

## **COMPETITOR ANALYSIS Rutas de Vino Granada**

In our competitor analysis, we have compared two commercial and one government-funded website for wine routes in Spain. Our focus website was Ruta de los vinos Granada. Our goal was to identify strengths and weaknesses of each business and conclude which website we think is the most advanced.

The comparison websites differed in their business models, with one being commercial and one strictly informative. Due to this variety, we were able to identify general performance issues of our focus website as well as the most important features for a website in the field of wine routes.

One of our priorities was the technological evaluation of the website. Since our target group is tourists that are potentially international and don't speak Spanish, we were disappointed to see that Ruta de los vinos Granada did not offer any language features apart from Spanish. On the other hand, the other two websites offered translations. The website that is government funded, Rutas vino de España, fails to perform on mobile devices, which makes it inferior to its competitors when it comes to modern device usage such as social media, research done on the mobile phone etc.

Depending on the website, the functionalities differed. However, since one of our comparison websites was not intended to generate revenue but rather serve as an informative platform, the reservation and purchase options would not make sense to be added.

In the Usability category, our focus website did not perform as well as the competitors. The main issue that we have identified is the lack of direct contact opportunities to the wine venues and the at times overwhelming menu.

In conclusion, we found that the competitor website Rutas de vino has the most advanced representation. This might be due to the higher price point and different focus group than the other two websites, however we still think that our focus website could improve their performance by implementing key features of Rutas de vino such as the translated website, easier usability and more flexibility in the routes that can be chosen.