Introduction

- **Family tourists**: travel in groups of at least one child and one adult caregiver1,6.
- Crucial segment for tourism supply’s Pandemic recovery5.
- A potential and neglected market for wine tourism2,4,7.
- The rural environment and the wine production culture are potential resources for educational and entertaining activities for children4,7, which may increase parents’ interest in wine tourism3.

Purpose

To identify how family/child-friendly wine tourism attractions cater to families with children, classifying them in terms of their approach to children, with an emphasis on type of experience, and facilities provided.

Methods

- Exploratory documentary research
- Systematic online searches in English, Portuguese and Spanish.
- 138 webpages referring to 566 wine attractions that welcome families with children.
- Corpus: 84 attractions mentioned at least twice, that have an active official website and a page on Trip Advisor.

Results

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New-World countries</td>
<td>295</td>
<td>78.6%</td>
</tr>
<tr>
<td>U.S.</td>
<td>123</td>
<td>44.1%</td>
</tr>
<tr>
<td>South Africa</td>
<td>88</td>
<td>16.7%</td>
</tr>
<tr>
<td>Australia</td>
<td>54</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

- Most of the attractions (83.4%) provide **child-suitable facilities**: gardens, vineyards, sports structure and equipment.
- Only 20.3% provide **child-centred facilities** – specially designed for children or very sought-after by them, like playgrounds, kids clubs, little farms.

Experiences

From 360 experiences, only 85 for children.

- 39 **child-allowed**: gratuities or discounts, but no adaptation.
- 27 **recommended for families**: appropriate for children: picnics, vineyard tours, grape harvest.
- 18 **designed for families**: focus on children. Combine elements from grape production to culture and rural aspects. E.g. games in the vineyards, juice tastings, treasure hunts, creative workshops with corks.

Conclusion

Despite the apparent controversies between wine and family tourism, some wine attractions provide services for this public, confirming their potential for wine tourism. The understanding of families’ needs and desires still seems superficial, as attractions are often identified as family-friendly due to the simple presence of an outdoor space or a discount for children.

On the other hand, some wine attractions not only welcome children, but also host families with child-centred facilities and experiences, combining wine production elements with rural and cultural aspects in educational and entertaining activities.

Implications and limitations

This study consists in a first approach to the study of family wine tourism supply. Although based on online information provided by wine attractions’ official websites, this novel approach to family-centred wine tourism provides interesting insights for comprehending supply-led market dynamics. Results reinforce the relevance of further studies on the preferences and experiences of family tourists.

References