



**The Impact of Tourism on the Willingness to Pay Champagne**  
**David MENIVAL.**  
**Chair of Champagne Management, Reims Management School**  
**David.menival@reims-ms.fr**

Wine tourism is currently a key issue for the European wine industry. As wine production around the world continues to exceed consumption, techniques which develop brand loyalty and stimulate sales need to be developed. Whilst substantial research has been carried out into wine tourism in the new world much less has been done in Europe. Currently, there is a growing interest of wine tourism in Europe and notably in France. It takes share in debates about the future of wine business and is often considered like a good solution to attract new buyers. However, this shift is weak in the great vineyards like champagne. On the one hand, somebody think that tourism cannot offer an image reaching the high image of these wines. On the other hand, the providers of champagne think of wine tourism only like a rise of sales and estimate it useless for them, due to the great success since 2001. But these positions wipe out the possible improvement of the quality image, side of wine tourism which was demonstrated in the new world several years ago. This paper focuses on the potential impact of tourism in the value of champagne. We assume that tourism-related activities can increase the image of quality and include a possible increase of price for a bottle of standard quality. From a linear model with OLS indicators, we search to explain the estimated price for “standard champagne” from these variables completed by socio-economic indicators. In this way, we use an explanatory quantitative study with a sample of 143 buyers of champagne in direct sales. The results prevent to maintain the initial model and allow us to keep only five explanatory variables according to a type I error of 5 %. The new model shows a good fit with an adjusted  $R^2$  of 0.525, no trouble of normal distribution of residuals, no multicollinearity and it shows a homoscedasticity of residual according to the test of *Breusch-Pagan*. Among the kept variables, two belong to tourism: the grades of restaurants in Champagne-Ardenne and the nationality of buyers. On the one hand, higher the notation of restaurants is, higher the willing to pay is. On the other hand, the willing to pay of the foreign buyers is higher than the French. Beside of them, the average income of household has the most positive impact followed by the fidelity to the same provider.

These results add to the studies which showed that tourism can improve the value of wine and not only the quantity of purchasing. It is interesting for Champagne which does not need the second effect of wine tourism and it highlights the use of wine tourism to enhance the value of standard champagne rather than merely the quantity of sales.

**Key word:** Wine tourism, willing to pay, value of champagne.