The Untapped Potential:
A Descriptive Study of Sweden as an Emerging Wine Tourism Destination
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/Joan & Daniel
Abstract

Tourism is considered as an economic force in modern society, not only is it a source of revenue, but also a means of connecting cultures and traditions with people from all over the world. Wine tourism especially is a form of tourism that brings visitors to vineyards to experience the authentic taste of a region. Sweden as the youngest wine country that is still being discovered and there are untapped potentials to be fully realized. Being involved in the wine industry in Sweden means a direct relationship between the winemakers and Systembolaget as the main body that is responsible for sales of alcohol. Therefore, the major source of income for winemakers, called direct sales (sale at the cellar), is not a viable option for the Swedish winemaker. What challenges these winemakers face and what opportunities lies within the emerging industry, that is wine tourism in Sweden, is the motivation behind this project.

Key Words: Wine Tourism, Tourism, Swedish Wine, Wine, Vineyard, Monopoly, Sweden, Winemaker
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1 Introduction

In this introductory chapter, a brief background on Swedish wine and wine tourism will be presented. The phenomenon of wine tourism will be discussed. Understanding wine tourism is of great importance for this paper since we aim to study this phenomenon and its implications in Sweden as a tourism activity. Then, a brief introduction to the terms that will be used throughout the paper, followed by general aspects of tourism and wine tourism in Sweden. In the sections to follow; the research question, purpose, problem discussion, and thesis disposition will be presented.

1.1 Background

The EU formally recognized Sweden as the newest and northernmost wine nation in 1999. The Swedish wine industry has developed significantly during the past 20 years, gone commercial, and garnered a sizable number of awards. The Swedish wine industry has evolved from a retirement pastime into a viable career path. Although domestic wine production is relatively unknown among Swedes, there is an untapped wine tourism potential for both domestic and foreign travelers (Rauhut Kompaniets & Nilson, 2021).

As of today, there are 50 active wineries in southern Sweden. Compared with other wine producers within the EU, Sweden has an insignificant share of the production. In 2019 Sweden produced about 45,000 liters of wine, whereas France got to around 4.5 billion liters (Henley, 2020). Skåne is an emerging wine destination with a variety of wine and food activities, such as wine visitations and wine tours, wine tasting, and wine festivals and events (Visit Sweden, n.d.).
1.2 Introducing Wine Tourism as a Phenomenon

Tourism is considered an economic drive in developed and developing countries to attract tourists who spend foreign and local currency. This in the long run helps the development of rural regions as well as improves the overall well-being of the host communities (Aslanova, 2019). Modern tourism development, with the role of globalization, is meeting an increase in demand for both domestic and international travel (Sharpley & Telfer, 2014). The fact that tourism could be a means to bring economic gains, as well as a peaceful movement that allows people to travel and experience vibrant cultures and taste authentic food and drinks, makes tourism both a social phenomenon as well as an economic force.

A form of tourism that has been the subject of studies for the past few decades is wine tourism. Although the study of wine tourism as a distinct area of study is still in its development, it has grown rapidly since the middle of the 1990s (Carlsen, 2004). One definition of wine tourism that is used in literature frequently, is “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall, 2000:3). In other words, a visit to the Tuscany wine region, tasting local wine, going to tastings at wineries is as much a wine tourism experience as it is if attending a wine festival in a non-wine producing region. Many wine regions and tourist destinations have come to understand that the advantages of wine tourism reach well beyond the cellar door to almost every sector of the regional economy as well as into the urban regions that attract the mass of wine visitors. Together, wine, cuisine, travel, and the arts make up the fundamental components of the wine tourism offering and provide the lifestyle that wine tourists aspire to and strive to experience (Carlsen, 2004). Wine tourism is best experienced and felt by visitors when it is authentic, meaning from the surrounding areas to the traditions and cuisines, all adding up to the tourist experience. Conserving the natural environment, traditions, and mixing local
food with locally made wine are all parts of wine tourism that are attractive to those who are interested in this type of activity.

Wine tourism is growing as a form of special interest tourism or SIT (Charters & Ali-Knight, 2002). SIT in brief happens when travelers and their decisions are motivated and originated by a powerful interest in a set of activities or certain destinations (Hall, 1998). There are a variety of definitions of wine tourism and one that is used more often is by Hall which was mentioned previously. However, Getz and Brown (2006:147) describe wine tourism as:

“A form of consumer behavior, a strategy by which destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate, and to sell their products directly to the consumer”.

This definition fits this research optimally, as it includes the aspects of both wine producers and won't tourists. Winemakers are one of the bodies that produce wine tourism experiences, and visitors are the ones who actively participate in the experience. Wine tourists are motivated by their desire and curiosity to visit vineyards, they travel to far-off locations, spend good money, and are conscious about the environment. How the winemakers and wine tourists all mesh and affect the community and the environment could be a part of the challenges and opportunities that winemakers face.

1.2.1 Defining Tourism

There are various definitions of tourism that scholars and researchers use, and for the purpose of this study, it is necessary to clarify what we mean by tourism throughout this research. The definition that covers all the aspects of tourism that are also crucial to this study is by UNWTO (a, 2008) that implies “Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism
expenditure”. Therefore, anyone who travels somewhere that is not their main residence, stays longer than one day and less than a year, is considered a tourist who takes part in tourism activities. Wine tourism is considered a type of SIT, and it is also perfectly in line with what UNWTO describes as tourism, since the social, cultural, and economic significance of wine tourism in local communities is extremely distinguished.

As mentioned above, anyone who travels away from home for less than a year could be engaged in tourism activities. This also includes people who are on vacation to visit friends and family, or students partaking in programs that run for less than one year, traveling to seek medical attention, or participating in religious activities. However, there are distinctions about the length of stay that creates separate categories. Travelers who stay overnight at the place they have traveled to are tourists and those who take tourism trips, in general, are visitors. Those who return home without spending the night at the destination are same-day visitors or excursionists (Smith, 2016).

There are several facets in tourism, and multiple entities are at work to provide the tourist with desirable experiences. At this point, it is necessary to ask if tourism is considered an industry. For tourism to be considered as an industry, it should be able to produce the same outcome over and over again, for instance in the car industry, Volvo is able to produce the same model with exact same features many times. Obviously, such a sentiment is not true for tourism. Therefore, Smith claims goods and services provided within tourism are considered tourism commodities, therefore tourism should not be considered as an industry (2016). It is possible to cook the exact same meal, serve the same drinks, and even book the same room at the hotel, but tourism is an interactive experience, and generating the same results every single time is highly unlikely.
1.2.2 Tourism in Sweden

According to The Organization for Economic Co-operation and Development (OECD), tourism in Sweden has been the subject of steady growth over the past decade (2018). However, international arrivals plunged due to the Covid19 pandemic from around 7,600,000 in 2019 to 1,900,000 in 2020 (World Bank, n.d.). Even then, by August 2020, it was reported that domestic tourism had bounced back reaching the same numbers as before the pandemic hit (Nikel, 2020). This was due to the restrictions on international travel and staycations gaining more popularity among tourists. Therefore, it could be assumed that there is an attractive market to entice domestic tourists, especially away from big cities and towards rural areas. Tourism in Sweden, as everywhere else, is an economic force, creating 170,000 jobs in 2016 and generating a turnover of SEK 120 billion (OECD, 2018). Terpstra has also noted that leisure travelers spend more money than business travelers (2011). This might translate to when there is an economic crisis, fewer business travels are conducted, whereas those who travel for pleasure, are more committed to travel and seek refuge in their favorite vacation spot.

There are several forms of tourism products, activities, and destinations in Sweden. For instance, a popular form of tourism is nature-based tourism. Factors such as vast forests throughout the country as well as the Right of Common Access (freedom to roam) make this form of tourism quite accessible (Fredman et al., 2006, Bostedt, & Mattsson, 1995, NaturvardSverket, n.d.). Other forms of tourism in Sweden may include:

- **Rural Tourism:** “A type of tourism activity in which the visitor’s experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing” (UNWTO b, n.d.). Rural tourism is deemed as a sustainable tourism development (Aronsson, 1994). Rural tourism is a great example of an economic activity that improves the local economy as well as improving the social aspects of local communities.
- **Second-home Tourism**: Second-home tourism could be described as “detached and non-mobile, privately owned, single-family dwellings for recreational and secondary use” (ASTRID, 2002). According to Swedish statistics, about half of the Swedes have access to second homes and use them for several months annually (Müller, 2010).

- **Indigenous Tourism**: It is defined as the involvement of people and their culture in providing food, accommodation, cultural shows, and handicrafts, as well as local costumes and clothing (Grekin & Milne, 1996). This type of tourism is dedicated to Sami people who are inhabitants of northern Sweden, Norway, Finland, and the Kola Peninsula in Russia (Müller & Pettersson, 2001).

- **Wine Tourism**: Sweden is the youngest wine country, with its cold climate winemakers do not need to battle the drought that has been brought by climate change (Rauhut Kompaniets & Nilson, 2021). Nevertheless, Swedish winemakers have their own battles to fight.

### 1.2.3 Wine Tourism in Sweden

Sweden formally entered the EU wine market in 1999 with a quota of 250,000 liters annually. Since then, the largely southern Sweden-based wine industry has commercialized and evolved into a market in the agricultural sector. Similar to other nations that produce wine, family-owned enterprises dominate the Swedish wine industry. Research on gastronomy and tourism has shown, for instance, that wine tourism enhances the region's reputation and draws in new visitors. Skåne, which is the most southern area of Sweden, is home to about 50 wineries. Some of them have connected wine production with tourism with commercial success (Kompaniets Rauhut & Nilson 2019).

The modern wine industry faces a number of worldwide issues, including the restructuring of vineyard lands, overproduction, hundreds of hectares of vines damaged, and, most significantly, climate change. The Nordic region's rising temperatures encourage and facilitate winemaking. Several additional nations
have started wine production during the past 20 years in "new cool climatic zones". Sweden, Denmark, Finland, Norway, and the Netherlands are among the nations that exhibit tremendous potential and advantages in the wine industry. When it comes to commercial wine production, Sweden is now the world's youngest and northernmost wine country. In the southernmost part of Sweden, Skåne, a longer growing season, milder winters, and warmer summers have all contributed to an extra month of the growing season each summer (Kompaniets Rauhut & Nilson 2019).

With a high consumption of distilled drinks, Sweden is traditionally seen as being in the "vodka belt". Around the turn of the millennium, Sweden adopted the drinking habits of Western Europe, which led to an increase in the popularity of wine. Sweden quickly became the top wine-importing nation in Europe as a result of rising interest in wine cultures and rising wine consumption. Despite this, there are still some signs of ancient wine production in Sweden. It is clear that a few small vineyards existed in southern Swedish monasteries in the 16th century. Sweden's wine industry exhibits its rapid growth, evolving from a "pensioners' hobby" into a modest commercial sector.

When Sweden formally entered the EU wine market in 1999 with a quota of 250,000 liters of wine annually, everything got started. Skåne, Sweden's southernmost region, is now referred to as "Sweden's own vineyard" because it is home to the majority of the country's winemakers. Skåne is about to establish a wine region with almost 50 winemaking-related businesses (Kompaniets Rauhut & Nilson 2019). Skåne is favored for winemaking as it has a more agreeable temperature to grow vines. Wine-related businesses are located mostly in southern Sweden, as shown in figure 1;
A few issues plague the Swedish wine industry. The primary obstacle is the continued monopoly on government-owned alcohol sales, with the state retailer selling all beverages over 3.5%. The alcohol law prohibits Swedish wineries from doing any vineyard or cellar door sales of wine. Wineries must sell their products to the state Systembolaget before consumers can purchase them at the three retail locations closest to the winery. There is the opportunity of selling the wine in local restaurants and taverns for immediate consumption. The best course of action in this situation is to welcome customers to the winery and provide wine tastings along with other tourism and hospitality events. Because of this, the Swedish wine industry increasingly depends on wine tourism as one of its key growth prospects (Rauhut Kompaniets & Nilson 2019). The opportunity to have tastings is not only an extra source to generate revenue but also it is a chance to market the product and give the Swedish wine much-deserving exposure. Swedish wine is not only unbeknown to the international market, but also in Sweden, many people are still unaware of its existence. As mentioned before, Swedes are interested in rural tourism, and staying at vineyards that offer accommodation could expose and attract a new stream of tourists, who will spend money and can accelerate rural developments. Vineyards could also be ambassadors to Swedish hospitality, food, wine, and traditions that are endeared to the Swedes themselves.
1.2.4 Why Tourism in General and Wine Tourism in Particular?

In modern society, traveling is a significant part of many people’s lives. On the surface tourism might seem like an act that is fueled by excitement, shallow exchanges, and full-speed movements in the light of what is called today the “fear of missing out”. However, researchers and scholars believe there is more depth in tourism both for travelers and the communities that host these tourists. Franklin (2003) argues that in most tourism experiences there is an urge for people involved to communicate, tourists are interested in the lives and culture of others and thus it forms an ever-lasting link of communication and understanding that leaves a significant trace on both the tourists and the host communities. This statement indicates that tourism is a bridge to connect people, smooth over differences and circulate a sense of solidarity, and break barriers separating different people from different cultures.

Tourism is also a wealth-building, job-creating tool. A tourist pays much more than just accommodation and food. They are lured by the tourist experience, from the moment a tourist leaves their place of residence until the moment they are back anything out of their pocket is a contribution to the economy of someplace other than their main place of residence. It also goes out to show how money can circulate in different locations. This phenomenon is what Burkart and Medlik (1974) would describe as a ‘tourist product’ as an amalgam of what they do in the destination and the services that make it possible for them to live these experiences. Hence, all these activities, amenities, attractions, transportation, and services create local jobs, and bring money to both local and international businesses.

Wine tourism, in particular, is mainly focused on high-yield niche markets and high-quality visitors who are looking for the unique wine region’s attributes (Carlsen & Dowling, 2001). Getz (2000:7) describes the benefits of wine tourism for the wine industry as:
Increasing wine sales; due to the ability of winemakers to sell directly at the cellar to the visitors.

Educating visitors and fostering brand loyalty: through guided tours and the opportunity for visitors to bond with winemakers.

Attracting new market segments; wineries get exposure to tourists who are in the area for other purposes but also get a chance to visit such wineries.

Increasing profits from winery sales; giving guided tours, and having a restaurant on-site, or accommodation facilities are all extra sources of revenue.

Improving links within the wine trade; many times, it is the neighboring wineries who visit, and this provides a chance to network among themselves.

Generating marketing intelligence; winemakers are able to meet their audience firsthand and present themselves on their marketing attempts in a way that matches their target audience best.

As mentioned previously, wine tourism is a form of SIT, and it is gaining more popularity time after time (McKercher & Chan, 2005). MacKay et al. (2002) suggest that SIT tourists are high spenders, well-traveled, and take interest in activities that a regular tourist might not be interested in. The growth in SIT is also seen in wine tourism and a growing interest to participate in wine-related activities. Take the US as an example, in 2004 they generated over four million wine tourists visiting Napa Valley in California alone (Official Chamber of Commerce and Industry of Valladolid, 2005). Wine tourists are tourists that spend good money, are educated, and have an agreeable background, these types of tourists will bring financial benefits to the communities without disrupting the normal way of life, as they are lured by traditions and unspoiled environments. Hence, making wine tourists a lucrative target group.
1.3 Research Question

What are the challenges and opportunities of wine tourism in Sweden for existing and new businesses?

1.4 Purpose of the Study

This is a descriptive study focusing on the development of wine tourism in southern Sweden. We will systematically collect, record, and analyze data in order to answer our research question. We aim to gain knowledge on what winemakers believe are the opportunities they gain in their business, what are the challenges, and what could be improved in order for them to reach their full potential.

1.5 Problem Discussion

The idea of "place" has become crucial in many facets of tourism, where it plays a key role in the creation and promotion of travel products. This is especially true of the relationship between location and culture as a component of the travel experience. The identification and telling of a place's story using a range of narrative strategies is a crucial component of place-based product development and promotion. Place encompasses more than merely the place of tourist activities. Place is an amalgam of the various characteristics of a place, such as the scenery, architecture, history, heritage, and social structure and interactions. Typically, visitors and locals will have distinct different impressions, viewpoints, and meanings of the location in question (Smith, 2015). The winery visit experience presents a significant impact on sensory impressions (e.g., sight, hearing, taste, smell, and touch), suggesting a relevant interception between these two constructs (Santos et al., 2019). “Wine tourism experience plays a crucial role in wine companies achieving a set of strategic and competitive advantages and opportunities for continuous growth, development and consolidation of wine tourism vacations and wine trips that occur, especially in wine tourism products and destinations” (Alonso et al.,
2014; Santos et al., 2020). The Carta Europeia do Enoturismo (2006: 3) claims that “wine tourism is a system composed of the following subsystems: territory, tourism, and winemaking culture”. Swedish wine is still kept in the dark and is not exposed to domestic and international markets to its full capacity, and the grip of Systembolaget in selling alcoholic beverages takes away the revenue gained through direct cellar sales. Therefore, the winemakers in this part of the world are souls of fire who are extremely passionate about what they do. They have to endure long winters and limitations imposed on the market by Systembolaget. Furthermore, free marketing and advertising for alcoholic beverages in Sweden is not possible. However, we assume there are opportunities in this young and still limited enterprise of winemaking, both for producers and locals, such as creating local jobs and bringing revenue to the local communities. We would like to explore these challenges and opportunities through the perspective of winemakers, collect data through our interviews and analyze them to have a better understanding of this phenomenon and what it represents in the Swedish market.
1.6 Thesis Disposition

**Introduction**
- Introduces wine tourism as a phenomenon, and gives a brief look into tourism and wine tourism in Sweden.

**Methodology**
- Research design and approach is introduced
- An overview of data collection method and analysis.
- Validity and reliability, ethics and limitations are discussed.

**Results**
- Recurring themes that were identified throughout interviews are introduced.

**Literature Review**
- Previous works of research covering the themes from results are analysed.

**Conclusion**
- The main takeaways from results and literature review will be presented.

*Figure 2. Thesis disposition*
2 Methodology

To conduct this research a systematic approach involving planning and execution was implemented. The framework which was chosen, as well as the timeline and order of each step, will be explained in the following chapter. The chapter begins by stating our methodological stance, followed by explaining the research design. Then, the research method, data collection method, and how the participants in the study were chosen. The chapter will be concluded with how we made sure this study is valid, reliable, and ethical and what limitations we have.

2.1 Methodological Stance

In this study we aim to describe the current state of wine tourism in Sweden. We hope it will shed some light on what improvements the involved bodies of tourism in Sweden can make in order for this niche market to grow to its full potential. Therefore, we believe our readers are stakeholders involved in wine tourism, as well as academics for further studies to explore this unspoiled market.

In order to achieve this goal, we came up with a research question; what are the challenges and opportunities of wine tourism in Sweden for existing and new businesses? From this question, we decided winemakers are able to give us the best insight on this matter. Therefore, we decided to conduct in-depth interviews with winemakers across southern Sweden and that led us to derive some statements that we could expand on through previous research. We believe wine tourism in Sweden could be a source of income for local communities. With this research, we would like to identify the opportunities and challenges that the Swedish winemaker faces.
2.2 Research Design

This research could be best described as non-experimental research for the reason that it is not conducted in a natural environment and no control or manipulation is exerted over the participants (Sirakaya-Turk & Uysal, 2011). We tend to conduct the research as neutral observers who gather information pertaining to wine tourism, therefore seeking out the involved winemakers who are willing to participate in this study.

A subcategory of non-experimental research is descriptive research (Sirakaya-Turk & Uysal, 2011). According to Hammitt et al. (2011), a descriptive study is a systematic recording of data on the subject i.e., a phenomenon. Our objective is to study the phenomenon of wine tourism; therefore, we aim to record data through our interviews with those who are involved in winemaking. Subsequently, a descriptive study fits our agenda, as it is a step-by-step recording of gathering and recording data on the matter. Albeit, there is a limit to this study approach which is its low capacity of it to give a concrete answer to the research question. Descriptive research also refers to the function of the research, which in the case of our research we are examining what already exists. Therefore, we seek, measure, and report on the existing phenomenon of wine tourism, and describe the situation in which it is today.

It is also worth mentioning that this paper is to be considered as pure research. According to Brunt (1997), research comes in various forms and serves different purposes. A principal factor in determining that this research is considered pure research is the fact that who has initiated the research. This research is considered pure research as it is solely for academic interest and in pursuit of a university degree, initiated by university students. Hence, the motivation behind this study is what sets this apart from other forms of research.
As research is designed and conducted, there are two ways to observe and derive conclusions; that is to say, research is either deductive or inductive. Inductive research is an open-ended style of research that is exploratory, and conclusions are drawn as the research moves forward (Smith, 2016). Our current research is considered inductive since we start by gathering primary data and then later on some conclusions will be drawn from the primary data collection.

### 2.2.1 Research Method

There are three types of research methods: qualitative, quantitative, and mixed methods. Qualitative approach tends to garner information that are derived from texts and represent features of the tourism phenomenon (Jennings, 2010, Smith, 2016). The proper method for our study is the qualitative approach because the research is based on analyzing text without assigning numerical values to them. Furthermore, as the nature of the qualitative approach is induction, this research is also considered inductive. Inductive logic refers to collecting information of a certain phenomenon which leads to deriving conclusions. Inductive research is usually open-ended, and conclusions are made side by side with the research, as the information is being gathered. To elaborate more on the matter, we started the research without any concrete conclusion, and kept an open mind during the interviews, conclusions started to form as we went along more interviews where we were able to recognize patterns in the answers we got from our interviewees.

All qualitative approaches share certain fundamental characteristics; qualitative data gathering often entails some combination of experiencing, inquiring about, or examining aspects of the social world (Bergin 2018). Qualitative research methods involve the collecting of large amounts of data, argue for the need for transparency, and are concerned with variance, as well as making an effort to identify and prevent errors (Bryman, 2016). In this research, we aim to inquire about what makes wine tourism an attractive path for winemakers, along the way we also asked about their opinions on the role
of culture, and the monopoly of sales of alcoholic beverages in Sweden. We collected these data as they were, without assigning quantitative values to them. Analysis of qualitative data typically focuses on textual or visual data. But qualitative research has also examined many other kinds of data, such as behaviors, body language, scenery, sounds, and more. The method by which we collect data is through interviews conducted via Zoom, therefore we have limitations to having a complete observation of our interviewees. This means for our interviews we solely rely on the conversations that are carried out.

2.2.2 Data Collection Method

There are two types of data sources: primary and secondary. Primary or empirical data are collected directly by the researcher from questionnaires, interviews, etc. Secondary data are data that have been produced by someone else for a different purpose or research that is not connected to the current research project. These sources would include government documents, or diaries, and other sources (Jennings, 2010). As mentioned before, this research is qualitative, hence, to gather primary data we have conducted in-depth interviews to gain firsthand information about the challenges and opportunities of wine tourism in Sweden.

In-depth interviews are a conversation between the researcher and the respondent that is designed to uncover different aspects of the topic (Ruddell, 2011). Depending on how much control is exerted by the researcher in the interview, interviews can be structured, semi-structured, or unstructured, unstructured being the least controlled model. In an unstructured interview, the researcher has a plan but minimal control over how the respondent answers the questions. The researcher may ask follow-up questions but the flow of the conversation is natural, rather than forced (Harrell & Bradley, 2009). The interviews that we conduct are unstructured, and start with our main research question: what are the opportunities and challenges of wine tourism that you face? From there, we contemplate the meanings and deeper insights into what the interviewee is conveying.
There are about 50 active wineries in Sweden, of which about 20 have an active website with tourism activities (Google Maps, nd.). In the first round of our outreach plan we sent out 20 emails and received 2 answers. We sent out 18 follow-up emails and received 1 answer, as shown in table 2:

<table>
<thead>
<tr>
<th>Active Wineries</th>
<th>Wine Tourism Vineyards</th>
<th>Contacted Wineries</th>
<th>Positive Response</th>
<th>Follow up Emails</th>
<th>Positive Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>20</td>
<td>20</td>
<td>2</td>
<td>18</td>
<td>1</td>
</tr>
</tbody>
</table>

*Table 2. Process of setting up interviews*

These interviews were conducted via Zoom. This decision was made due to the fact that we could not travel to all these wineries. The reason being; lack of funding. All interviews were conducted in the English language, with the exception of the first interview which was done in the Swedish language. The Swedish interview was later translated into English for the purpose of this study. All the interviews are transcribed and available in Appendix 1, as attached at the end of this research. As we had ensured our interviewees that their identities will remain anonymous, we have not provided any information regarding the wineries or the winemakers. However, all the vineyards are located in Skåne.

### 2.2.3 Participants in the Study

Participants in this study are representatives of private stakeholders (vineyards, wine producers) involved in the production of wine tourism in Sweden. When choosing participants for the study, two sampling techniques were used, namely Purposive Sampling and Convenience Sampling. Nonprobability Sampling Techniques such as Convenience Sampling and Purposive Sampling are used by researchers to select a sample of subjects/units from a community. Although nonprobability sampling has many drawbacks due to the subjective nature of sample selection and hence is not a good representative of the population, it can be beneficial in situations when
randomization is impractical. It can be useful when the researcher's resources, time, and labor are restricted. It can also be utilized when the research does not intend to provide conclusions that will be used to make broad generalizations about the entire population (Etikan et al., 2016). The sampling procedure uses the judgment of the researchers in selecting interviewees deemed relevant to the topic of wine tourism, with this specific purpose in mind. Selected potential interviewees will be approached or contacted by phone and email, politely inviting them to participate in the research. As there are only about 50 wineries in Sweden and 20 of which provide wine tourism activity, and the timeframe in which we ought to carry out the research is rather short, we opt for purposive and convenience sampling.

### 2.3 Validity and Reliability

Validity and reliability are essential parts of any research. Paying close attention to these two factors can help distinguish between high-quality research and subpar research and can increase the likelihood that findings will be regarded as reliable and credible by other scientists. Research validity is concerned with the truthfulness and accuracy of scientific findings. A valid study should present what is genuinely true, and a valid instrument or measure should accurately reflect what it is meant to measure. There are many distinct types of validity, and many various names have been used to describe them. However, ‘internal’ and ‘external’ validity are the two main types of validity that comprise all the different varieties. Internal validity is used to describe the degree to which study findings accurately reflect reality rather than just being the result of unrelated factors. The degree or extent to which such representations or reflections of reality are legitimately applicable across groups is referred to as external validity (Brink, 1993).

Reliability is concerned with the consistency, stability, and repeatability of the informant's accounts, as well as the researchers' ability to collect and record material accurately. It speaks to a study method's capacity to produce the same outcomes over numerous testing intervals with consistency. To put it another
way, it requires that a researcher consistently produces the same or comparable results when he/she employs the same or similar methods on the same or similar subjects (Brink, 1993). By conducting multiple interviews, we ensure that the validity of the research has been further considered. Since the participants play a crucial role in Sweden's wine tourism sector, the results or findings can be broadly applied. The reader must decide whether to generalize the findings or the results. In order to ensure the validity of our conclusions, we compare the findings with the theoretical framework. Additionally, all conducted and transcribed interviews are to be double-checked by the authors to ensure that there are no errors, as this will ensure reliability. We must be objective in their interviews and must not steer participants toward any kind of preferred answers.

## 2.4 Ethics

Ethics could be described as deeply held values, and it has its roots in culture, religion, tradition, and many other aspects of human life. When conducting this research, we tried to treat our participants the way we would like to be treated. As Smith (2016) suggests, we started by emailing the target wineries by giving them an honest request of what the research is about. Personal boundaries of participants were respected, and we made sure an informed consent from participants was given to us. Aside from ethics when communicating with participants and collecting data when conducting interviews, the same ethical considerations were also extended in gathering data from secondary sources. We respected copyright when gathering material from various sources and it was of utmost importance to avoid any approach that may suggest plagiarism.

Even though there is no internationally agreed upon ethical code of conduct when conducting tourism research (Iphofen, 2009), we consulted the Institutional Review Board of The US Department of Health and Human Services (OHRP, n.d.) to make sure we are not crossing any ethical lines. OHRP recommends giving an overview of the research to participants and
tries to give as much information as possible in order for the participants to make an informed decision. Another recommendation is to ask for their consent, both in moving forward with the research, as well as recording data. In this research, we began our interview by giving a summary of the research and its purpose of it, and then we asked the participants if it is agreeable for them to record the interview. We also assured them that they will remain anonymous, and these interviews will be only used for educational purposes.

2.5 Limitations of the Study

This study is based on wine tourism and the market it creates in southern Sweden, therefore the results and conclusions drawn from this study may not be applicable to other markets, or even the rest of Sweden. Due to time and fund limits, it is not possible to reach out to every single winery, and visit in person for observation. Therefore, the sample chosen for the study was based on convenience. Convenience sampling is referred to units that are most convenient to access for the researcher (Smith, 2016). Furthermore, due to time constraints, we were not able to interview other stakeholders that are active in wine tourism, such as destination marketing organizations (DMOs), local communities, lawmakers or government representatives, etc.
3 Results

This chapter and subheadings that follow are based on the conducted interviews to gather insight into wine tourism in Sweden. Chosen subheadings are based on the recurring themes and discussions that we discovered throughout our interviews. To give the results more academic weight, we supported or contradicted the findings with previous works of research on wine tourism.

3.1 Triangle of Sustainability

All three of the interviewees mentioned that wine tourism is sustainable from various viewpoints. For instance, they believe it brings revenue to the local community, creates local jobs, and preserves farming, since wine tourists are interested in the authentic feeling of wine tourism. One interviewee mentioned:

“People usually ask if it is possible to make wine in Sweden, isn't it too cold? It's going great, we're dealing with new types of vines that can handle our climate. And it also means that we can grow in harmony with nature, without poisons and chemicals…The entire wine world is changing due to climate change and new vines are being produced to cope with the changes. And these new types of vines that are so hardy have created a whole new market, now you can grow wine in northern Germany, Belgium, Poland, Denmark, Sweden, and Norway, where you could never make wine before.”

These arguments are in line with what Kahn (1995) describes as three pillars of sustainable development which are: economic sustainability, social sustainability, and environmental sustainability. Sustainable development refers to “the management of human use of the biosphere so that it may yield the greatest sustainable benefit to present generations while maintaining its potential to meet the needs and aspirations of future generations” (Eblen &
Eblen, 1994). This concept has been a leading theme in many of the conservation and sustainability programs in order to save the planet for future generations, as the resources are limited, and the pollution created by various industries has done serious damage to the environment.

One of the interviewees mentioned the taxes that they pay in their region are beneficial for the community. The higher number of visitors the more taxes these establishments pay, which leads to the possibility of more rural developments that are beneficial for the local community. Economic sustainability implies that the production system should provide a solution for the current consumer needs, without compromising the needs that may arise in the future (Basiago, 1998). In another word, the sustainability that pertains to economic sustainability derives from the sustainability of the economic system itself. Wine tourism in rural Sweden comprises farms that have guided wine tours and tastings, and some may provide accommodation on their farm, a restaurant, and or a bar. Therefore, jobs are being created organically, by opening the doors to these establishments. These wineries will need more than just employees to work the farm, they will need to hire staff to give tours, take care of the accommodation, or get involved in the culinary department. Therefore, the need to have viable and suitable job opportunities are provided, without compromising the future generation’s needs.

It was mentioned by one of the interviewees that wine tourists are usually interested to have an authentic experience and understand the traditions of the wine region:

“…it should be drunk in the vineyard where it's made because that's where you get the whole experience. Everything else around complements what you have in the glass, the place, colors, sea breezes and the sun shining, barrels and tanks, aromas of wine and oak, and wine cellars, everything enhances the experience of the wine and creates a completely magical and unique wine experience. And it cannot be recreated anywhere else, but only here”.
Therefore, wine tourism is also a socially sustainable force. Kahn (1995) defines social sustainability as concepts of equity, empowerment, accessibility, participation, sharing, cultural identity, and institutional stability. Therefore, it is a tool to reduce poverty and bring prosperity to the communities. In order for the wine tourists to immerse in the wine tourism experience, they should be able to see, taste, and feel the traditions, costumes, and authentic aspects of the region. Hence, winemakers do their best to preserve those traditions and expose the visitors to such values.

All of the participants agreed that there is a good terroir in Sweden, making Swedish wine of high quality, or ‘fine wine’, whereas due to climate change traditional wine regions such as France and Italy are losing quality and facing drought. Van Leeuwen and Seguin (2006: 1) define terroir as:

“Terroir is concerned with the relationship between the characteristics of an agricultural product (quality, taste, style) and its geographic origin, which might influence these characteristics. The concept of terroir is frequently used to explain the hierarchy of high-quality wines. It can be defined as an interactive ecosystem, in a given place, including climate, soil, and the vine”.

Therefore, the ecosystem plays a crucial role in producing fine wine, keeping the terroir intact is what contributes to the environmental sustainability of wine tourism. Environmental sustainability is saving the integrity of the ecosystem as well as its biodiversity (Kahn, 1995). To produce fine wine, winemakers have no control over the climate but what they can maneuver over, is to retain the biodiversity of their farms. Being a sustainable business gives winemakers the opportunity to run a profitable business without exploiting nature or the community that they are a part of. Swedish winemakers that are involved in tourism usually offer several amenities such as guided tours, tastings, bars, restaurants, etc. With a sustainable approach to running their business, winemakers can ensure that their good work is seen by the visitors, and it could work to their advantage to attract more visitors. People are more and more aware of the damages that tourism or any
unsustainable activity can cause to the environment or the stakeholders involved. Respecting nature, locals, and helping to strengthen the local economy is a chance for winemakers to stay afloat and further expand their business.

3.2 Who Are the Wine Tourists in Sweden?

One informant told us over the last five years there have been visitors from several countries who have visited their vineyard. Hall and Mitchel (2008), also suggest wine tourists could be categorized based on their nationality or involvement. The informants claim Swedes make up the majority of wine tourists, close to 80%. The top three nationalities of visitors are Danes, which is about 10% and the rest are Norwegians, Dutch, and Germans, as shown in figure 2;

![VISITORS BY NATIONALITY](image)

*Figure 2. Profiling wine tourists by nationality in Sweden*

One interviewee claimed “We have bus trips from Stockholm who come just to visit the wineries. Mostly during summer”. This shows the level of interest and involvement of the visitor when it comes to wine tourism. However, all informants agreed that the majority of tourists who visited the vineyards are same-day visitors who have traveled to the region for other purposes. This means wine tourism is a secondary motivation in their travels.
3.3 Business Growth

According to two of the interviewees, wine tourism has seen some impressive changes and growth in the last five years. They mentioned that the close-by attractions and events in the region are a contributing factor for visitors to stop by at their vineyard for a tasting or a guided tour:

“The Bjäre Peninsula is already a popular tourist destination, people have summer cottages here and come here on holidays and weekends, and then there are many other lovely towns around, Ångelholm, Båstad. It's close to the sea, the sun always shines on Bjäre, we usually say here. It is a peninsula, so you have the sea on 3 sides of you, which also provides good conditions for viticulture. It is an attractive location, we have good produce, good restaurants, attractive nature, and wilderness for walking and cycling. Then there is the airport, motorway, close to the continent, the west coastline by train, the communication here is good and is very important if we are talking about wine tourism, people have to travel and come here, so if there is well-structured local traffic, it makes things a lot easier”.

Analyzing the existing events and festivals in Sweden that aim to promote wine will give an insight into the extent of exposure the Swedish winemakers may achieve by participating in these events. Upon further research, it was concluded that there are five of such events held annually around Sweden. These events could be categorized into two different groups, national and regional. For national events, Sthlm Food & Wine and Avskalat Natural Wine and Craft Cider Festival in Gothenburg have been identified (Visit Sweden, n.d.). In the regional category, the following events are currently active in promoting wine: Kalmar Vin och Champangemässa, Österlen Wine Festival (‘Smaka Svenska Viner’), as well as The People’s Drink Festival (‘Folkets Dryckesfestival’) in Malmö (Visit Sweden, n.d.). However, there is no large-scale wine event that is dedicated to Swedish wine, except Österlen
Wine Festival. Österlen Wine Festival is a small wine festival held on July 29 to 30th at Skeppar’s winery. In total there are 10-12 participating Swedish wineries, gathered together in the garden of Skeppar winery. These events not only give exposure to Swedish wine, but also create an excuse for visitors to visit the region. Then, they may stumble upon the vineyards either by their own volition, word of mouth, or pure luck. According to Montella (2017), wine tourism’s growth is directly related to the availability of local events that act as a bridge to food and wine production. “In some cases, events have stimulated tourism flows and have represented the chance for local wineries to get connected with tourists” (Montella, 2017: 113). Therefore, existing events in close proximity to the wineries in Skåne, have put these vineyards on the map. Even a tourist who is in the area for other purposes may get a chance to visit these sites, bringing in direct profit to the businesses. Which in turn makes room for growth for the business owners to sustain and hopefully grow their business.

3.4 Diversification of Revenue Streams

Business owners and entrepreneurs have come to realize that diversifying revenue streams are highly beneficial. Multi-revenue sources are a tool that strengthens the business in economic downfalls and expands visibility and market reach (Houston, 2021). All the interviewees had additional sources of revenue other than selling wine. Three out of three interviewees claimed that wine tastings and wine tours give them a chance to introduce their wine to a larger audience and more often than not the guests proceed to purchase wine at the nearest Systembolaget. According to statistics provided by Tourism Skåne (2022), the occupancy rate of the hotels rose from an average of 58% to 68% in March and it grew to around 77% in July. This influx of visitors in the area might be directed towards vineyards by the hotel staff as day trips. Upon visiting the vineyards these tourists may be intrigued to purchase Swedish wine. Therefore, not only an added revenue stream is available to winemakers...
through wine tastings and guided tours, but it also gives them exposure to a new market target.

All of the three interviewees have wine club programs which they believe helps them build a solid customer base. Moreover, with this program winemakers are allowed to serve wine at their location without the need to obtain additional permits. The authors believe these wine clubs act in a similar manner as loyalty programs. The goal of a loyalty program is to establish a higher level of customer retention in profitable segments by providing more satisfaction and value to certain customers (Bolton, 1998). Therefore, members of these wine clubs create a type of brand loyalty which in turn results in a repeated purchase. Hence, creating a solid customer base and source of revenue for the winemakers.

In figure number 3 additional services that provide non-wine streams of revenue for the vineyards are demonstrated.

![Figure 3. Various amenities and facilities provided by the three vineyards](image)

The first and probably most appealing service to the wine tourist is guided tours of the premises and wine tasting. Since serving wine in Sweden needs a license there is usually a bar or restaurant to serve wine on-site. Some of the wineries offer accommodation and/or conference rooms. These diverse sets of services and amenities are beneficial from a few perspectives;
1. They attract a more varied clientele.
2. Vineyards are able to offer other services during the low season.
3. They can market their services and products through these various activities and amenities.
4. They do not need to solely depend on the capital gained from the sales of wine. For instance, if they have a year that crop is not suitable to produce wine, they have these other sources of income to fall back on.
5. Finally, and most importantly these are all additional streams of revenue for the business.

Therefore, these multiple channels of income are an opportunity for businesses to sustain themselves through tough times, have additional revenue, and have a stronger outreach to customers.

3.5 Marketing

Up until 2003, alcohol advertising was essentially prohibited in Sweden. However, this changed when the Swedish Market Court ruled that the prohibition violated EU regulations (Ramstedt, 2010). As long as the advertisements comply with the alcohol act, Swedish alcohol companies have been permitted to advertise their product on the Swedish market since 2004. The law mandates that alcohol advertisements must exercise extraordinary restraint. Advertising for alcohol and other marketing strategies must not be excessive, invasive, or intended to promote alcohol consumption. Additionally, no products with an alcohol content of over 15% may be the subject of alcohol advertising in print media, and it is not permitted to target or represent children or young adults under the age of 25. In Sweden, printed alcohol advertising is only permitted to depict the product; they cannot refer to particular people, traits, or lifestyles; and they cannot encourage use. 20% of the advertisement must be devoted to health messaging or warning texts (Kauppila et al., 2019).
These strict regulations regarding marketing alcohol also affect Swedish winemakers and impose a challenge in regard to marketing their products and offerings to potential customers and visitors. As one interviewee states:

“… it’s very hard to market as you are not allowed to do it. But we win prizes for our wine and we can put it on our social media. But we can’t advertise it, we can advertise about our wine weekends. We can’t only introduce our wine in the hotel, we have to talk about water and soda on the same page”.

According to our findings from the interviews conducted, with the strict regulations imposed on the marketing of alcoholic beverages, word-of-mouth marketing was stated to be a key component of spreading the message and awareness of the winemakers and vineyards products and other offerings such as tastings and guided tours.

“Hotels in the area tell the guests about us… And the word of mouth spreads the word and people learn about us”.

Interpersonal communication, or "word of mouth," is thought to have the greatest potential for influence of all communication methods. In its broadest sense, word-of-mouth communication refers to any information that is passed from one person to another in person or through some other kind of communication regarding the target object such as a winery or vineyard (Bruwer & Reilly, 2006). Every person who has interacted with the winery, its personnel, or its products is a potential source of word-of-mouth marketing for the winery (Bruwer & Reilly, 2006). In light of this, wine tourism is a significant marketing driver for revenue growth at wineries as well as a potent communication tool for brand visibility, recognition, and awareness, particularly in these "social" times (Smyczek et al., 2020). As more people gain awareness of wine being produced in Sweden, more visitors will attempt to frequent the vineyards. If the experience is pleasant the word will get out and attract positive traction. This means there will be more visitors to the wineries, more guided tours and tastings. All of this could perhaps translate into more Swedish wine sales at Systembolaget.
3.6 Restrictions on Direct Sale

According to Festa et al., 2015, wine tourism is not always considered as a secondary consideration and it requires immaculate planning and organizing activities. In fact, wine tourism seems to be an innovative and sustainable business model (Festa et al., 2016). Direct sales are one of the main revenue streams for winemakers in other parts of the world, but not for the Swedish winemaker, as Systembolaget is the only body that sells alcoholic beverages. From our interviews, we came to realize that Systembolaget poses both as the main challenge and opportunity to the winemakers. A part of the tourist experience when visiting the wineries is being able to buy wine at the cellar. However, Swedish winemakers do not have this opportunity, and visitors have to go to the nearest Systembolaget, or order through the website. One of our interviews mentioned: “Our biggest problem is that we can’t sell our wine here and it has to go through Systembolaget, and the closest Systembolaget is 20 km away and many people would like to buy wine here from us right away. Last year we had about 1200 people for wine tasting and 900 of them wanted to buy a bottle when they left”. This means 75% of the visitors would have bought wine directly at the vineyard, which is an enormous revenue for the wine makers, as shown in table 3;

![Figure 4. Comparison of number of visitors vs potential wine buyers](image-url)
As restrictive as Systembolaget may be in regards to sales of alcoholic beverages, the interviewees had some positive insight about their relationship with the establishment. All the informants agreed that having Systembolaget on their side is highly beneficial. One interview mentioned:

“It’s good that Systembolaget buys most of our wine, you can be anywhere in Sweden and still try our wine, if we had to distribute our own wine we couldn’t get it to Luleå. So, from that view, Systembolaget is really good. They help us distribute the wine but it’s not like they give us extra exposure or market our wine”.

From this perspective, it is apparent that Systembolaget acts as the biggest wine purchaser. However another interviewee clarifies:

“...Monopoly is an economic term for the fact that only one person is going to make a deal on something, and then it's not me as the winemaker, but the state. Systembolaget is a cash cow for the Swedish state that brings in a lot of money. So it's a great deal to have a monopoly on alcohol for the Swedish state. So when we are offered that sales channel, it means in practice that we are selling our wine for a bad price. We get rid of the wine at a bad price. And it will also be very expensive for the customer”.

Systembolaget is also the only distribution channel of wine across Sweden. However, it does not mean Swedish wine and vineyards are exposed to a bigger market due to their presence in Systembolaget. When asked an informant if selling their wine in Systembolaget gives them more market exposure, the answer was “the buyer must know about our brand to purchase our wine”.

Swedish winemakers and wine tourists who visit the vineyards are deprived of this opportunity. Winemakers cannot take advantage of wine sales which is also a possibility for them to curate a relationship with the visitors and invoke consumer loyalty. As one interviewee puts it:
“Direct sale is central. Just about every customer I have wants to buy wine with them, and they can't. So I offer wine by the glass at the vineyard and also the experience of the vineyard, you get a history and memories from here. So that's what I'm selling today. Then if you can bring in the additional sales, that is what will make the big difference. So when we get permission to sell wines, then it is possible to grow, then it is possible to hire more people, and then it is possible to run the company”.

Wine tourists are not able to fully embrace the experience that usually ends up with purchasing wine at the cellar. At the end of the visit they must drive to the closest store to buy the wine they just tasted, and clearly, it will not be the same experience as buying wine at the cellar. The grip of Systembolaget on Alcohol retail not only influences the total revenue of vineyards but also is a market block for smaller wineries. Smaller wineries could not count on direct sales to sell their product, earn instant cash and market their wine. Therefore, it might make producing wine less appealing to those who would like to start a small business.
4 Literature Review

This literature review is an attempt to gather, summarize and reflect on previous research on the subject of wine tourism. The chosen themes are based on the data gathered from our interviews, which then were presented in the results section. The following chapter tries to build on the concepts discussed in the previous chapter and includes profiling the wine tourist, tourism reflexivity, sustainable development, climate change, direct sales, and Systembolaget.

4.1 Profiling the Wine Tourist

Profiling wine tourists might not be as straightforward as one may think, researchers, believe that there is no such a concept as a stereotypical wine tourist (Charters & Ali-Knight, 2002, Mitchell & Hall, 2006). Alonso et al. (2007) believe segmenting winery visitors is a complex task that at best creates generalizations about this target market. There are several methods to segment wine tourists, such as demographics (Mitchell & Hall, 2001), or motivation (Alant & Bruwer, 2004). The majority of the research to date has basically used two procedures for segmenting wine tourists (Mitchell and Hall, 2006):

1. Demographic characteristics such as nationality, age, education level, income, family characteristics, etc.

2. Psychographic characteristics based on the values, attitudes, and lifestyles of these tourists.

Carters and Ali-Knight (2002), Hall and Mitchell (2008), categorize wine tourists based on their motivation and involvement with wine. Park and Mittal (1985) define involvement as: “an internal state variable that indicates the amount of arousal, interest, or drive evoked by a particular stimulus or
situation”. Table 3 demonstrates the three different categories of wine tourists based on the level of involvement;

<table>
<thead>
<tr>
<th>Category</th>
<th>Involvement with Wine Activities</th>
<th>Income</th>
<th>Education</th>
<th>Purchasing of Wine at the Cellar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine Lover</td>
<td>Highly Experienced</td>
<td>High</td>
<td>High</td>
<td>Will Purchase</td>
</tr>
<tr>
<td>Wine Interested</td>
<td>Experienced</td>
<td>Moderate to High</td>
<td>University Educated</td>
<td>Will Purchase</td>
</tr>
<tr>
<td>Curious Tourist</td>
<td>Moderate</td>
<td>Moderate</td>
<td>Moderate</td>
<td>May Purchase</td>
</tr>
</tbody>
</table>


Another interesting categorization of wine tourists is through the work of Corigliano (1996). He describes four distinct types:

1. Professional: aged around 30 and 35 years. They know wine and the world around it and are able to hold technical conversations about it. Professional is intrigued by novelties and is eager to discover them.
2. Passionate newcomer: Between 25 and 30 years of age. Moderate to a high level of income. They like wine since they believe it is served to establish relationships. They are interested in food and travel. Even though they consult wine guides and try to learn about wine, the passionate newcomer is less serious than professional.
3. Follower: Between 40 and 50 years of age High income. Interested in wines, they believe knowing about wine makes them more distinguishable. They try to learn the basics of wine. Impressed by famous names of wines.
4. Drinker: Between 50 and 60 years of age. “Usually visits wineries on Saturdays with a group of visitors and sees the visit as an alternative to going to the bar. Tastes wine and asks for more Likes to buy wine in bulk” (Corigliano, 1996).
A combination of demographics and psychological characteristics helps create an image of wine tourists, with both Hall and Corigliano’s proposed profiling an image of wine tourists is painted that seems like a high spender traveler that is tantalizing for winemakers to attract.

4.2 Tourism Reflexivity

Tourism destinations all over the world are also becoming increasingly aware that they are competing with one another to attract tourists. Therefore, in order to be a successful tourist destination, a location must demonstrate what Urry and Larsen (2011) refer to as tourism reflexivity, which requires that each destination provide a variety of products and services that set it apart from competing regions and generate a consistent stream of tourists. One approach to accomplish this is to promote wine tourism in the region and its local vineyards (Sims, 2009). Wine tourism is a sort of special interest tourism that brings tourists that are usually highly educated and have reasonable income. Therefore, with wine tourism there comes a stream of tourists that bring capital to the local communities.

Modern wine trails have been in Germany's tourism sector since the 1920s, and there is an organization of wine trails throughout Europe. In an effort to draw tourists from Western Europe, Eastern European nations such as Hungary, have more recently started to create wine trails. Wine tourism has also become significant in the New World. Napa Valley in California is a popular tourist destination, and wineries in Canada's Ontario and New York State have also recently gained popularity as tourist destinations. A number of state governments in Australia have created wine tourism policies, and both Australia and New Zealand are using the high status of their wine in key tourist-producing regions of North America and Europe as a marketing strategy to draw in foreign tourists (Hall et al., 2000).

Skåne has established itself as a wine area with its own Route du Vin, or "Vinvägen," and is well suited for wine tourism. There are currently more than
20 wineries along the route. Several of the local vineyards provide wine tastings and courses on winemaking. Visitors can observe the entire process, from farming the grapes to making wine in the winery, on guided tours that are available. In addition to being able to enjoy food paired with wines from the local vineyards, guests are also welcome to assist in the grape harvest. Despite all this, the connections and synergies between wine and tourism are still frequently overlooked in many regions of the world, including Sweden (Hall et al., 2000, Sigurjónsdóttir, 2019).

4.3 Sustainable Development

The original definition of sustainable development was provided by the World Commission in 1987, explaining “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Repetto (1986) focuses his discussion of sustainable development on “… increasing long-term health and well-being”. He believed that the main mission of sustainability is that current decisions should not compromise the prospects for maintaining or improving future living standards. Munasinghe and Lutz (1991) discussed three approaches to sustainable development:

• Economic – maximizing income while maintaining a constant or increasing stock of capital;

• Ecological – maintaining resilience and robustness of biological and physical systems; and

• Social-cultural – maintaining the stability of social and cultural systems.

These definitions elaborate on sustainability and how to approach new developments in a more general sense. Munasinghe’s approach covers three aspects that sustainable development can protect, which is also mentioned in the previous chapter in relation to wine tourism. However, there are definitions of sustainability that also examine what it means in tourism concepts. Eber (1992) elaborates more on the matter by saying tourism is sustainable if now
and in the future, it operates within its natural capacities and regenerates future productivity and resources. It also needs to recognize the contributions of the local communities and therefore should be compensated financially in an equal manner. For instance, the local costumes, language, traditions, and cuisine should be respected and preserved, but also it should be recognized as an intangible asset to the tourism of any destination.

According to UNWTO (b, 1992), the sustainable development of tourism would jointly consider all the needs emerging at different levels (economic, social, etc.) and it would guarantee the preservation of ecological processes, biologically different resources, and the optimal set of conditions for life. Given its definition and peculiarities, ecotourism is recognized to have positive outcomes on environmental resources and local communities.

There are also works of literature that give an insight into sustainability in wine tourism. Poitras and Getz (2006) say “Sustainable wine tourism depends first on a general approach to tourism development that is based on the three pillars of economic, environmental and social sustainability as discussed by Hall et al. (2000) regarding tourism planning, or the four pillars (political, economic, sociocultural and ecological) proposed by Ritchie and Crouch (2003: 426) in the context of competitive destinations”. The concept of sustainable wine tourism includes several perspectives, following the concept of sustainable tourism itself.

Tourism poses the ability to bring economic, social, and environmental sustainability to local communities. Wine tourism is considered a form of rural tourism, and as such these activities are directly imperative to sustainable development through protecting natural and cultural capital in these areas and using them in a manner that is sustainable. They create a balance between economic and ecological aspects of development (Reeder & Brown, 2005, Kim et al., 2006, Haghsetan et al., 2011). According to Clark et al. (2007), rural tourism is considered a source of revenue for the local communities in developed countries, as well as a means to diversify the economic activities of
rural areas. However there seem to be negative impacts of rural tourism in some cases “such as the overcrowding of public places and facilities, disruption of local people’s lives, skyrocketing price of property ownership, safety concerns, environmental damage, increased waste, and overuse of resources” (Almeida-García et al., 2016).

### 4.4 Climate Change

Changing levels of greenhouse gasses and shifting of rain patterns and temperatures all across the globe are important to understand and study. These factors have potential impacts on nature and human-based systems (Houghton et al., 2001). In agriculture as well as viticulture (grape growing) climate is a crucial element to the livelihood of farming from various perspectives such as geographical sustainability and the effects on volume and quality (Schultz & Jones, 2010). According to the European Commission (2009), there is a universal agreement that rising temperatures are an inevitable outcome of climate change. However, how precipitation may be affected has not been agreed upon. Therefore, most of the research on the impact of climate change on viticulture is focused on temperature and does not take into account the changes in rainfall (Intergovernmental Panel on Climate Change [IPCC], 2013).

One of the early works on studying the impact of climate change on viticulture, was done by Kenny and Harrison in 1992. Their research showed a potential shift and expansion of the regions that are traditionally known as wine regions, with parts of southern Europe too hot to produce wine. As shown in figure 5 average temperature of the growing season in the 2000s is compared to 2100 (Schultz & Jones, 2010). This figure demonstrates that due to rising temperatures, areas that are suitable for viticulture will eventually move further north. Whereas right now the traditional regions that are used for viticulture, especially in Europe are down south.
An analysis of the impact of rising temperatures on wine quality by Jones et al. (2005) claim 25 out of 30 regions, that participated in a study, reported a decrease in wine quality in hotter regions, whereas colder regions had an increase in their wine quality. Therefore, new potential regions are emerging as a consequence of rising temperatures, while existing cool climate regions are becoming more suitable as the climate evolves. Viticulture exists as up north as Sweden and Denmark in the Northern Hemisphere. These northern regions also have the advantage of longer day lengths because of the higher latitude resulting in a high photosynthetic adaptive capacity that are important assets (Jones & Schultz, 2016). There is always room for adaptation to rising temperatures. However, compared to New World wine (the US, Australia, New Zealand, Chile, South Africa, and Argentina), Old World wine regions (Greece, France, Italy, Spain, Germany, Portugal, Austria, and Hungary) are highly tied to their geographical origins, especially in marketing (Ashenfelter & Storchmann, 2016). Due to the intense competition between New World and Old World regions, several marketing tactics have been implemented, such as strengthening the association of territory with wine (Makrides et al., 2019, Scorrano et al., 2018, 2019). Therefore, cold-climate wine regions that are not bound by their geographical location may hold the upper hand when Old World winemakers feel the need to make their wine in other locations than before. Swedish wine is already being produced in the most northern part of the world. Vineyards enjoy long summer days that give the grapes more
ripening time. In contrast with Old World wine, Swedish wine has not been exposed to the public to a great extent. Therefore, Swedish winemakers can build their own identity as cold climate winemakers, without suffering the consequence of climate change. If anything, the current temperatures in southern Sweden can give Swedish winemakers a competitive advantage. Tasting or touring vineyards is the core of wine tourism and for wine tourists, it is highly interesting to visit vineyards that are located in an unlikely location with weather that seems unforgiving. However, as the temperature changes, Swedish winemakers will have the opportunity to produce higher quality fine wine and attract their visitors to enjoy their wine and the beautiful scenery they have to offer.

4.5 Direct Sales

An alternative to the traditional distribution of wine sales is direct selling and wineries more or less depend on it as a part of their wine tourism enterprise (Smyczek et al., 2020). A rise in interest in wine tourism has resulted in the development of this sort of tourism all over the world (Gurau & Duquesnois, 2008; Duarte Alonso & Liu, 2012; Duarte Alonso et al., 2015). From an economic and commercial standpoint wine tourism is a very profitable activity for the wineries, when it is planned, organized, and managed properly (Santini, 2019). One way to recognize how successful wine tourism is, is to measure the cellar sales during wine visitation (Pan et al., 2018). According to Fiore (2016), direct sale is an interesting method to gather information about the economic sustainability of the cellar because:

1. It allows winemakers to sell at a lower price than other channels. This gives them a competitive advantage.
2. To earn cash right away at the sales point. They do not wait for the money to go through banks and credit companies to get to their accounts.
3. Allowing direct contact with the customer. This is a fundamental tool in creating customer loyalty. As it creates a sense of familiarity and loyalty between the consumer and producer.

In a study, wineries from the Sicily region answered the question of “how direct sales can represent a growing chance for farms and the whole rural community” (Sgroi et al., 2014). The results are very interesting. It indicates that direct sales improve economic performance, and create demand for investment which results in creating new jobs, improving sustainability, and local development (Sgroi et al., 2014). Direct sales also eliminate distribution channels which means lower prices for consumers (Lanfranchi & Giannetto, 2015), and with the removal of intermediaries, environmental costs are reduced. Therefore, there is a better chance to purchase biological healthy products (Lanfranchi & Giannetto, 2015; Platania et al., 2015; Renko, 2014). Finally, direct sales allow a direct relationship between consumer and producer, providing a mutual connection and moral responsibility (Szmigin et al., 2003). The benefits of cutting the supply chain loose are shown in figure 6:

![Figure 6. Benefits of direct sales (Fiore, 2016)](image)

Therefore, direct sales allow the winemakers to avoid the costs of the middleman and the ability to sell directly at a lower price. This is due to the fact that they will not pay the cost of distribution and going through distributing channels. They can also build customer loyalty, understand the market firsthand, be more sustainable, build networks, and have a direct and larger income. These are all benefits of direct selling that result in higher and instant revenue, whilst operating in a more sustainable and environmentally friendly manner.
4.5.1 Systembolaget

With the exception of beer, which has an alcohol concentration of up to 3.5 percent by volume, Systembolaget has a monopoly on retail sales of all alcoholic beverages in Sweden that contain more than 2.25 percent alcohol by volume. Beer with an alcohol content of between 2.8 and 3.5 percent by volume (hereafter referred to as "medium-strength beer") is taxed as stronger beer in accordance with general regulations, whilst beer with an alcohol content of less than 2.8 percent by volume is exempt from alcohol tax. Beer with an alcohol content of up to 3.5 percent by volume may be purchased in typical grocery shops, kiosks, and gas stations that also sell food. A particular license is not needed for this kind of beer retailing off-premises. In Sweden, alcoholic beverages are sold on-site in privately owned restaurants, pubs, and cafés. For the on-site selling of beverages with an alcohol content greater than 3.5 percent, a special license is required. Beer up to 3.5 percent alcohol by volume can be sold on-site without a license, however, retailers must report sales of medium-strength beer (Agardh et.al, 2008).

Systembolaget operates 410 stores in Sweden. In addition, customers can order alcoholic beverages from Systembolaget at 552 agent stores or delivery sites. Within one business day and at no additional cost, Systembolaget delivers the orders to these places. Systembolaget stores have a 20-year-old minimum age requirement for purchasing alcohol. The legal drinking age to purchase medium-strength beer in a conventional store is 18. For all types of alcoholic beverages, the minimum age to purchase alcohol on premises in bars and restaurants is 18. The longest hours that Systembolaget is open are 10 am to 8 pm Monday through Friday and 10 am to 3 pm on Saturdays. On Sundays, Systembolaget stores are closed (Agardh et.al, 2008).

Systembolaget’s prices are determined by adding a 19 percent markup to the purchase price of the product before alcohol taxes, a baseline fixed surcharge per unit (0.85 SEK for beer, 3.50 SEK for wine, 2.70 SEK for spirits and other beverages, and 0.85 SEK for wine). Every alcoholic beverage sold by
Systembolaget is the same price at all of its locations. The privatization of the alcohol retail monopoly is not currently the subject of any specific proposals or lively debate in the Swedish media or among the political parties in parliament. The monopoly is supported by public opinion polls, the Swedish Parliament, and the government. Additionally, surveys of public opinion indicate that since the start of the decade, an increasing majority now supports the monopoly. Commercial interests, particularly grocery store organizations, who want demonopolization so they can sell alcoholic beverages in grocery stores, are the main opponents of the alcohol retail monopoly. Currently, no Swedish wine and spirits wholesaler associations are advocating for the monopoly to be dismantled (Agardh et.al, 2008). Even though Systembolaget is the major buyer of wine produced in Sweden, they mark up the prices and the final product that is available to purchase by consumers is sold at a much higher price, compared to what they would cost if direct sale was possible.
5 Conclusion

In this chapter we will conclude the research with what we have gathered from interviews and literature review. The following subheadings will answer the research question: what are the challenges and opportunities of wine tourism in Sweden for new and existing businesses?

5.1 Opportunities

Based on the conducted interviews and review of existing literature on wine tourism, the following conclusions have been drawn. The opportunities that winemakers in Sweden possess lie mostly in how they engage with the environment and local communities, as well as what chances they cultivate through the services, amenities, and the target audience they aim for. Concepts of sustainability, cold climate viticulture, attracting wine tourists, and generating revenue through other services will be further discussed in the following sections as the opportunities for wine tourism in Sweden.

Wine tourism in Sweden is a sustainable practice that is beneficial to both the producers and local communities. Winemakers in southern Sweden believe that with their work they bring new visitors to the region. As mentioned before, wine tourists are high spenders who are usually conscious about the environment. Catering to these sorts of tourists brings in good revenue for winemakers, as the tourists would happily pay to use the amenities available at the vineyards. Also, the flow of tourists creates income and jobs for the local economy. As a result, the money stays in the community and can contribute to further rural development. Furthermore, since wine tourists are mostly interested in local costumes, foods, and ways of life, it is a great opportunity to revive and conserve said traditions. Lastly, viticulture is highly related to how the soil is treated. Therefore, winemakers have to take care of the biodiversity of the soil to ensure high-quality grapes.
Due to climate change, many regions are impacted by rising temperatures. Old Wine regions are not an exception to this phenomenon. Although hot weather has had some positive impacts on the quality of the wine in the past. The recent heat waves during summer have had negative impacts on the quality of grapes. This results in wines that do not have the same quality as before. Old World wine is extremely tied to its geographical location. When speaking of Bordeaux wine, consumers expect the vine grapes to be grown in that area, and the wine to be produced right there. The majority of temperature projections suggest that due to rising temperatures, winemakers have to move their vineyards further up north to avoid the scorching heat. However, in Sweden, the climate is very favorable to cultivate vine grapes due to its geographical location.

Wine tourists in Sweden are usually local Swedes. For the majority of them visiting vineyards is of secondary nature. With concepts such as ‘staycation’, more Swedes are interested in exploring the rural areas and they stumble upon these hidden gems that are Swedish wineries.

Wine tourism in Sweden is still very limited and at its infancy stage and it has a colossal potential to attract tourists that are educated, interested in wine, and are high spenders. These tourists not only help improve the economy but also enrich the local communities. As mentioned before, wine tourism is not only about tasting wine, but also having a holistic experience of food, scenery, and embracing nature. Therefore, wine tourism in Sweden has this enormous opportunity to tap this potential and enjoy the prosperity it brings about. Vineyards that are active agents of wine tourism usually offer a variety of amenities and services. Swedish wine tourism is no exception. Therefore, Swedish winemakers can enjoy an influx of wine enthusiasts, catering to their needs, promoting their products, and generating revenue. With various services and amenities offered at vineyards, winemakers have diversified their revenue streams, and could smooth over possible economic downfalls in the future such as droughts, or other natural phenomena, they can take advantage of the generated capital through non-wine services and amenities.
5.2 Challenges

The overall conclusion is that there are obstacles to overcome for Swedish wine tourism. Even if wine-growing-related variables impose restrictions, they are minor in comparison to structural difficulties. Bureaucracy and monopoly are unquestionably more problematic. The government's monopoly on the sale of alcohol prohibits wineries from doing direct sales, which reduces both their ability to make a profit and their ability to attract tourists. While the majority of wine growers in southern Sweden have a keen interest in and technical proficiency in wine production, the Swedish wine industry likely faces challenges due to a lack of marketing and promotion.

Systembolaget has been identified as both an opportunity and a challenge for wine tourism by winemakers. Even though Systembolaget is the major buyer of wine supplies made in Sweden, they pose a challenge to winemakers. An integral part of the tourist experience when visiting vineyards is the freedom to taste and buy wine on site. However, Systembolaget is the main and sole alcohol retailer in Sweden. Therefore, Swedish winemakers do not have the chance to sell their products in the cellar. Direct sales are a key source of income for vineyards in other regions where they do not have a monopoly on sales of alcohol. Direct sales have several benefits; higher profit for producers, lower prices for consumers due to the elimination of the intermediaries, and instant cash for the winemakers. It is also a more sustainable channel of distribution than selling the wine at other locations, meaning there is no need to transport the wine when it is possible to buy it right at the location. Buying wine upon visiting vineyards also adds to the tourist experience by creating an authentic bond between the visitor and the winemaker. It is no longer a bottle of wine, but a lasting memory of the visit, tied to the scenery and the adventures that led to buying that bottle of wine. Systembolaget is a market barrier that deprives visitors of fulfilling their experience, and winemakers of gaining more capital on their wine sales.
References


Appendix

Theme 1: Sustainability

Interview 1: People usually ask if it is possible to make wine in Sweden, isn't it too cold. It's going great, we're dealing with new types of vines that can handle our climate. And it also means that we can grow in harmony with nature, without poisons and chemicals, which also becomes a unique selling point, there are no poisons or chemicals, as they do in southern Europe because this type of new vines that we planted here is much more durable.

It is sad that we are destroying our climate and changing the climate of the world, but to see something positive that has come out of it is that we can keep making wine here in the north. The entire wine world is changing due to climate change and new vines are being produced to cope with the changes. And these new types of vines that are so hardy have created a whole new market, now you can grow wine in northern Germany, Belgium, Poland, Denmark, Sweden and Norway, where you could never make wine before.

Interview 2: The macro effect of wine tourism on society, will lead to more jobs in the rural areas, and will drive more sustainable rural development.

Interview 3: Selling wine directly will also help the region because we can expand, hire more people and pay more taxes.

Theme 2: Profiling Wine Tourists in Sweden

Interview 2: Most of our visitors are Swedes, mostly due to Corona, the first two summers we opened there was Corona and we had only Swede visitors, this summer we are seeing more international guests. German, Dutch, Danish.
We like to reach out to these countries because this is a market that we can explore more.

**Interview 3:** We started 2 years ago during covid. The first summer was really good because people who would usually travel to France or Italy couldn’t, so they came here and tried Swedish wine. This summer was also good because people were still not confident to go abroad.

80% are Swedes, 10% Danish, the rest Norwegian, English, German, and Dutch. The Dutch come in September and they try our wine. There are 12 bigger vineyards in the area. We have bus trips from Stockholm who come just to visit the wineries. Mostly during summer.

**Theme 3: Business Growth and Destination Awareness**

**Interview 1:** The Bjäre Peninsula is already a popular tourist destination, people have summer cottages here and come here on holidays and weekends, and then there are many other lovely towns around, Ängelholm, Båstad. It's close to the sea, the sun always shines on Bjäre, we usually say here. It is a peninsula, so you have the sea on 3 sides of you, which also provides good conditions for viticulture. It is an attractive location, we have good produce, good restaurants, attractive nature, and wilderness for walking and cycling. Then there is the airport, motorway, close to the continent, the west coastline by train, the communication here is good and is very important if we are talking about wine tourism, people have to travel and come here, so if there is well-structured local traffic, it makes things a lot easier.

**Interview 2:** Most Swedes and internationals didn’t know about Swedish wine, but it is more recognized in Sweden than the rest of Europe. Since 2015 we started this, it was a very immature and limited market. In the last 5-6
years a lot of vineyards have grown, and many new ones have opened up. It is important for the wine industry to get bigger to attract more visitors, more wine to sell. We have so many winemakers from other countries who come to see our wine making, so Swedish wine quality has improved a lot over the course of the last few years. And the awareness has also increased, and more and more people know about us, restaurants are very interested in our wine, they are really into Swedish wine. Also, Systembolaget in 2015 didn’t care about us but now they want to buy all our wine. Even though they are not allowed to promote, when Systembolaget wants to buy our wine, it shows a trend that there is good demand for Swedish wine.

**Interview 3:** Cellar sale will be very positive. If they say yes to it, even then it’s not a cellar sale, they have to first pay for the wine tasting and get a tour and then buy our wine. It’s better than nothing and going through Systembolaget. We have 17 different types of grapes and wine at Systembolaget, but they don’t sell that good because people don’t know about them. But if you taste it here then you want to buy it.

Wine tourism in Sweden is not that big. One reason is that you can’t buy wine at the vineyards. If you go to Italy and visit a winery then you buy your wine but here we don’t have that option. There is a big potential for wine tourism but we must be able to sell it.

**Theme 4: Marketing**

**Interview 2:** Social media, google we have all our information, and we rely a lot on word of mouth. Hotels in the area tell the guests about us. We go small but we talk to the media, we show them around, in the last year interest from national and international media has risen. So, we get visitors from overseas. And the word of mouth spreads the word and people learn about us.
Interview 3: You have to know about us to order our wine, but 15 years ago they had a small book with a little section about Swedish wine, but now you can go to their website and have the options. They help us distribute it but it’s not like they give us extra exposure or market our wine. It’s very hard to market as you are not allowed to do it. But we win prizes for our wine, and we can put it on our social media. But we can’t advertise it, we can advertise about our wine weekends. We can’t only introduce our wine in the hotel, we have to talk about water and soda on the same page.

Theme 5: Systembolaget

Interview 1: How can you run a vineyard in Sweden, the most difficult country in the world, where we produce a product we are not allowed to sell, how can you then run a business? If you are not allowed to sell something, it becomes a bit tricky to make money. Sweden is now the last country in the world that does not allow farm sales. So we can't sell our wine, what do we do then, what kind of channels do we have? Then we have Systembolaget, the state offers that we can buy the wine and sell it via Systembolaget. But you have to be a little thoughtful about it, we have an alcohol monopoly and the state offers us a sales channel. Monopoly is an economic term for the fact that only one person is going to make a deal on something, and then it's not me as the winemaker, but the state. Systembolaget is a cash cow for the Swedish state that brings in a lot of money. So it's a great deal to have a monopoly on alcohol for the Swedish state. So when we are offered that sales channel, it means in practice that we are selling our wine for a bad price. We get rid of the wine at a bad price. And it will also be very expensive for the customer.

We run the winery as a destination, because that's when it's like the very best deal for us. When we sell the wine to Systembolaget, we get rid of the wine for a bad price, and we don't get any feedback, we just get rid of the wine. It's the same with restaurants, we get rid of it for bad money and we don't get any
feedback. The very best deal happens at the winery, the customer gets the great experience, the overall experience. I say that wine always tastes best in the vineyard. It shouldn't be drunk in a restaurant, or in a caravan, or on the couch, but it should be drunk in the vineyard where it's made, because that's where you get the whole experience. Everything else around complements what you have in the glass, the place, colors, sea breezes and the sun shining, barrels and tanks, aromas of wine and oak and wine cellars, everything enhances the experience of the wine and creates a completely magical and unique wine experience. And it cannot be recreated anywhere else, but only here.

**Interview 2:** The big challenge for Swedish wine is that we can’t sell wine to visitors, we knew about this but when we are able to sell directly we can do much more, there will be more vineyards, and there will be more visitors. When yard sale is permitted it will accelerate wine tourism. It will help the smaller businesses and Systembolaget is a market barrier especially for vineyards. Although we enjoy our relationship with Systembolaget and having them on our side.

**Interview 3:** Our biggest problem is that we can’t sell our wine here and it has to go through Systembolaget, and the closest Systembolaget is 20 km away and many people would like to buy wine here from us right away. The second biggest problem is that we don’t have enough days during the weekend to have wine tastings, last time we had about 1200 people for wine tasting and 900 of them wanted to buy a bottle when they left. Every weekend we have a wine tasting and have three course dinners and breakfast and these are always fully booked. There are a lot of people who experienced Swedish wine during covid. Swedish wine is really expensive compared to other wines and some say it’s not as good as French wine or Italian wine, it may be right but it’s a different wine and you can’t compare them.
Theme 6: Revenue Streams

**Interview 1:** Direct sale is central. Just about every customer I have wants to buy wine with them, and they can't. So I offer wine by the glass at the vineyard and also the experience of the vineyard, you get a history and memories from here. So that's what I'm selling today. Then if you can bring in the additional sales, that is what will make the big difference. So when we get permission to sell wines, then it is possible to grow, then it is possible to hire more people, and then it is possible to run the company.

**Interview 2:** We already have good weather to make good wine in the world market. Terroir and good conditions exist in Sweden. Wine tourism is an important part for the business, it can provide good revenue, get our brand out much more.

**Interview 3:** We are first and mainly a conference hall Monday to Friday and during the weekends we have tastings and weddings. This year we had 21 weddings, the wine we sell most of the wine to Systembolaget. We are the biggest customer of our own wine production because all the weddings want our own wine. It's good that Systembolaget buys most of our wine, you can be anywhere in Sweden and still try our wine, if we had to distribute our own wine we couldn’t get it to Lulea. So, from that view, Systembolaget is really good.

Future of Swedish wine: weather is great, and France and Italy are having bad years due to the warmth and Swedish wine is going to get better, we are learning as we go. The Swedish seem to have a good future quality wise.