,  
23 the wine Route of Zacatecas, and the binational Wine Route of Sonora (Sosa and Araiza,  
24 2013), these are in an experimental and design stage, but it should be noted that their wineries  
25 offer basic activities and services as a strategy to promote their products (De Jesús and  
26 Thomé, 2019).  
27  
28

### 29 **3. Methodology**

#### 30 *3.1 Netnography*

31  
32 This study uses Netnography as a tool for obtaining information that is available in online  
33 communities. This is as a qualitative and interpretive research methodology that adapts the  
34 traditional in-person ethnographic research techniques of anthropology to the study of the  
35 online cultures and communities formed through computer-mediated communications  
36 (Kozinets, 2002). Compared to other qualitative research techniques, the distinctive value of  
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netnography is that it excels at telling the story, understanding complex social phenomena, and assists the researcher in developing themes from the consumers' point of view (Thanh and Kirova, 2018).

The analysis of the data posted by tourists on the Internet can play an important role in improving our understanding of the tourist experience, destination brand, destination image creation, and structural and cultural changes in tourism markets (Thanh and Kirova, 2018).

Netnography has been used in a wide range of studies in tourism research such as wine tourism, ecotourism, cruise tourism, and hospitality as well as rural tourism (An and Alarcón, 2021) as it allows market segmentation based on the consumer's perspective.

Further, Mkono (2012) mentions that netnography can complement the existing limitations of other quantitative or qualitative research methods because it can grasp customers' vivid experiences and honest opinions through online data created by the customers themselves, additionally, this approach is time-saving and inexpensive. In contrast, Kozinets (2015) mentions that it also has disadvantages, such as suspicions about the honesty of the user when taking advantage of the use of a pen name, thus the need to complement it with other techniques to ensure a more accurate analysis.

In terms of developing sectoral weightings, marketing research is still primarily used, but this research technique is spreading rapidly within various academic fields such as tourism and sociology due to the proliferation of social media (Bengry-Howell *et al.*, 2011). There is no prior research applying netnography to the study of Mexican wine tourism, thus this study is the first to apply this technique in the field.

### 3.2 4Es Model

4Es as an experience economy model has stood out among applications of the hedonic-experiential view of consumer behavior. It has been suggested as appropriate for

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3 understanding tourism products (Quadri-Felitti and Fiore, 2013). Recent studies have focused  
4 on experiential dimension of wine tourism (Cohen and Ben-Nun, 2009; Madeira *et al.*, 2019;  
5 Pikkemaat *et al.*, 2009; Quadri-Felitti and Fiore, 2012; Thanh and Kirova, 2018). The study  
6 of the sensory dimension of tourist experiences has recently been pointed out as crucial to  
7 supporting decision makers in enhancing tourist experiences (Agapito *et al.*, 2014). Some  
8 researchers have also observed a significant relationship between the 4Es economy model  
9 and positive memories and loyal behavior of guests in bed and breakfast and the cruise ship  
10 industry (Ali *et al.*, 2014).

11  
12 Thanh and Kirova (2018) conceptualized the multi-dimensional nature of consumer  
13 experience considering the 4Es model (Educational, Escapist, Aesthetic, and Entertainment  
14 experiences) and by consumer participation (active or passive). They proposed that  
15 consumption experiences incorporating the 4Es lead to stronger memories and subsequent  
16 positive evaluations (Terziyska and Damyanova, 2020).

17  
18 Educational experiences (the active absorption) entail consumers enhancing their knowledge  
19 and skills, such as engaging in guided wine tastings. In the Escapist experience (active  
20 immersion), consumers feel as if they are participating in the creation of a different place or  
21 time such as visitors helping harvest grapes, vineyard hiking, or hot air ballooning over  
22 vineyards. In the Aesthetic experience (passive-immersion), consumers are captivated by  
23 sensorial environments, such as being enchanted during a scenic drive through vineyard-lined  
24 rural roads. In the Entertainment experience (the passive-absorption), consumers are engaged  
25 by performers, such as during winery concerts. (Quadri-Felitti and Fiore, 2012).

### 3.3 Data collection and processing

The methodology was developed in three phases:

1. Identifying the online communities where reviews about Mexican wineries could be found. TripAdvisor was chosen as the most appropriate website to obtain the data because it contains the largest number of reviews and demographic traits such as gender, origin, region, and the type of trip that will be used in this analysis.

A list of the wineries by region that appear on TripAdvisor and a count of the total number of comments was made. Four regions were selected because they reached at least 50 comments in total: Baja California, Queretaro, Coahuila, and Guanajuato.

The others were dismissed due to the low number of comments. The number of wineries was limited to 20 to avoid the over-representation of Baja California, which has a greater presence of wineries evaluated on TripAdvisor. We believe this information is enough to build our exploratory study and it is more cautious, as including wineries with only few comments could bias the sample towards extremely satisfied or dissatisfied tourists. The final data consists of 1,240 samples from consumers' opinions in the period from 2017 to 2019.

2. Data was organized by the selection of the most repeated attributes which appear in the comments, based on the researcher's criteria. For the validity and reliability of this investigation, three criteria were considered. First, postings that did not have clear or specific information such as *I like / its's good* or expressions as *excellent / recommendable* were rejected because they did not provide enough information to be classified or did not refer to any attribute. Second, comments were dismissed due to lack of demographic information or when the name was ambiguous. Third, comments both in Spanish and English were considered. The classification of the comments was

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3 made by type of activities or experiences people mentioned during their evaluations  
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5 (Table I).  
6

7 To avoid bias, tourists' reviews were not selected based on their contents, but rather  
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9 through a random procedure: after key sentences expressing tourist experiences were  
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11 extracted from the reviews, the meanings of each sentence were summarized into  
12  
13 words of experiences (Table I), which would be later coded as variables; 12 different  
14  
15 attributes were obtained (Table II).  
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18  
19 **Table I.** Classification of experiences  
20

21 **Table II.** Experiences in wine tourism. [N=1,240. Unit: persons]  
22

- 23  
24 3. Applying multiple correspondence analysis (MCA). This methodology only requires  
25  
26 that the data represent the answers to a series of questions and that they are organized  
27  
28 into categories. Depending on whether there are two or more variables, the analysis  
29  
30 will be simple or multiple (De la Fuente, 2011). A Cluster Analysis by k-means was  
31  
32 also applied, which is a descriptive technique that is used in many segmentation  
33  
34 studies and is applied as a supplementary analysis to MCA. This method classifies  
35  
36 individuals into groups that are homogeneous according to certain characteristics and  
37  
38 evaluates their similarity from the distance to the average (Molina *et al.*, 2015). Thus,  
39  
40 k-means clustering was performed to capture the key themes and to identify the  
41  
42 groups based on tourist experiences and using the coordinate values of MCA as input  
43  
44 variables. With this, the 4Es model created by Pine and Gilmore (2011) served as a  
45  
46 framework for reflection to analyze the empirical segments obtained.  
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#### 50 51 **4. Results and discussion**

52  
53 Table III shows that Guanajuato and Coahuila have smaller number of wineries and  
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55 comments than Baja California and Queretaro; however, it was necessary to take them into  
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account for the comparative purposes of this study. Table IV shows the demographic data. Regarding the gender, there is a balanced participation between men and women. Under the trip type factor, it was identified that the most common trip type is carried out as a couple, followed by as family, and friends with an equal frequency. The region with the highest participation is Baja California with more than 50% of the comments. Finally, we found that wine tourism in the country is mainly carried out by national tourists.

**Table III.** Wineries per region and percentage of participation

**Table IV.** Demography of the research samples

#### *4.1 MCA and cluster analysis*

The multiple correspondence analysis (MCA) was carried out to be able to make qualitative relationships on more than two categories: origin, gender, region and the 12 selected variables (Table V). Table VI shows which dimension better represents each attribute. The contribution of the dimensions to the inertia of each point refers to the existing correlation between each of the characters and the axes.

**Table V.** Variables and categories

**Table VI.** Discrimination measures

The positioning map (Figure 2) shows the distribution of all the factors, in different colors, and variables on the plane which helps to group and make relationships between them.

Regarding the gender factor we found that women have greater correlation with shops, amenities, and tour experiences, while men are mainly connected to tastings and the intention of purchase of wine experiences. As for the origin factor, Mexicans on the right side of the graphic have more relation with amenities, shops, and tours while foreigners, on the left, relate with information about destinations, tastings, and landscape.

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2  
3 For the region factor, we obtained that Baja California is closer to the group of foreigners, a  
4 fact that could be explained due to its proximity to the United States who are the most  
5 frequent foreign tourists. In addition, Baja California and Queretaro show the highest density  
6 of related experiences, which could be explained due to the high level of development of its  
7 wine tourism programs.  
8  
9

#### 14 **Figure 2.** Positioning map for Multiple Correspondence Analysis

16  
17 The result of applying k-means was the formation of four segments (Table VII). These are  
18 represented in dimension 1 and 2, the number of individuals per group is described as well.  
19 The grouping graph, from the cluster analysis, allowed us to visualize in a simplified way the  
20 characterization of each cluster, represented by colors (Figure 3). This allowed us to make a  
21 comparative analysis both between groups and individually.  
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#### 28 **Table VII.** Segment centers and quantity of individuals

#### 30 **Figure 3.** Clustering map

#### 32 *4.2 4Es Segmentation Model*

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34 Table VIII shows the results after the implementation of the 4Es model. Segment 1 was  
35 considered as the educational segment, segment 2 as the entertainment, segment 3 showed a  
36 particularity since the experiences that described it did not concur with the activities which  
37 draw the escapist segment up; in order to make an adequate market segmentation, this group  
38 was named based on the type of attributes that had a higher frequency which in this case were  
39 wine tastings so we selected the name 'wine focus', finally, we considered segment 4 as the  
40 aesthetic segment.  
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50  
51 Nearly 30% of the references fall under the educational segment. Among them, two  
52 characteristics stand out: learnings in 100% of the comments and winery history with 67%,  
53 included mainly in the Coahuila and Guanajuato regions. De Jesús and Thomé (2019) point  
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3 out within their work the deep-rooted cultural heritage both regions have due to the historical  
4  
5 events that marked the development of Mexican viticulture since colonial times.  
6

7  
8 Only 14% of tourists form the entertainment segment, which has a remarkable co-relation  
9  
10 with the experiences of “amenities” (70%); Queretaro is the region which best represents it.  
11  
12 This result is supported by Alpízar and Maldonado (2009), who mention that the description  
13  
14 of segmentation in Queretaro shows that the leisure / holiday wine tourist is the main segment  
15  
16 which visits the region, attracted mainly by tours around the vineyards and cellars, basic wine  
17  
18 tastings, visits to regional attractions, wine festivals, and specialty shops. In addition, it shows  
19  
20 the strongest relationship to the cost attribute, the highest purchase of wine behavior, and the  
21  
22 major correspondence with shops attribute.  
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25  
26 32% of the population, the biggest part, enters the wine focus segment. Baja California is the  
27  
28 region with the highest number of references to the activities of this segment, which in fact  
29  
30 is best described by foreign tourists. The Aesthetic segment also aligns with this region, a  
31  
32 fact that agrees with the study of Arévalo (2018) who stated that in the Valley of Guadalupe  
33  
34 alternative attractions are offered in relation with the aesthetics and the ambience of the route,  
35  
36 such as local restaurants, camping sites, spas, boutique hotels, art galleries, wine stores,  
37  
38 indigenous culture, natural sites, outdoor activities, artisan brands and road infrastructure.  
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42 **Table VIII.** Frequency distribution of variables by segment  
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45 Since the study is based on the opinions written by tourists, we were able to determine the  
46  
47 wine tourism experience variables to subsequently perform a segmentation in such a way that  
48  
49 we could examine the tourists' references that were related to the experiences that make up  
50  
51 each segment:  
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53  
54 References related to the history of the winery, explanation of the winemaking and viticulture  
55  
56 processes, traditions and regional culture would make up the ‘Educational’ segment:  
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3 “We had a very enriching experience in the private tasting, the winemaker gave us a lecture  
4 on how to pair wines with different foods, excellent service! Really, it seems to me the ideal  
5 place for people who appreciate winemaking and more artisanal processes.” (Ma\*\*\*, 2019).  
6  
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8  
9  
10 “The history of this company is very enriching, the work of everyone is excellent, they guide  
11 you and explain in detail the winemaking process.” (Na\*\*\*, 2019).  
12  
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14  
15 References to tours, amenities, service packages and stores made up the ‘Entertainment’  
16 segment:  
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18  
19 “It has different packages of tours, adjusting perfectly to all kinds of pockets. They have  
20 horseback riding for children. They give you a free glass of wine after your tasting.” (Ju\*\*\*,  
21 2017).  
22  
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24  
25  
26 “We had the opportunity to take the UVABUS which gives you a tour in the vineyards, to the  
27 courtyard where the grapes are feet-crushed and to the cellar where they give an interesting  
28 explanation of their process and types of wines.” (Al\*\*\*, 2018).  
29  
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31  
32  
33 Likewise, references related to the tasting experience, vineyard views, the wine itself, its cost,  
34 variety and taste made up the ‘Wine focus’ segment:  
35

36  
37 “They have 3 different tastings that cover practically all their wines. They follow a different  
38 tasting model: they give you your glass and you approach to the bar which is attended by 3  
39 young sommeliers. They serve you and give a very simple explanation of each wine, easy to  
40 follow and understand. You can sit on the terrace to enjoy the view and the wine, it's  
41 extraordinary!” (Jo\*\*\*, 2018).  
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47 “The sparkling and rosé wines are good. The cellar 25 meters below the ground is  
48 impressive. The price of the package is adequate which includes the tour and the tasting of  
49 three wines with appetizers. The sommelier gave us an excellent explanation and a very good  
50 tasting session.” (Jm\*\*\*, 2017).  
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3 Finally, references related to the winery environment, facilities and views would make up  
4  
5 the 'Aesthetic segment', for example:

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7  
8 *"A super nice and cozy place! For wine lovers this is the ideal place, you can enjoy the*  
9  
10 *restaurant, the wine boutique, and the vineyards where you can have a stroll or take beautiful*  
11  
12 *pictures."* (Gu\*\*\*, 2018).

13  
14  
15 *"The facilities are good and accessible. They have a bar where they offer their wines. There*  
16  
17 *are very nice green areas where children can play. They also have a small lake that gives a*  
18  
19 *very attractive view. An ideal place for the whole family."* (El\*\*\*, 2019).

## 20 21 **5. Conclusions, implications, and future research recommendations**

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24 The results of this study allow us to highlight two things: one, the usefulness of netnography  
25  
26 as a method of obtaining data for analysis and two, the use of experiential elements as a tool  
27  
28 to understand what wine tourists seek when going on wine tourism.

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31 Since the study focused only on four Mexican wine regions, the results may lack  
32  
33 generalizability. In addition, although there are a several social networks and websites used  
34  
35 to evaluate wine tourism services, only TripAdvisor offers the necessary features to carry out  
36  
37 this study, this limited the diversity of responses together with the fact that not all the wineries  
38  
39 selected at the outset had a presence on TripAdvisor. Despite these restrictions, the comments  
40  
41 chosen were considered sufficient to establish a baseline that allowed the development and  
42  
43 analysis of data.

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45  
46 Three out of the four segments of the 4Es model (Pine and Gilmore, 2011) were well  
47  
48 described in this work: educational, entertainment, and aesthetic. The fact that the "Escapist"  
49  
50 element was not described in the segmentation of the experiences may be due to two reasons,  
51  
52 one, that such activities are not included in the programs offered by the wineries, which  
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54 implies a supply opportunity, or two, that they may not be having enough impact on the  
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3 generation of memories or satisfaction as suggested by Quadri-Feletti and Fiore (2013) where  
4  
5 it is possible that the tourist's involvement in the core product offering (e.g. wine, cruises) or  
6  
7 motivational factors such as sensation seeking, novelty and relaxation may affect the degree  
8  
9 of influence of certain escapist activities in different tourism contexts.  
10

11  
12 Tourists in Baja California are divided, half in the aesthetic and half in the wine focus  
13  
14 segments. To this end, it is recommended that tourism marketers and providers keep  
15  
16 emphasizing the aesthetic experience, since it is likely to be an important determinant of  
17  
18 destination evaluations and on the overall experience (Oh *et al.*, 2007) without ignoring the  
19  
20 other three elements of the experience economy and strengthening the planning of their  
21  
22 competitive strategies among all wineries in the region.  
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25  
26 There is a clear participation from foreign visitors in this region, mainly tourists coming from  
27  
28 the US, a fact to take into consideration as part of the improvements in the offer to better  
29  
30 integrate people who come from abroad; these include activities and attractions such as tours,  
31  
32 workshops, and signage in other languages, as well as improving communication skills of  
33  
34 the staff.  
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37  
38 People who do wine tourism in Coahuila and Guanajuato tend to be more aware of  
39  
40 educational activities such as knowing the winery history and having a wide and complete  
41  
42 explanation of the different processes during the tours. All those experiences promote the  
43  
44 growth of wine knowledge, and according to Quadri-Felitti and Fiore (2012) they can play a  
45  
46 significant role in creating memories and satisfaction in the tourists. Even though these  
47  
48 experiences are more related to the enjoyment of wine itself than directly to the culture of the  
49  
50 region (Alpizar and Maldonado, 2009). These wine routes were designed to incorporate  
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52 experiences related to their wine history since they have a considerable historical and cultural  
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54 heritage. It is a fact that this historical environment could be the basis for their strategies.  
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3 Queretaro is the region which has more related experiences as a percentage and,  
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5 consequently, a more diversified offer is shown. It is clear the type of commercial strategy  
6  
7 that Queretaro has developed to promote its wine tourism via different gastronomic, cultural  
8  
9 and adventure programs, nevertheless, Alpízar and Maldonado, (2009) point out that that  
10  
11 there are important opportunities for the improvement of this route, such as the lack of  
12  
13 informative signage related to the region's wine tourism offerings, an iconography focused  
14  
15 on wine tourism experiences, and the lack of an image or brand that signifies the integration  
16  
17 of tourist attractions and experiences directly related to regional wine tourism.  
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20  
21 The segmentation of the regions in terms of the number of experiences and the quantity of  
22  
23 comments among them is remarkable: on one side, Baja California and Queretaro represent  
24  
25 the wine routes which lead the wine tourism in the country with a lot of awareness, with very  
26  
27 distinguished wineries, popular festivals and with international award-winning wines; and on  
28  
29 the other side, Guanajuato and Coahuila that have wine routes that don't yet have a stable  
30  
31 market and whose offer consists of basic aspects, in a small number of wineries and local  
32  
33 establishments (De Jesús and Thomé, 2019). However, it is important to highlight that a  
34  
35 complete visit should include all of four experiences in different proportions, depending on  
36  
37 the desired degree of strategic differentiation. It has been found that many wineries today  
38  
39 market their landscape, craft production, and retail service outlets, as well as local destination  
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41 attributes as a bundled package of experiences. Nonetheless, it is not clear that they do so in  
42  
43 ways that holistically conveys the importance of these varied benefits they are promoting or  
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45 that optimize the investment of restricted marketing budgets (Byrd *et al.*, 2016).  
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51 This is the first time this approach is applied to wine tourism in Mexico, a sector that is still  
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53 under development, opening a new line of study in the Mexican wine tourism research.  
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3 From an academic perspective, the main contribution is the combination of the netnography  
4 method to extract and contextualize wine tourists' experiences with the MCA and cluster  
5 analysis to do a segmentation. Netnography provides higher quality of opinions (Kozinets,  
6 2002) than consumer surveys in a short time. MCA is considered a good alternative  
7 segmentation method instead of the traditional segmentation based on Likert-type scales (An  
8 and Alarcón, 2021).  
9

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11  
12 From an applied point of view this approach could be used by professionals and wineries as  
13 a tool for diagnosis and evaluation to understand the factors that influence the preferences,  
14 interests, and motivations of wine tourists; this may lead to enrich theoretical studies of  
15 tourist behavior and in turn to differentiate their wine tourist offers.  
16

17  
18 To that end, it is recommended that complementary studies include direct interviews and in  
19 different wineries and regions to obtain larger samples and to identify and characterize the  
20 various segments more accurately. This will afford any further study a more generalized and  
21 comparable application.  
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Table I Classification of experiences

	ambience	tours	landscape	amenities	winery history	learnings	cost	tastings	information about destination	food	purchase of wine	shops
	ambience for kids	quality of tours: on time, explanations of the processes	views	hotel	winery slogan	learnings about processes	quality-cost ratio	tastings	website information, bookings	restaurant service	take away bottles	handcrafts
	ambience for couples	guided tours	landscapes, surroundings	festivals	winery philosophy	learnings about vineyard procedures	cost of transportation	pairings	signage of the winery	snack bar	bottles for internal consumption	other food products
	ambience	seasonal tours	vineyards conditions	concerts	traditions	learnings about grapes	bottle price	glass of wine for tastings	tourist offices with winerie information	traditional food	availability of different types of bottles	products related with wine
	architecture	tours in the vineyard		museums	history of the region		entrance tickets		maps/leaflets			
	design, decoration	tours in the cellar		diversity of activities along the year			cost of different tour packages					
	enough capacity	tours in the cave		activities for kids								
	tranquility	tours in different languages		workshops								
	facilities, building, entrance, streets conditions cleaning calmness/relaxation			special events: weddings, business meetings.								

Table II Experiences in wine tourism

Experience	Frequency	%
<b>ambience</b>	<b>505</b>	<b>40.7%</b>
<b>tours</b>	<b>621</b>	<b>50.1%</b>
<b>landscape</b>	<b>323</b>	<b>26.0%</b>
amenities	208	16.8%
winery history	39	3.1%
learnings	45	3.6%
cost	159	12.8%
<b>tastings</b>	<b>427</b>	<b>34.4%</b>
information about destination	59	4.8%
food	295	23.8%
purchase of wine	103	8.3%
shops	100	8.1%

[N=1,240 Unit: persons]

In bold, the experiences with the highest frequency

Table III Wineries per region and percentage of participation

Region	Name of the Winery	Percentage of contribution (%)
Baja California	Alximia	1.53%
	Barón Balché	3.87%
	Santo Tomás	2.74%
	Pedro Domeq	0.24%
	Decantos	7.42%
	El Cielo	10.65%
	LA Cetto	7.10%
	Las Nubes	5.48%
	Monte Xanic	10.73%
	Adobe Guadalupe	2.34%
Querétaro	Vinisterra	0.24%
	Freixenet	16.94%
	La Redonda	14.03%
	Los Azteca	4.27%
Guanajuato	Vinos del Marqués	0.32%
	Dos búhos	2.02%
	Cuna de Tierra	2.66%
Coahuila	Rivero González	0.40%
	Casa Madero	5.40%
	Don Leo	1.61%

Table IV Demography of the research samples

Demographic factors	Answers
Gender	Men: 613 (49.44%), Women: 627 (50.56%)
Trip type	Friends: 336 (27.1%), Family: 335 (27.0%), Couples: 366 (29.5%), Foreign: 203 (16.4%)
Region	B.C.: 649 (52.3%), Qro.: 441 (35.6%), Gto.: 58 (4.7%), Coa.: 92 (7.4%)
Origin	Foreign: 274 (22.1%), Mexican: 966 (77.9%)

Table V Variables and categories

Category	Frequency	Category	Frequency
<b>Trip type</b>		<b>amenities</b>	
Couples	366 (29.5%)	amenities n	1032 (83.23%)
Family	335 (27.0%)	amenities y	208 (16.77%)
Friends	336 (27.1%)	<b>winery history</b>	
Foreing	203 (16.4%)	winery history n	1201 (96.85%)
<b>Origin</b>		winery history y	39 (3.15%)
Foreings	274 (22.1%)	<b>learnings</b>	
Mexicans	966 (77.9%)	learnings n	1195 (96.37%)
<b>Gender</b>		learnings y	45 (3.63%)
Male	613 (49.44%)	<b>cost</b>	
Female	627 (50.56%)	cost n	1081 (87.18%)
<b>Region</b>		cost y	159 (12.82%)
Baja California	649 (52.3%)	<b>tastings</b>	
Coahuila	92 (7.4%)	tastings n	812 (65.48%)
Guanajuato	58 (4.7%)	tastings y	428 (34.52%)
Querétaro	441 (35.6%)	<b>Information about destination</b>	
<b>Evaluation grade</b>		Information about destination n	1181 (95.24%)
one	31 (2.5%)	Information about destination y	59 (4.76%)
two	30 (2.4%)	<b>food</b>	
three	108 (8.7%)	food n	945 (76.21%)
four	276 (22.3%)	food y	295 (23.79%)
five	795 (64.1%)	<b>purchase of wine</b>	
<b>ambience</b>		purchase of wine n	1137 (91.69%)
Ambience n	735 (59.27%)	purchase of wine y	103 (8.31%)
Ambience y	505 (40.73%)	<b>shops</b>	
<b>tours</b>		shops n	1140 (91.94%)
tours n	618 (49.84%)	shops y	100 (8.06%)
tours y	622 (50.16%)		
<b>landscape</b>			
landscape n	916 (73.87%)		
landscape y	324 (26.13%)		

Table VI Discrimination measures

	Dim 1	Dim 2	Means
ambience	0.014	<b>0.046</b>	0.030
tours	<b>0.345</b>	0.076	0.210
landscape	<b>0.132</b>	0.014	0.073
amenities	0.138	<b>0.164</b>	0.151
winery history	0.001	<b>0.102</b>	0.051
learnings	0.074	<b>0.173</b>	0.124
cost	<b>0.092</b>	0.018	0.055
tastings	0.002	<b>0.241</b>	0.121
information about destination	0.001	<b>0.071</b>	0.036
food	0.047	<b>0.053</b>	0.050
purchase of wine shops	<b>0.038</b>	0.008	0.023
	<b>0.047</b>	0.006	0.026

Numbers in bold correspond to ratings higher than the means

Table VII Segment centers and quantity of individuals

	Segment 1	Segment 2	Segment 3	Segment 4
Dim. 1	-0.163	0.316	0.292	-0.370
Dim. 2	0.158	0.481	-0.229	-0.160
Individuals	363 (29.27%)	173 (13.95%)	400 (32.26%)	304 (24.52%)

Table VIII Frequency distribution of variables by segment

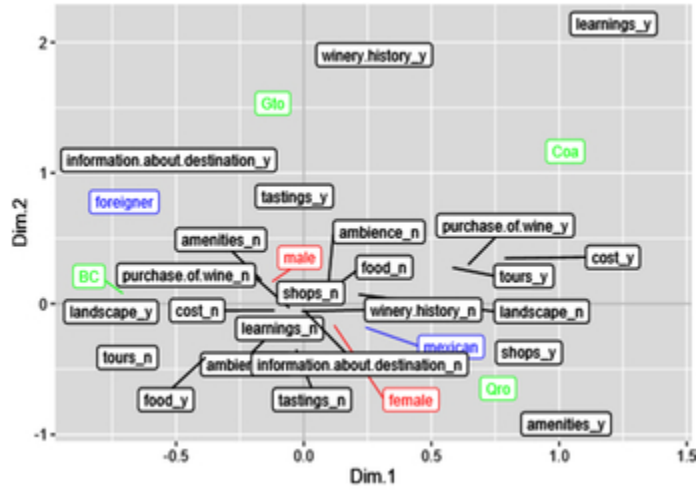
	Educational		Entertainment		Wine focus		Aesthetic		Total	%
	Segment 1	%	Segment 2	%	Segment 3	%	Segment 4	%		
<b>Region</b>										
Baja California	56	8.6%	20	3.1%	<b>311</b>	<b>47.9%</b>	<b>262</b>	<b>40.4%</b>	649	100.0%
Querétaro	48	10.9%	<b>318</b>	<b>72.1%</b>	4	0.9%	71	16.1%	441	100.0%
Coahuila	<b>69</b>	<b>75.0%</b>	13	14.1%	4	4.3%	6	6.5%	92	100.0%
Guanajuato	<b>36</b>	<b>62.1%</b>	4	6.9%	18	31.0%	0	0.0%	58	100.0%
<b>Origin</b>										
Mexican	165	17.1%	<b>349</b>	<b>36.1%</b>	147	15.2%	305	31.6%	966	100.0%
Foreign	44	16.1%	6	2.2%	<b>190</b>	<b>69.3%</b>	34	12.4%	274	100.0%
<b>Gender</b>										
Male	117	19.1%	143	23.3%	192	31.3%	161	26.3%	613	100.0%
Female	92	14.7%	212	33.8%	145	23.1%	178	28.4%	627	100.0%
<b>Experiences</b>										
ambience	46	9.1%	133	26.3%	126	25.0%	<b>200</b>	<b>39.6%</b>	505	100.0%
tours	186	29.9%	<b>257</b>	<b>41.3%</b>	104	16.7%	75	12.1%	622	100.0%
landscape	27	8.3%	47	14.5%	<b>123</b>	<b>38.0%</b>	<b>127</b>	<b>39.2%</b>	324	100.0%
amenities	12	5.8%	<b>146</b>	<b>70.2%</b>	6	2.9%	44	21.2%	208	100.0%
winery history	<b>26</b>	<b>66.7%</b>	1	2.6%	12	30.8%	0	0.0%	39	100.0%
learnings	<b>45</b>	<b>100.0%</b>	0	0.0%	0	0.0%	0	0.0%	45	100.0%
cost	55	34.6%	<b>65</b>	<b>40.9%</b>	24	15.1%	15	9.4%	159	100.0%
tastings	133	31.1%	87	20.3%	<b>187</b>	<b>43.7%</b>	21	4.9%	428	100.0%
information about destination	22	37.3%	10	16.9%	<b>25</b>	<b>42.4%</b>	2	3.4%	59	100.0%
food	22	7.5%	71	24.1%	79	26.8%	<b>123</b>	<b>41.7%</b>	295	100.0%
purchase of wine	25	24.3%	<b>46</b>	<b>44.7%</b>	19	18.4%	13	12.6%	103	100.0%
shops	18	18.0%	<b>55</b>	<b>55.0%</b>	10	10.0%	17	17.0%	100	100.0%

Numbers in bold correspond to outstanding ratings in frequency

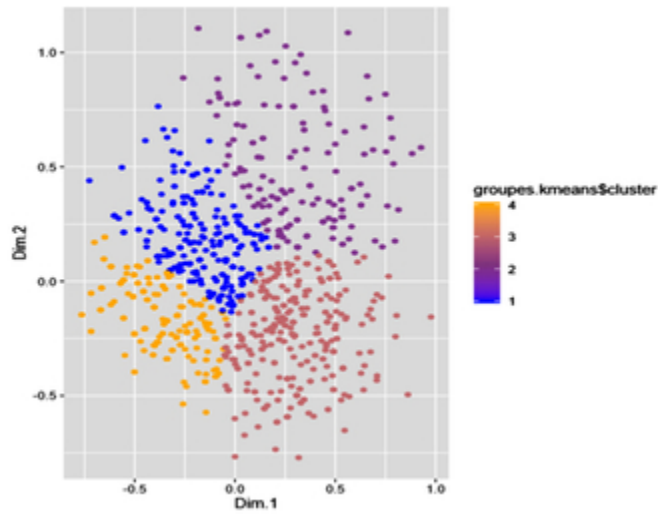


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