



SINFÍN
ARGENTINA

The Endless Experience

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Executive Summary

<p><i>Background</i></p>	<p>Due to the high concentration of wineries in Mendoza it is important to find differentiating factors to attract tourists, yet many wineries tend to offer similar experiences (see Appendix 1.1 Section A for a full description of current winery tours and operations). Sin Fin is a family-owned winery with the opportunity to expand its brand name through the opening of a new tourism center (see Appendix 1.1 Section B for a full description of Sin Fin’s current resources and background of the family). Creating an experience that differentiates Sin Fin from competitors puts the winery in a desirable position to succeed, which is important to maintaining a profitable and competitive position given the current industry environment (see Appendix 1.3 for SWOT analysis and Appendix 1.4 for Porter’s Five Forces analysis).</p>
<p><i>Project Focus</i></p>	<p>The goal of the project is to determine ways Sin Fin winery can differentiate itself from competitors. Capitalizing on these services not offered in the industry, Sin Fin winery produces a never-before-seen tourist experience. Through effective analysis and development of industry tour standards, creation of unique events and effective marketing tools, Sin Fin winery will attract many tourist quickly and grow rapidly (see Appendix 2 for a full description of the problem statement and strategic analysis).</p>
<p><i>Findings</i></p>	<p>According to industry experts, Mendoza wineries have yet to offer tourist agencies a combination of professional service, flexibility of operating hours, and overall passion blended with quality of wine and facilities (see Appendix 3.1 for a summary of the interviews with industry experts). These current holes in the market landscape provide Sin Fin with the opportunity to reach out to tourist agencies and develop long-term relationships (see Appendix 3.2 for the process of how to form partnerships with tourist agencies). Organization is essential to facilitate communication between the agency and winery throughout the sales process (see Appendix 3.3 for an overview of the payment process). Hiring a promoter to manage accounts with tourist agencies is essential for quality service – to maintain strong relationships and ultimately reach more tourists (Appendix 3.4 for a full list of necessary positions within a winery according to industry experts).</p>
<p><i>Recommendation</i></p>	<p>For Sin Fin to succeed in the marketplace, they must highlight their family values and deep passion for wine. Pairing these differentiating factors with a new tourism experience will grant Sin Fin a successful position in the marketplace without putting them in direct competition with surrounding wineries.</p> <p>Sin Fin must lead the way in changing the way wineries operate. We can take the following steps in order to create this unique experience, which will attract tourists (logistics about the operation and arrival of tourists are detailed in Appendices 4.1, 4.2, 4.3, 4.4).</p>

	<ul style="list-style-type: none"> • Provide three unique tour options in order to target a larger range of tourists and illustrate the values and passion of the Caselles family (see Appendix 4.4) • Create “Endless” night-time events which incorporate a blend of the family’s love for the arts and wine (see Appendix 4.6) • Price the tours accordingly and change hours of operation (see Appendix 4.5, 4.7) • Use tour agency referrals, hotel recommendations, print advertisement and online connections (see Appendices 5.1-5.6 for complete tools and examples of how each of these marketing outlets can be utilized). • Use additional marketing methods (see Appendix 5.7 for additional methods as to how to initially kick-off the wineries opening so it is brought into immediate prominence). • CRM will help to maintain customer loyalty (see Appendix 5.8 for an example of how Sin Fin can use CRM). <p>Finally, Sin Fin must measure the success of these recommendations and track performance by defining its success metrics (see Appendix 6 for the full implementation of these metrics).</p>
<i>Conclusion</i>	<p>Taking these steps will provide customers with an experience that will stay with them forever, not only because of Sin Fin’s uniqueness, but also because of strong family values and sense of elegance. Tourists will develop a deep passion for wine as they become a part of the Caselles family. Like the night sky of stars and beautiful harmonies of music, the Sin Fin experience is endless.</p>

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Appendix 1: Current situation

Appendix 1.1: Sin Fin has a tremendous opportunity to offer a unique experience to attract tourism and expand the Sin Fin brand

The current winery experience in Mendoza presents Sin Fin with multiple opportunities to differentiate itself from peers. The standard operating hours of Mendozan wineries is from 9 to 5, Monday to Friday. Secondly, many wineries offer similar experiences while visiting and touring the respective wineries. The overall tour structure is very similar across wineries, and there is little that distinguishes one tour from the next. There is little difference between tours and wine tastings across wineries. For example, wineries such as Trapiche, Zuchardi, and Tempus Albas only provide tours. They give no option to only have a tasting. Additionally, these wineries serve picnics and lunches which attract many tourists on bicycle tours.

Appendix 1.2: The Caselles family has a deep commitment and has harnessed that passion to create a modern and unique property

Family: An Argentine family owned winery serves as a key competitive advantage for Sin Fin over neighboring competitors. There are thousands of wineries in the Mendoza area, but very few offer an atmosphere where visitors can feel the passion and depth of the family's close relationship. Visitors entering the winery will immediately feel a part of the Caselles family and sense the passion and devotion to Sin Fin. The close relationships the Caselles family has formed with several people and businesses globally give them a major advantage in networking and marketing areas. The Caselles family hopes to share this endless love of wine with tourists visiting their winery and continue the expansion of their quality brand.

Property: The Caselles family has designed an aesthetically pleasing and unique winery that blends the historical architecture of the 1930s with a modern style. The flawless melding of these two contrasting styles will help create a distinctive experience that will be memorable for all tourists. From the traditional wine fermentation barrels and the bamboo rooftops, to the state of the art fermentation tanks, the contrast of these two distinctive styles will draw a strong interest of tour groups and local wine enthusiasts.

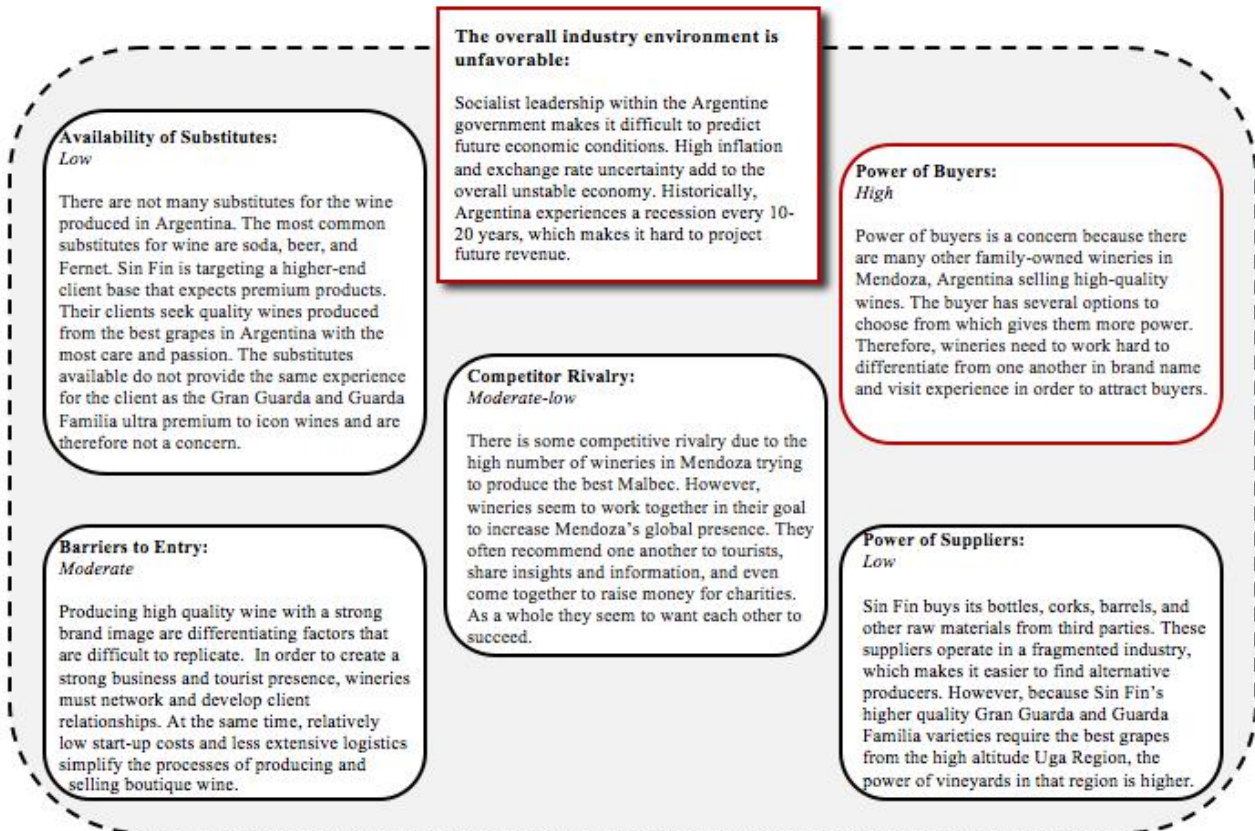


Appendix 1.3: SWOT analysis demonstrates Sin Fin is in a desirable position to succeed with the new tourism experience

<p align="center"><u>Strengths</u></p> <ul style="list-style-type: none"> ○ High quality wine ○ Use of the Malbec and Bonarda grapes ○ Terroir in Mendoza area is perfect for grape growing ○ Family reputation ○ Owner involvement and dedication to the creation of a unique tourist experience ○ Beautiful and elegant property and winery ○ Artistic background of family ○ Social media presence 	<p align="center"><u>Opportunities</u></p> <ul style="list-style-type: none"> ○ Malbec grape is unique to the area ○ Government sponsored wine festivals ○ Andes Mountains nearby ○ Lack of a clear brand leader in Maipu ○ Seen as a top wine producer in the world ○ Lack of pests enables organic wine to be produced more easily ○ History of surrounding Maipu ○ Reputation of Mendoza as being Malbec capital of the world
<p align="center"><u>Weaknesses</u></p> <ul style="list-style-type: none"> ○ Still working to build the Sin Fin brand name ○ Lack of an onsite vineyard ○ Location of winery not historically known for elegance ○ Low budget to devote to creation of tourism experience, small staff ○ Absence of significant room for parking 	<p align="center"><u>Threats</u></p> <ul style="list-style-type: none"> ○ Unpredictable government regulations ○ Import/export restrictions imposed by the government ○ Volatility of the peso ○ Climate change in Mendoza ○ Buying Yuca Valley grapes for boutique brands



Appendix 1.4: Sin Fin should differentiate its wine-tasting experience to strengthen competitive position in a challenging industry



Although the Argentine wine industry continues to grow and face low threats from suppliers and substitutes, Sin Fin needs to strengthen its competitive position to withstand a difficult economy and the high power of buyers. Redefining the wine-tasting experience, while establishing relationships with touring agencies will improve presence among tourists and brand image. Ultimately helping to differentiate Sin Fin from other family-owned wineries

Appendix 2: Project Focus

Appendix 2.1: Project focus includes the creation of the tourism department, the design of the tour, and the marketing strategy

Over the last week and a half, a comprehensive tourism experience for Sin Fin winery has been developed. The focus includes the Endless event experiences, tour process, hours of operation, and price and estimated costs. Primary research sources include additional winery visits and close collaboration with Annabelle Caselles.

To help to create a unique experience for visitors, we looked for inspiration from successful wineries in the United States and Australia while leveraging the assets of Sin Fin winery that serve as key sources of differentiation. Tasks included: designing the tour process from start to finish, determining how to best utilize the limited staff, differentiating the winery from others in Mendoza, and creating a comprehensive marketing strategy to help drive tour agency groups and other customers to visit the winery.

Appendix 3: Market Landscape

Appendix 3.1: Use interviews with Charlie O'Malley of *Trout & Wine*, Dolores Montero of *Tasting Mendoza*, and Carolyn Gallagher of *Uncorking Argentina* to understand opportunities to differentiate within the wine industry

Part 1: Qualities that Tourist Agencies look for in potential wineries

- Exceptional tour guides: passionate, knowledgeable, personable
- Good location
- Professionalism (i.e. organization, email and phone call responsiveness)
- Quality service to client
- Flexibility and availability in operating hours

Part 2: Areas of opportunity

- Offer tours in the evening.
“Sunset tours would attract a lot of interest from tourist agencies.” –*Charlie O'Malley*
- Offer tours on the weekends
- Offer tour options.
“A ten minute tour is appealing to tourists.” –*Charlie O'Malley*
- Key takeaway.
“Look at offerings and actual practicalities of other wineries in Mendoza and find the gaps and fill them.” –*Charlie O'Malley*

Part 3: How can Sin Fin establish relationships with tourist agencies?

- Visit different agencies face-to-face and emphasize passion of tour guides to differentiate from other wineries
- After initial meeting, invite tourist agencies to an on-site visit to evaluate quality of the wine, tour guides, and facilities
- Maintain relationships by avoiding unannounced three-four week shutdowns, paying attention to practicalities, responding to email and phone calls, and maintaining organization

Part 4: Other marketing strategies

- Approach hotels and concierge (Hotels are very important to refer tourists to wineries)
- Hire a full-time promoter, who is willing to go to the hotels to build relationships and reach out to agencies and individual tourists. Promoter must be very committed and willing to go above and beyond to win customers
- Advertise in *Wine Republic* magazine which provides a medium to reach tourists

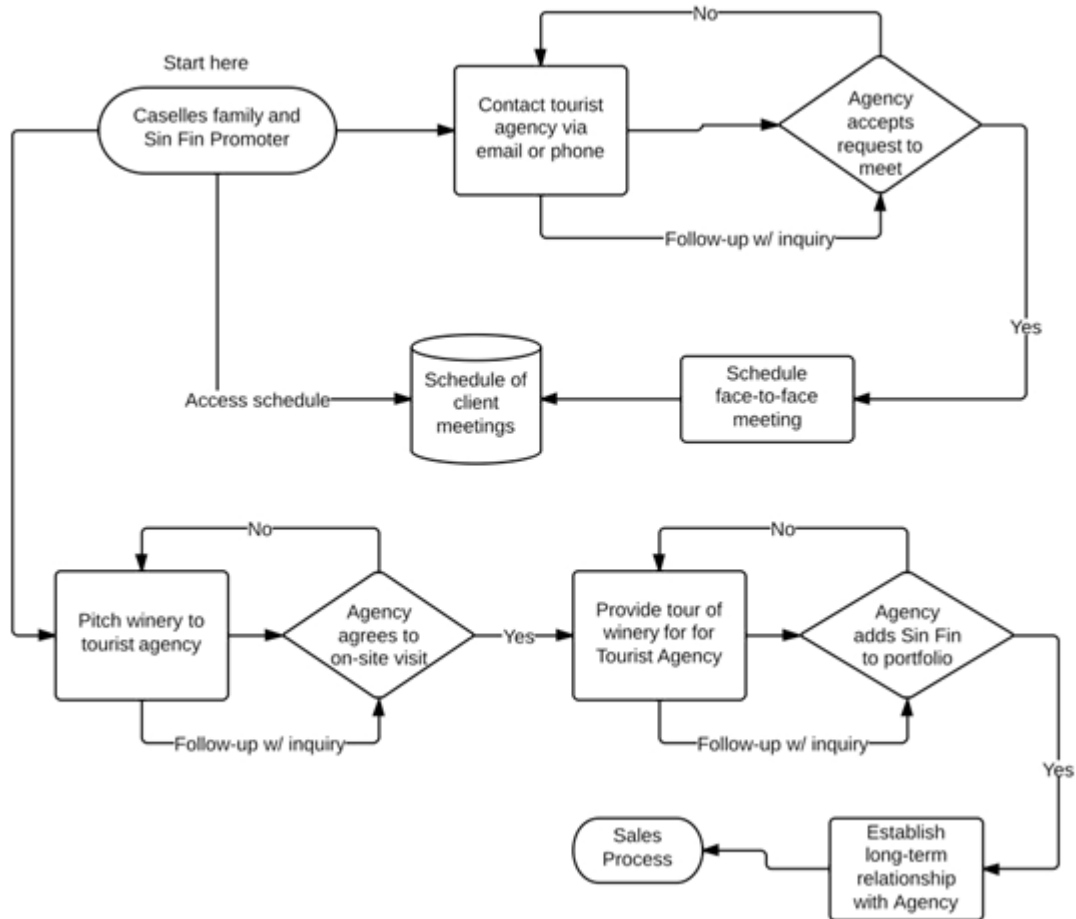
Part 5: Sample revenue breakdown between tourist agency, *Trout and Wine*, and winery

- Tourist agency makes the reservations on winery's behalf, and collects money from tourists.
- Wineries will charge for the wine tours at the end of the day, but all payments from agency to winery will be on account at the end of the month
- No commission for sale of wine, but if winery sees that a lot of the tourists that referred by agencies are buying bottles of wine, a 3 or 5 tastings discount per month is customary (i.e. the winery would not charge the agency for 3 customers, saving ~150 pesos [50 pesos * 3 tours])

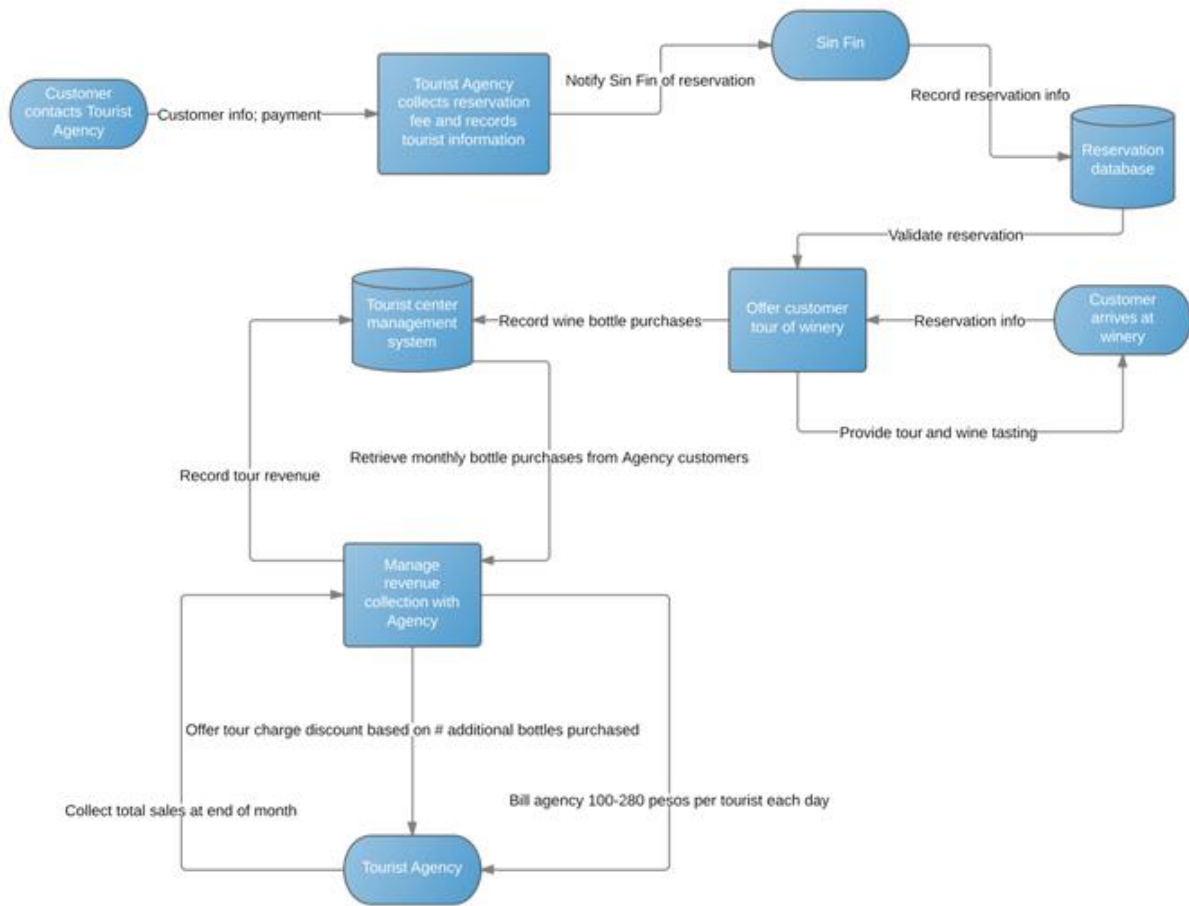


Appendix 3.2: Reach out to tourist agencies to attract high-end, affluent tourists

A definitive goal of the tourism experience, as set aside by the Caselles family, is to attract the high end tourist. The below process model details the tour procurement process that Sin Fin can utilize to attract these high end tourists and tour agencies.



Appendix 3.3: Understand sales process with tourist agencies to improve professionalism and maintain strong relationships



Appendix 3.4: Hire well-trained human capital to improve strategic position

Tour guide (main):

Job description: The tour guide position is one of the most important positions within the winery. Tourist agencies select wineries based on the quality of the tour guides. The main tour guide is responsible for taking groups of tourists on both the basic and wine lovers tours, as well as the wine tastings and wine bar. The tour guide must be available to initially greet the tourists at the main entrance.

Key attributes: A Sin Fin tour guide must be personable and able to communicate well with tourists in order to ensure a relationship is formed with the customer, a personalized experience is offered, and that good customer service is always upheld. Sin Fin wants the tour guide to be passionate about wine and able to express that to the customer. In addition, he or she must be knowledgeable about the wine process, different varietals, and the process of wine tasting.

Tour guide (wine shop):

Job description: The wine shop tour guide is responsible for purchases in the gift shop. He or she must be able to answer all customer inquiries.

Key Attributes: See description above

Promoter:

Job description: The promoter is responsible for managing tourist agency accounts. This means responding to emails and phone calls on a day-to-day basis. After the Caselles family directly reaches out to hotels and restaurants, the promoter should follow-up with the potential clients to develop relationships with the concierges and management. The promoter is also required to visit hotels and restaurants and distribute flyers and pamphlets about Sin Fin tours and events to reach tourists.

Key attributes: The promoter must be committed to getting tourists to visit Sin Fin winery. This means tirelessly and actively pursuing new partnerships with tourist agencies and exuding professionalism to all clients.

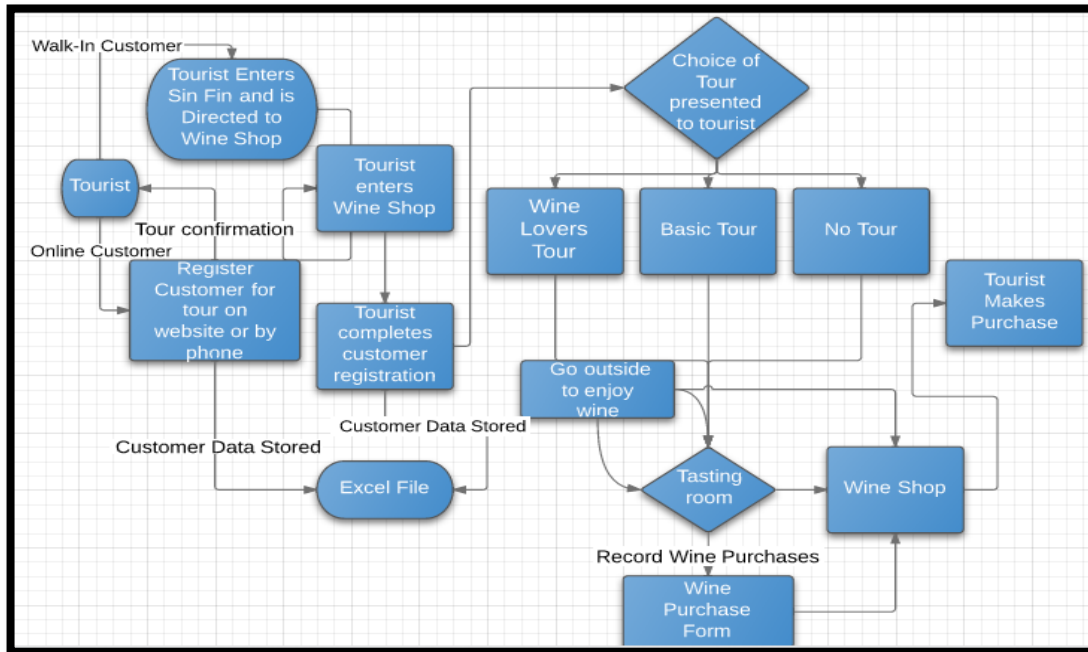
Receptionist:

Job description: Professionalism distinguishes one winery from another. The receptionist is responsible for answering all phone calls from both tourist agencies and individual tourists looking to book reservations or to find more information.



Appendix 4: Tour Process

The below process specifies the Sin Fin tour process from tourist arrival to the purchase of wine by tourists after finishing their Sin Fin experience.



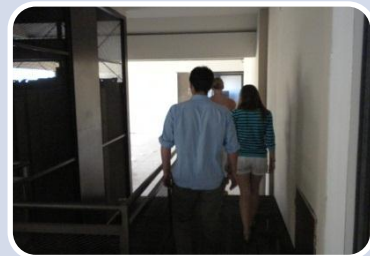
Appendix 4.1: Establishing rapport between tourists and Sin Fin staff is essential to providing creating a successful tourism experience



Tourists arrive at Sin Fin



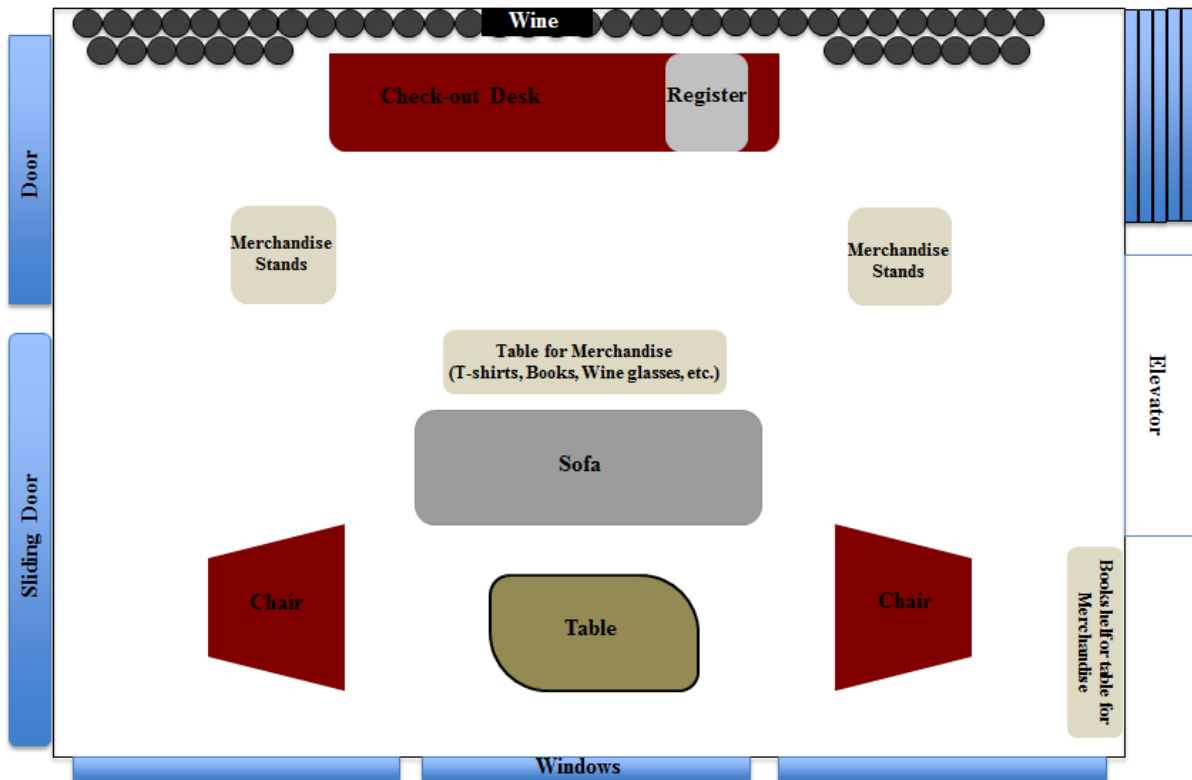
A sign will direct tourists to the main entrance of Sin Fin over the bridge



Tourists will be greeted in the mail lobby and directed to the wine shop

Appendix 4.2: Tour will begin in the wine shop, proposed layout will best serve the needs of tourists

The newly designed wine shop will be the starting place for it tours. Its flow will enable visitors to not only fill out the registration cards before their tour but also browse the wine selections, Sin Fin clothing, wine and art books and other merchandise with ease. The customer can comfortably sit down and look at the beauty of Sin Fin winery on the sofa and chairs as their loved ones shop or as they sip a glass of wine while admiring their purchases.



Appendix 4.3: A customer registration form will ensure Sin Fin can properly track customers

The second step of the process after arrival and greeting the customer in the wine shop will be customer tour registration. The below form will help to establish a database to be stored and cataloged in the provided excel file. As Sin Fin grows and has more money to spend on tourism, the winery could invest in a full CRM system to replace this file. Please see Appendix 5.7 for a more detailed explanation of the CRM strategy.

VINOS SIN LIMITES **SINFIN ARGENTINA**

Winery Tour Registration Form

Nombre/Name _____

Fecha de la Visita/Date of Visit _____

Email _____

Individual/Individual

Grupo/Group *Número de visitantes/Number of visitors* _____

País de Origen/Country of Origin _____

Duración de la visita/Duration of Visit _____

Tipo de Tour/Type of Tour:

Básico/Basic

"Amantes del vino"/"Wine Lovers"

¿Cómo se enteró de Sin Fin? / How did you hear about Sin Fin?

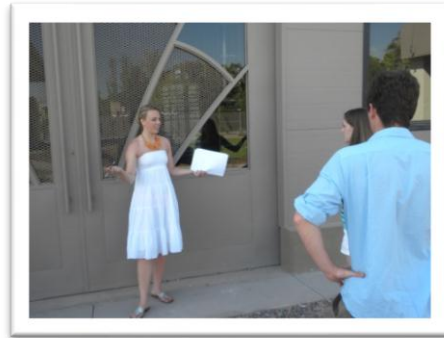
Appendix 4.4: The various tour options provide Sin Fin visitors with an opportunity to experience the historical old winery juxtaposed with the new remodel

Basic Tour: An approximately 20-25 minute tour of the beautiful Sin Fin Winery offered ~5 times per day. This tour focuses on a general overview of Sin Fin's family history, wine making process, and wine tasting basics. This tour is targeted towards bikers, families, and tourists who want to see the majority of the grounds.

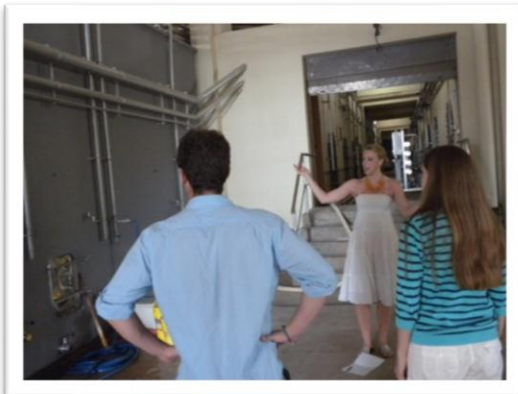
First Stop:

Location: In front of French doors

Content: Introduce tourists to Sin Fin, explain its history briefly, and highlight family values (pointing to family home)



Transition: Enter Tank Room



Second Stop:

Location: In between steel tanks and older tanks

Content: Begin explaining the process of wine making, the difference between steel tanks and the older tanks, and explain how Sin Fin produces bulk wine versus boutique wine.

Transition: Head upstairs to Barrel room





Third Stop:

Location: Barrel room upstairs above tanks (rope off area so people can't touch barrels/there are no hazard issues).

Content: Explain the barrels and how the tourists are directly above the tanks filled with wine. Talk about the history of the winery.

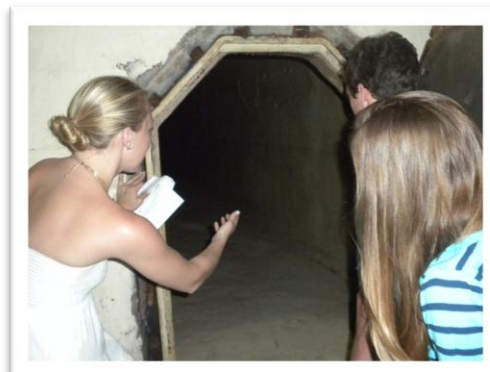
NOTE: Encourage tourists to take a photo in front of barrel with Sin Fin logo!



Fourth Stop:

Location: Hallway of tanks

Content: Walk through the hallway with tanks heading towards the main building. Stop in front of a tank and let tourists look/go inside. Another great photo opportunity!



Transition:

Walk from tank room back into main lobby area. Bring tourists downstairs to the “Cave Room”. Offer tourists the option of taking the stairs or elevator.



Fifth Stop:

Location: Large room downstairs where main “stage” is located.

Content: Explain the significance of how the walls were once a tank as well as how this is the site where many “experiences” such as art, music, movie showings take place in hopes that some tourists will desire to come back.

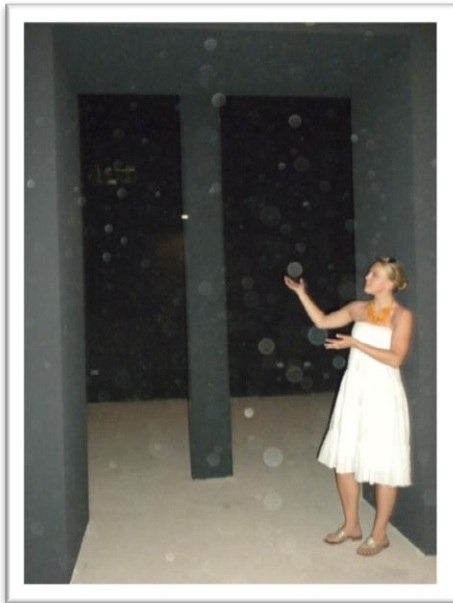


Sixth Stop:

Location: Room where you can see barrels through glass

Content: Explain barreling process any other important information





Seventh Stop:

Location: Room containing family wines

Content: Highlight again the importance of family and how this is a special room the family shares

Wine Tasting

Location: Wine bar- wine tasting begins, end of tour (refer to “Paying Process” section to see how tourists will pay for additional bottles/glasses of wine purchased after tasting as well as paying for the tour)

To further differentiate Sin Fin’s tasting experience, Sin Fin could offer both wine and chocolate as they epitomize the themes of elegance, passion and fun, key values Sin Fin hopes to relay to customers. This experience would be very unique in Mendoza.



Wine Lovers Tour: An approximately 45 minutes to 1 hour long tour of the beautiful Sin Fin winery. This tour focuses on the history of Sin Fin, multiple wine tasting stops (including special tastings with the winemaker), and a detailed tour of the grounds. This tour is more expensive than the previous and targets tourists who are wine experts, collectors, or those who simply just want to learn more about wine.



First Stop:

Location: Path near family home next to crusher machines (see picture)

Content: Introduce tourists to Sin Fin and explain its history briefly and highlight family values

**Extra*:* Going into the family home to show the importance of family to Sin Fin



Second Stop:

Location: Crushers

Content: Begin explaining the process of wine making and the purpose of the crushers



Third Stop:

Location: In between steel tanks and older tanks

Content: Begin explaining the process of wine making, the difference between steel tanks and the old tanks. Also, explain how Sin Fin produces bulk wine versus boutique wine.



Fourth Stop:

Location: Barrel room upstairs above tanks (rope off area so people can't touch barrels/there are no hazard issues).

Content: Explain the barrels and how the tourists are directly above the tanks filled with wine. Talk about the history of the winery. Encourage tourists to take a photo in front of barrel with Sin Fin logo!

**Extra*:* Have the winemaker visit and talk about the wines

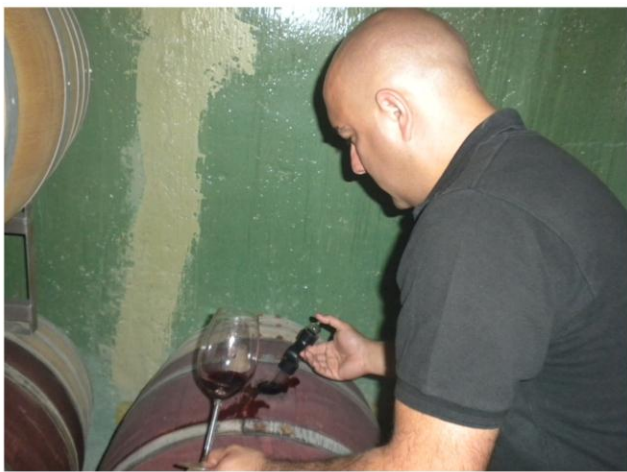


Fifth Stop:

Location: Hallway of tanks

Content: Walk through the hallway with tanks making way back to the main building. Stop in front of a tank and let tourists look/go inside. Another great photo opportunity!

**Extra*:* Do wine tasting with the winemaker inside of a tank with barrels



Transition:

Walk from tank room back into main lobby area. Bring tourists downstairs to the "Cave Room". Offer tourists the option of taking the stairs or elevator.



Sixth Stop:

Location: Large room downstairs where main “stage” is located.

Content: Explain the significance of how the walls were once a tank as well as how this is the site where many “experiences” such as art, music, movie showings take place in hopes that some tourists will desire to come back.



Seventh Stop:

Location: Room where you can see barrels through glass

Content: Explain barreling process and any other important information



Eighth Stop:

Location: Room containing family wines

Content: Highlight again the importance of family and how this is a special room the family shares



Wine Tasting:

Location: Private tasting room- wine tasting begins, end of tour (refer to “Paying Process” section to see how tourists will pay for additional bottles/glasses of wine purchased after tasting as well as paying for the tour).

Tasting Only: Tourists who may not want to take a tour of the winery can simply participate in a 20 minute tasting of selected Sin Fin wines. Many wineries do not provide this option thus this would be a source of differentiation for Sin Fin. Furthermore, Sin Fin would provide the option for tourists to enjoy single glasses of wine on the terrace next to the pond for a relaxing setting to enjoy Sin Fin wines.



Appendix 4.5: Pricing and costs create value for both Sin Fin and tourists

Price Justification: As discussed above, we have created a three tiered system to capture value from the largest number of customers.

1. **Only tasting:** tourists should pay 30 to 40 pesos which is in line with nearby competitors.
2. **Basic Tour and Tasting:** tourists should pay 70-90 pesos. This rate is in line with comparable wineries around Maipu according to Charlie O'Malley of Trout and Wine Wine Tours
3. **Wine Lovers Tour and Tasting:** Due to the uniqueness of the experience, combined with the large amount of wine participants consume while on the tour we believe that this tour should cost 2-2.5 times the basic tour at 150-170 pesos. This is in line with other comparable top tier wine tours.

The prices of each of these tours ensure that tourists get a fair price to quality ratio, while simultaneously compensating Sin Fin for the wine consumed and the time of employees.

Cost Analysis: For a cost analysis of the new tourist experience, the per person wine cost associated with the various tastings was determined. The opportunity cost of selling a full bottle when determining the cost to Sin Fin with respect to the tastings in the tasting room as well as tasting out of the tanks and barrels for the Wine Lover's tour.

Assumptions:

1. Assume that on average there are 5 glasses of wine per 750 mL bottle of wine.
2. The Guarda line of Sin Fin retails for \$70 ARA pesos. Therefore, the average cost of a glass of Guarda Sin Fin wine is on average 13.8 pesos.
3. Assume that a tasting is 25% of a total glass thus the price per taste is 3.4 pesos.

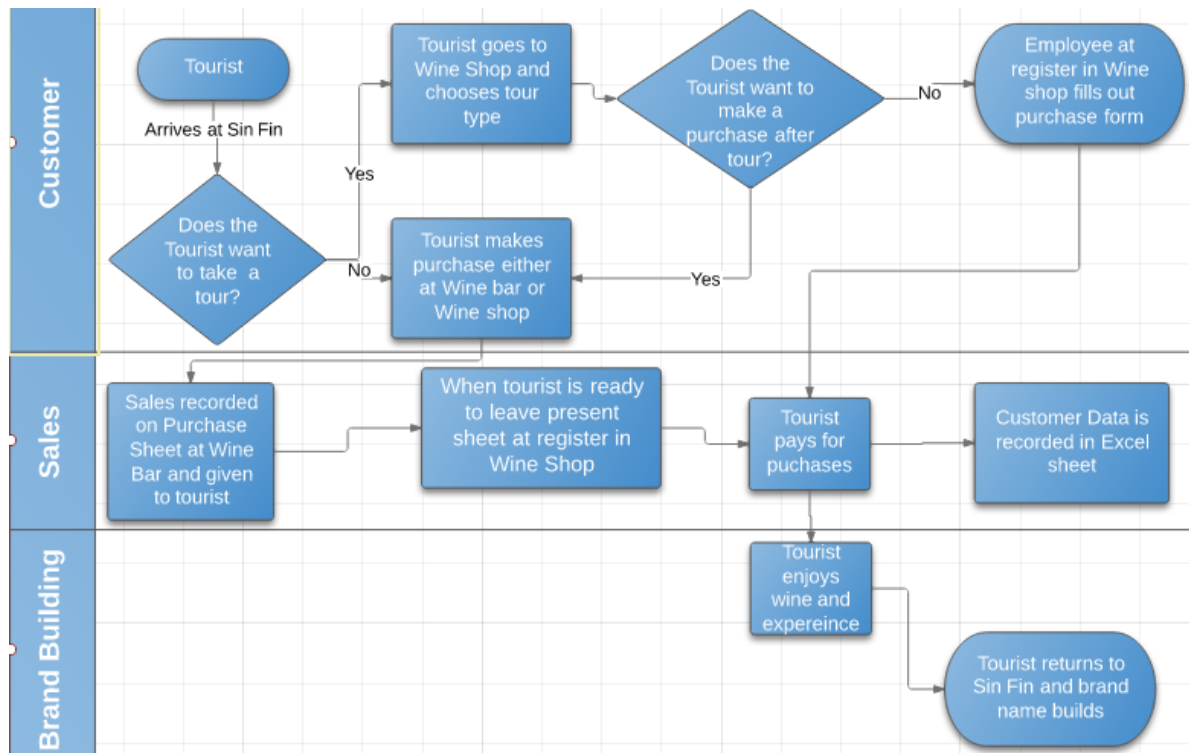
At around 10 pesos in wine costs for a tasting session, this provides Sin Fin with a tremendous opportunity to make significant margin on the tourism experience as well as provide customers with a great opportunity to taste the passion of the full line of the Sin Fin Guarda wines.

The cost economics of the Wine Lovers tour are largely the same except for a few additional tastings. As the Wine Lovers tour will give visitors the opportunity to try wines straight from the tanks and barrels, these expenses were calculated in much of the same manner as the basic tasting.

Key Cost Assumptions for Wine Tasting (assuming taste is 1.3 oz)			
	Price/ bottle	Price/ glass	Price / taste
Basic Tasting			
Guarda tasting	70	13.8	3.4
Bonarda tasting	70	13.8	3
Cab Sav Tasting	70	13.8	3
Tank Tasting (choose two)			
Cab Sav (from tank)	70	13.8	3
Gran Guarda Malbec (from tank)	107	21.1	5
Bonarda (from tank)	70	13.8	3
Sirah (from tank)	50	9.8	2
Barrel Tasting			
Gran Guarda 1 year age	107	21.1	5
Gran Guarda 2 year age	107	21.1	5



Appendix 4.6: Simple payment process to best utilize limited staff



Appendix 4.7: Sin Fin endless nights would create a key competitive advantage over other wineries by offering exclusive evening events catered to tourists as well as locals

Overview: A beautiful night under the stars is a unique experience which will attract many tourists to the Sin Fin winery. The hours will be 8 P.M. to 10 P.M. and tourists will come for an event depending on what is being offered that night and the event will be followed by an endless night under the stars. Tourists will purchase wines at the wine bar and then will proceed outside and sit on blankets or in lawn chairs and watch the stars. If possible a local astronomer from a University would come and explain the constellations.



Logistics:

- Around 9 P.M. have tourists go outside to seating areas on patios/lounge chairs
- Serve tourists some type of chocolate or food
- Have music playing softly in background to create a romantic mood
- Have astronomer explaining constellations (from local University)

Event Options before Stargazing:

Option 1: Art Night

Have local artists display their work throughout the winery upstairs and downstairs. The main display will be in the stage room of the downstairs. Another form of art on this night could also be poetry readings. There would be basic foods provided and tourists could purchase wine bottles or glasses at the wine bar. The event would take place from about 8-9 P.M. and then tourists would proceed to stargazing.

Option 2: Music Night

Have local musicians or family musicians perform on the stage in the downstairs room. There would be tables set up around the stage so tourists could sit and listen to music. There would be basic foods provided and they could be set up in the same room as the stage or in the area where the barrels are shown. Tourists could purchase wine bottles or glasses at the wine bar. The event would take place from about 8-9 P.M. and then tourists would proceed to stargazing.

Option 3: Movie Night

A film would be selected to play in the stage room. Tables and chairs would be set up around the projector screen. There could be a “themed” wine paired with the movie as well as gourmet popcorn (dulce de leche coated). Basic foods would be provided and they could be set up in the same room as the stage or in the area where the barrels are shown. Tourists could purchase wine bottles or glasses at the wine bar. The event would take place from about 8-9 P.M. and then tourists would proceed to stargazing.

Option 4: Family Night

Family night would be a very private and selective night where tourists or families would be invited to have a dinner in the “family” house with the Caselles family. They could enjoy asado or home-cooked meal and share great conversation and laughter with family. The event would take place from about 8-9 P.M. and then tourists would proceed to stargazing.

Appendix 4.8: Operating hours and days of operations

One of the major differentiating points of Sin Fin is its hours. Most wineries are not open at night, Sin Fin will be open 12pm to 7pm, Wednesday through Sunday; additionally they will have evening events. These later hours put Sin Fin at a huge advantage in the Mendoza winery industry.

Maipu Competitors	Hours
Carinae	10:00-6:00 PM
Tempus Alba	10:00-6:00 PM
Trapiche	9:00-5:00 PM
Familia Zuccardi	9:00-5:00 PM



Appendix 5: Marketing Strategy

Appendix 5.1: Reach more sophisticated tourists by establishing relationships with tour agencies

- Trout and Wine (<http://www.troutandwine.com>)
 - Key contact: Charlie O'Malley
 - Ranked #1 out of 96 activities in Mendoza on Trip Advisor
- Ampora Wine Tours (<http://www.mendozawinetours.com>)
 - Key contact: Kai Peinke
- Tasting Mendoza (<http://www.tastingmendoza.com>)
 - Key contact: Dolores Montero
- Uncorking Argentina Private Tours (<http://www.uncorkingargentina.com>)
 - Key contact: Carolyn Gallagher
- Mendoza Holidays (<http://www.mendozaholidays.com>)
- Mendoza Wine Camp (<http://www.mendozawinecamp.com>)
- Vendimia (<http://www.vendimia.com>)
- Mr. Hugo's bike tours (<http://www.mrhugobikes.com>)

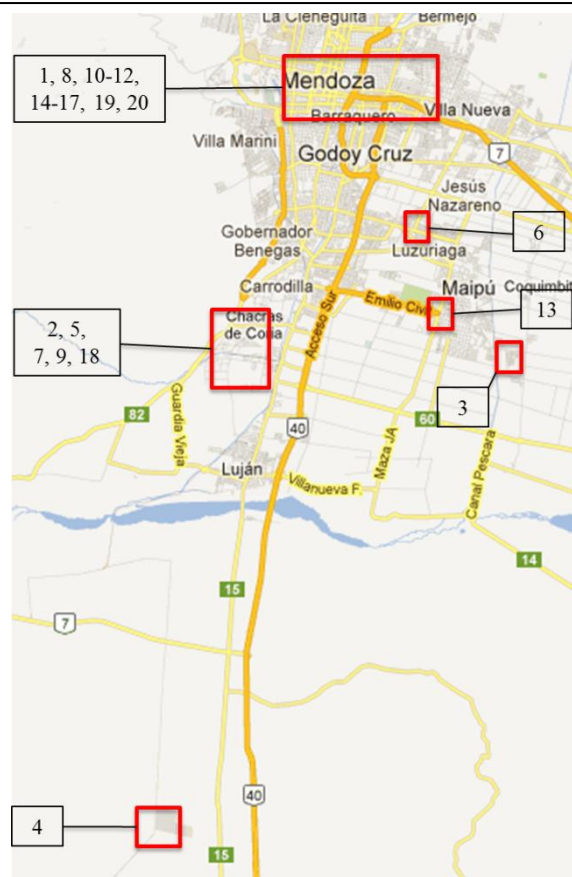
Appendix 5.2: Use current contacts at hotels and develop new hotel connections to access the highest number of potential customers

The Caselles family already has very good contacts at many hotels in Mendoza. Ana and then the promoter, once he or she has been hired, should work to maintain all relationships with the hotels so that the concierge and hotel managers will direct their customers to Sin Fin winery.

Top 20 Mendoza hotels on TripAdvisor:

1. Casa Glebinias *
2. Lares de Chacras
3. TikayKilla Lodge & Wines *
4. Cavas Wine Lodge
5. Finca Adalgisa Boutique Hotel & Winery by Bodega Furlotti
6. Club Tapiz
7. Posada Borravino *
8. InterContinental Mendoza
9. Posada El Encuentro *
10. Diplomatic Park Suites
11. Modigliani Art and Design Suites Mendoza
12. Bohemia Hotel Boutique *
13. Esplendor Mendoza *
14. Executive Hotel Park Suites
15. Soltigua Apart
16. Park Hyatt Mendoza
17. Villaggio Hotel Boutique
18. Hotel & Spa Termas Cacheuta
19. The Modern Hotel Mendoza
20. Huentala Hotel Boutique

*Fewer rooms but top ranked hotels with relationship potential



Appendix 5.3: A winery “Passport” can help to build the Maipu winery network and reward all Maipu wineries with greater tourism



Each winery will have their own page that will be stamped when the visitors come to the winery. The page will also include the names of the wineries wines and a small section where the user of the passport can write down his or her thoughts on the wine.

Appendix 5.4: Create a TripAdvisor account to reach tourists and improve the Sin Fin brand

Creating a TripAdvisor account allows Sin Fin to improve its relationship with the tourist. Tourists can interact with the winery – provide feedback and commentary about their experiences. In addition, travelers concerned about having the best wine tour experience have a place where they can explore reviews to heighten their confidence and ultimately make the decision to visit Sin Fin.

The screenshot shows the TripAdvisor page for Sin Fin winery. The page includes a search bar, navigation tabs (Home, Maipu, Hotels, Flights, Vacation Rentals, Restaurants, Things to Do), and a main content area. The main content area features a 'vimeo PRO' banner, the winery's name 'Sin Fin: Traveler Reviews', and a '24 reviews from our community' badge. A red dashed box highlights this badge, with an arrow pointing down to a detailed review.

"Sin Fin"
Reviewed October 24, 2012

Google Translation

I visited Sin Fin winery with my wife a few months ago. It was our honeymoon, and we were very happy with the Sin Fin endless night event. Honestly, our favorite thing about the night was the tour guide; it was the first time we encountered an individual who cares about his job – is passionate about wine and the winery and is able to articulate that passion

Visited October 2012

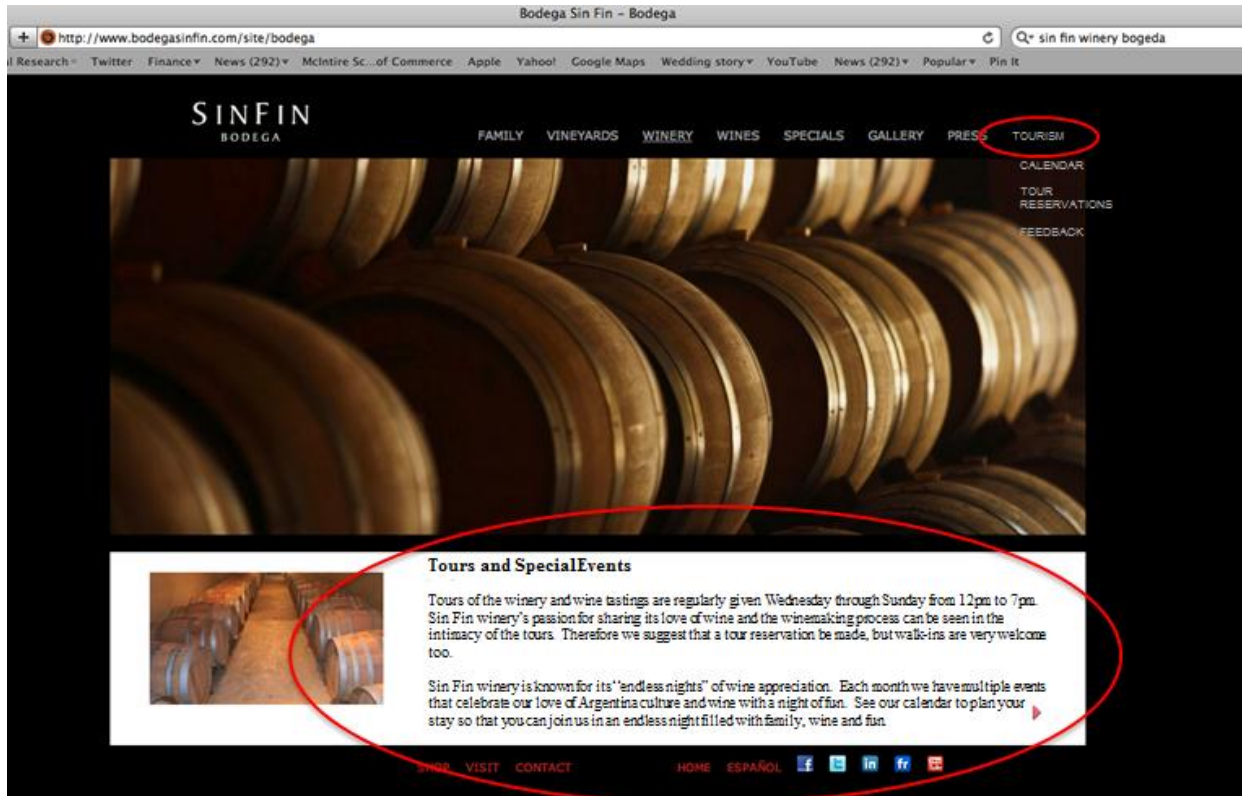
Was this review helpful? **Yes** [Problem with this review?](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Contributor
★ 11 reviews
9 attraction reviews
Reviews in 4 cities
7 helpful votes



Appendix 5.5 Add a tourism tab to increase customer access to tour reservations and upcoming events



Adding a tourism tab to the Sin Fin webpage will be beneficial as it will allow Sin Fin to communicate with tourists regarding tour hours, the unique experience offering and special events. Tourists will be able to easily select this tab to find any special events hosted at Sin Fin. This addition to the website will allow customers to plan Sin Fin into their stay in Mendoza.

The description of the tours and special events should include the hours of operations, the days of the week that it is open, the reservation policy, the two tour types and the special evening events that are regularly planned. Ideally a calendar of the types of specials events will be under the tourism tab. The tourism tab, in addition to having a calendar section, should also have a place where reservations could be made and a location where customers could leave feedback to help the winery grow.

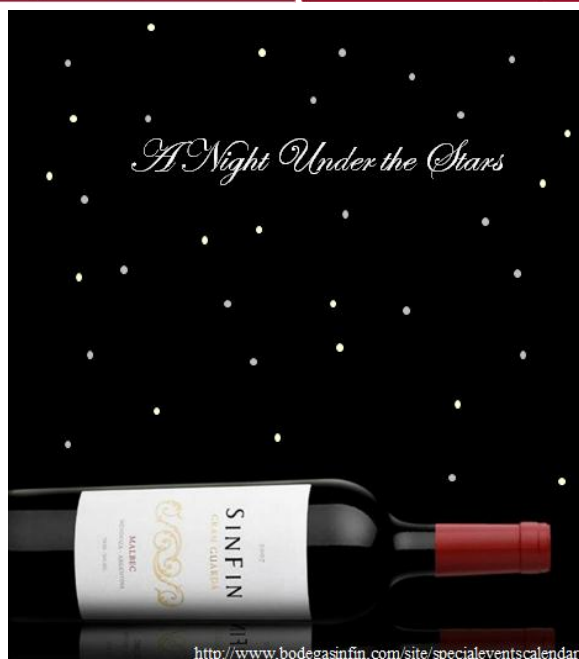


Appendix 5.6: Place an advertisement in *Wine Republic* to announce grand opening and regularly place ad to access new customers

It is important to emphasize in the advertisement both the later evening hours for tours and tastings as well as the special events. Giving potential customers the opportunity to look up or guess the theme for the special event that week can keep people engaged with Sin Fin’s marketing and be “regulars” to the winery each time they visit Mendoza. Engaging the customers in this way will help create brand loyalty so Sin Fin wines are the only wines they use.



	<p><i>A Winery Without End</i></p> <p>Come and be a part of our family.</p> <p>Let us share our passion for wine with you and your loved ones.</p> <p>Hours: 12 - 7pm Wednesday – Sunday Tour reservations suggested.</p> <p>Tel: 54 261 4914409</p> <p>Provincial route 50 n° 2668.Rodeo del Medio, Maipú</p> <p>http://www.bodegasinfin.com/site/</p>	<p><i>A Winery Without End</i></p> <p>Come and be a part of our <i>family</i>.</p> <p>Let us share our passion for wine with you and your loved ones.</p> <div data-bbox="842 1003 1212 1214" style="border: 1px solid red; padding: 5px; text-align: center;"> </div> <p>Hours: 12 - 7pm Wednesday – Sunday Tour reservations suggested.</p> <p>Provincial route 50 n° 2668.Rodeo del Medio, Maipú</p> <p>Tel: 54 261 4914409 http://www.bodegasinfin.com/site/</p>
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<http://www.bodegasinfin.com/site/specialeventscalendar/>

Appendix 5.7: Grand opening event would help to create buzz for the Sin Fin experience

Grand Opening Party

Announcing the opening of the Sin Fin Bodega winery with the whole Castellés family present will instantly help to put the Sin Fin winery on the map. Having the family there will help set up the brand and winery as being family-focused and elegant and the excitement and joy of the party will help demonstrate the passion that the family has about their wine and the winery.

Invite Journalists and Bloggers to Event

Getting journalists from magazines, like *Wine Republic*, and bloggers from Mendoza wine blogs will help to put Sin Fin winery instantly in the minds of wine aficionados. The articles that will hopefully be written about the grand opening of Sin Fin winery will be free advertising for the winery.

Appendix 5.8: Customer database and CRM will grow consumer loyalty

CRM Database

As tourism at Sin Fin grows, there will be a great opportunity to build a long-term relationship with Sin Fin customers. Monitoring and marketing to Sin Fin's best customers effectively will be an especially effective way to continue to drive wine sales, and in turn continue to build the Sin Fin brand name, creating a truly "endless" entity. Using customer relationship management techniques (CRM), Sin Fin can help increase the lifetime value of their customers to create loyalty and continue to grow the brand.

We believe the best way to facilitate strong customer relationships is a two-fold process. The first portion of the process is to utilize the information gathered from customers upon tour or tasting registration. By collecting a name, country of origin, email address, and number of bottles purchased on a visit, this can help Sin Fin to monitor multiple metrics. An example of a possibly output for this excel database can be found below.

	Tiempo	Apellido	Nombre	Pais	Botellas de vino	Email
1/8/2013						
1	6:00 PM	Briggs	Ryan	Estados Unidos	6	rjb9bw@virginia.edu

While simple, these metrics can score from which country hail the most tourists, which country purchases the most bottles at Sin Fin, and help Sin Fin to track tourist seasonality trends. They will be quick and straightforward for any employee to record, and will allow for quick customer registration.

The use of email will be especially beneficial for keeping tabs with customers. Monthly, or quarterly, emails informing customers of the success of a harvest, special events that have been hosted at Sin Fin, or a recent award won by a Sin Fin wine would help ensure that Sin Fin customers continue to feel the passion for wine that is truly evident in the Caselles family long after the tourist leaves Sin Fin. This will help to continue to influence customers to purchase Sin Fin wine as they remember their experience and the beauty of the wine assisting in continuing to build brand equity.

Dear _____,

Happy New Year! We here at Sin Fin are excited about another great year of upcoming growth for our winery. In late February, we will open our winery to tourists for the first time. We are incredibly excited for this monumental step in the continued growth of the Sin Fin brand, and we hope you have an opportunity to visit in the near future.

We offer multiple occasions to enjoy the Sin Fin experience and join us in our passion for wine. These options range from simply enjoying a glass of pristine Sin Fin Gran Guarda Malbec on the porch by the pond to taking part in our basic winery tour and tasting. For those seeking the ultimate Sin Fin Experience, our Wine Lover's Tour provides an incredibly unique opportunity to enjoy our wine directly from our tanks and barrels with our expert wine maker, before its even been out to the public!

Look for our unique *Endless Nights* where we host music, art, movie, and wine events under the stars at Sin Fin with our family. We look forward to seeing you and sharing our love for wine and family.

Stay Passionate!

Carlos Caselles and family



Appendix 6: Metrics

Appendix 6.1: Compare Sin Fin brand sales growth before and after creation of the tourist center to track performance

Goal:	<ul style="list-style-type: none">▪ Compare sales and growth before and after adoption of the tourist center to determine level of success▪ Establish framework to track future performance
Rationale:	<ul style="list-style-type: none">▪ Determine profitability of the tourist center▪ Measure growth of brand name▪ Iterate
Implementation:	<ul style="list-style-type: none">▪ Define success: A successful project improves the Sin Fin brand name and attracts tourists to the winery, while operating as a profitable business▪ Determine success metrics (i.e. high and low benchmarks to track level of success) and set target growth figures for year 1, year 2, year 3, and beyond<ul style="list-style-type: none">• Sin Fin bottles sold per year• Number of tourists per day• Percentage of tourists that purchase bottles of wine following the tour• Gift shop sales and tourism center profit addition to core business• Number of new relationships with tourist agencies and hotels per month• Quality of TripAdvisor reviews• Increase in sales or tours following special events▪ Establish database to record and compare success metrics (i.e. Tourism Inventory Management System)▪ Compare success metrics against historical performance to determine level of success▪ Track growth in metrics over time to see if goals are met▪ Iterate project if numbers fall below the lower success metric benchmarks

