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Wine attractions at hotels: study of online reviews

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Abstract

Purpose – The purpose of this study is to delineate the role of wine at hotels from the customer's perspective by analyzing New York City hotel reviews posted on TripAdvisor.

Design/methodology/approach – This study used content analysis to study 26,831 wine-relevant reviews that had been posted on TripAdvisor's New York City hotels by April 12, 2018. Two trained coders quantified and tallied the presence of themes based on the pre-established coding scheme.

Findings – Wine was mentioned in the online reviews in expressing positive, negative or neutral hotel experiences. Of the 877,616 New York City hotel reviews, about 3 per cent contained the keyword "wine." The three most frequently mentioned wine-related positive experiences were free happy hours, a surprise bottle of complimentary wine and the fun of pairing food and wine. The top three wine-related negative experiences were pricey/expensive/overpriced wine, poor wine list and poor quality of wine. The study found that hotel guests liked wine and that it had become a significant aspect of their lodging experience.

Originality/value – This study adds value to the literature of hotel wines by divulging hotel customers' wine-related experiences through their online comments and by providing a snapshot of hotel guests' wine-drinking behavior. The findings can provide an insight for hotels to further the use of wine as a means to enhance guest experience and to generate additional revenue.

Keywords Wines, User-generated content, Content analysis, Hotel reviews, Online reviews analysis

Paper type Research paper

Introduction

The popularity of online customer reviews has created new opportunities for business operators to enhance customer satisfaction. Online reviews, in which customers turn to websites, social media and blogs to express their positive or negative feedback on service encounters, allow companies to obtain insights into what aspects of the services they provide satisfy or dissatisfy customers. For example, Marriott analyzed online reviews to understand consumer experience by hotel type and to further align brand attributes with each target segment (Cohen, 2018). Positive online reviews were found to be significantly associated with consumers' booking intentions (Sparks and Browning, 2011) and hotels' increased profitability (Ye et al., 2009). Online customer reviews are made available to other consumers, who may use the information for making their purchase decisions (Xie et al., 2016). In general, consumers consider user-generated online reviews more useful and trustworthy than information available on a company's website (Ye et al., 2009); the

hospitality industry is no exception. Studies have indicated that approximately 90 per cent of travelers find online hotel reviews to be useful and accurate reflections of the actual experience (Gretzel and Yoo, 2008; Stringam et al., 2010; TripAdvisor, 2012). TripAdvisor's study showed that 53 per cent of the survey respondents indicated that they would not book a hotel that had no reviews on its website (TripAdvisor, 2012). This finding clearly signals the importance of online customer reviews for purchase decisions and in helping hotel companies to improve their products and services.

Wine is one factor that plays a critical role for many people when they are traveling. A survey by Sheraton Hotels (2015) revealed that 60 per cent of respondents indicated that they drank the most wine when they were away from home. Of the survey respondents, 74 per cent reported that they were more adventurous in trying out new wines while they were traveling and were more likely to pay more for a premium glass or bottle of wine on such occasions (Sheraton, 2015). The survey also found that after a long day, nearly one out of two people (48 per cent) would rather reach for a glass of wine than their smartphone/tablet (15 per cent) or even their spouse (15 per cent) (Sheraton, 2015). This survey provides a promising opportunity for hotels to generate additional revenue by offering wine to cater to the needs of travelers and enhance their travel experience.

Studies of online hotel reviews have focused on uncovering the attributes or services customers experience, such as place of business (hotels, restaurants, outlets, clubs), staff, rooms, furnishings, architecture (Berezina et al., 2016; Ekiz et al., 2012), hotel location, room size, cleanliness, in-room facilities, comfort, service (O'Connor, 2010) and perception of the best green practices (Yi et al., 2018). However, none of these studies has examined hotel customers' experience of wine as expressed in online hotel reviews. Customers tend to post when they have had extremely positive or extremely negative experiences (Cheung and Lee, 2012). An analysis of wine-related comments can provide insights that allow hotel managers to rethink the contribution of wine to guest experiences and to retain or attract customers. The purpose of this study is to delineate the roles of wine at hotels from the customer's perspective by analyzing New York City hotel reviews posted on TripAdvisor. Can wine as a supplementary product add to, or detract from, a guest's hotel experience? Specifically, this study is designed to:

- discover the features of wine that consumers will specifically include in their online hotel reviews;
- investigate whether wine can be used or served in a way that contributes to consumers' positive hotel reviews; and
- investigate whether wine can be used or served in a way that contributes to consumers' negative hotel reviews.

Literature review
General use of wine
The history of wine can be traced back to antiquity: archeological evidence of grape wine was found in China as far back as 7000 BC, GA (6000 BC), Iran (5000 BC), Greece (4500 BC) and Sicily (4000 BC) (McGovern and Mondavi, 2003). Wine is probably one of the oldest continuously manufactured items in the world and has been a part of human life over the millennia (Unwin, 1996). Studies reveal that people drink wine for a variety of reasons, including experiential consumption (i.e. enjoyment), situational consumption (i.e. food and socialization, relaxation) and symbolic consumption (i.e. status, image) (Charters and Pettigrew, 2008). People are motivated to drink wine because of the enjoyment they derive

from it, the taste of the wine, the effect of the alcohol and the social interaction. Wine has
been used widely on special occasions to celebrate or to socialize. Drinking wine creates a
sense of pleasure because the alcohol in wine tends to relax people, lower barriers and
induce feelings of fun (Charters and Pettigrew, 2008). The sensory pleasure induced by
drinking wine can encourage relaxation and help people unwind, thus producing a feeling of
well-being. Drinking wine is often regarded as a relaxing and recreational pastime that
represents a break from the stresses and strains of working-day life. It is also seen as
embodying a certain lifestyle or self-image (Gusfield, 1987). In addition to its hedonic and
sentimental aspects, its health benefits are a strong reason for why many people drink wine.
Evidence suggests that moderate wine consumption (especially red wine, which is high in
resveratrol) may allow people to live longer, protect against certain cancers, improve mental
health and boost heart health (Klatsky, 2003; Lippi et al., 2010). Wine has long been served
as an accompaniment to food and is consumed in combination with particular foods to make
the dining experience more enjoyable (Harrington, 2008). Wine is often purchased for the
purpose of gift-giving owing to its symbolism as a luxury item (Somogyi et al., 2011).
Historical facts, including some of those mentioned above, testify to the long traditional use
of wine as a popular universal beverage.

Current use of wine in hotels
Wine has been widely used in hotels to pair with food or as a token for service recovery.
Wine is often used as a gift to create a surprise or delight for hotel guests. Although wine is
not a core product in the hotel industry, an increasing number of hotels are using the
beverage as a supplementary product/service to augment the guest experience or to
distinguish the hotel from its competitors. For example, the Andaz San Diego Hotel
launched its "Red Carpet Wine Collection," featuring an array of celebrity-created wines,
such as Barrymore's Pinot Grigio and Matthews' The Dreaming Tree, a red blend (Graser,
2013). These celebrity wines were presented in a high-tech wine-dispensing machine,
allowing guests to select various amounts of pours at any time and as they wished. Many
hotels offer their guests free wine, either in the form of a welcome drink or free wine hours
(Yancey et al., 2004). Wine has been used in hotels to develop an emotional bond with
customers in novel ways, including teaming up with wineries to start wine clubs or the
creation of their own private labels. JW Marriott Hotels and Resorts has introduced the JWM
Wine Club by partnering with Treasury Wine Estates in Napa Valley. Each quarter,
members can choose two of four wines that will be shipped to them with tasting notes from
a JW Marriott wine ambassador, along with recipes from a hotel executive chef (Trejos,
2013). Sheraton's survey on global wine and travel trends found that travelers tended to
drink more during trips than at home and that 66 per cent of guests were more likely to buy
wine when a premium wine program was offered (Sheraton, 2015), inspiring hotel operators
to pay more attention to the role of wine being a significant revenue stream for hotels. For
example, The Ritz-Carlton in Charlotte launched a wine-blending experience in 2017 by
letting participants craft their own signature blend (The Ritz Carlton Press, 2017). The
Proximity Hotel in Greensboro North Carolina hosted a "Blend Your Own Bordeaux Wine
Dinner" in which guests learned how master blenders honed their craft and palates to create
a final cuvée (The Proximity Hotel, 2018).

   Service quality. The hotel industry is a service industry that relies greatly on the
provision of quality service to attract and retain customers. Service quality refers
specifically to services that fulfill customers' desires and wishes and meet or exceed their
expectations (Lewis, 1993). Parasuraman et al. (1988) further defined service quality as the
customer's judgment of an entity's overall excellence or superiority. Customer satisfaction is

created when a perceived service performance meet or exceeds expectations (Mason and Nassivera, 2013; Torres, 2014). The hospitality and tourism literature has documented the positive impact of guest satisfaction on post-purchase behaviors, such as word of mouth (Huang and Chiu, 2006; Rajaguru and Hassanli, 2018), repurchase intention (Brady and Robertson, 2001), customer loyalty (Binninger, 2008) and hotel profitability (Simons *et al.*, 2018). O'Neill and Palmer's (2003) study suggests that service quality and the satisfaction derived from it are among the most important attributes that enable a firm to gain a competitive advantage over competitors. Thus, a hospitality firm must recognize what factors lead to customers' favorable assessment of service quality and how to measure service quality to provide and maintain it.

Parasuraman *et al.* (1985) analyzed more than 200 attributes of service quality, based on a series of interviews with customers in the areas of banking, credit card use, repair and maintenance and telephone services. The authors discovered ten common dimensions that customers used in evaluating service quality (Parasuraman *et al.*, 1988). Later, the ten dimensions were condensed to five and those were incorporated into SERVQUAL, an instrument used to measure the quality of service. The SERVQUAL quality measurement has been the tool most commonly used for the purpose in academia in recent decades (Soutar, 2001). The five dimensions of SERVQUAL are (Parasuraman *et al.*, 1988):

(1) *Reliability*: This entails the ability to perform promised service dependably and accurately.

(2) *Assurance*: This refers to the knowledge and courtesy of employees and their ability to convey trust and confidence.

(3) *Tangibles*: These are the appearance and condition of the physical facilities, equipment, personnel and communication materials.

(4) *Empathy*: This refers to the provision of caring, individualized attention to customers.

(5) *Responsiveness*: This entails the willingness to help and provide prompt/attentive service.

As a generic measure of service quality, SERVQUAL has been widely adopted by researchers to develop service quality measurement scales tailored to the needs of a specific industry. For example, framed on SERVQUAL and the GAP model (Parasuraman *et al.*, 1985), Frost and Kumar (2000) developed an internal service quality model (INTSERQUAL) to assess the service quality of internal customers in the airline industry. Brady and Cronin's (2001) service quality model was SERVPERF, which focuses only on customers' perceptions and consists of three dimensions: interaction quality (attitude, behavior, expertise); physical service environment quality (ambience, design, social factors); and outcome quality (waiting time, tangibles, valence). Huang (2011) empirically tested the application of SERVQUAL and SERVPERF in the context of wineries and suggested that the perception-based SERVPERF approach has a stronger predicative power than SERVQUAL in terms of tourist satisfaction and loyalty.

Studies on the measurement of customers' wine satisfaction have concentrated mainly on wineries or wine tourism. O'Neill *et al.* (2002) examined the attributes that contribute to wine-purchasing intention in a winery and found that service process factors contributed more than tangible elements did. Atilgan *et al.* (2003) found that the attributes of assurance, tangibility, responsiveness and reliability had a positive association with wine tourists' level of overall satisfaction. Of these attributes, assurance and reliability were highly associated with wine tourist satisfaction (Atilgan *et al.*, 2003). Recently, influenced by the concept of the

experience economy, the experiential dimensions of the consumer consumption process, particularly the utilitarian and hedonic components of this process, have received increasing attention (Sandström *et al.*, 2008). Hospitality and tourism firms can intentionally use services as the stage and goods as props to co-create with their customers a memorable experience and boost customer satisfaction (Akaka *et al.*, 2015; Pine and Gilmore, 1998; Prahalad and Ramaswamy, 2004). Fernandes and Cruz (2016) proposed a holistic model of experience quality, which was validated in the wine tourism industry. This experience quality model can be measured and conceptualized by six dimensions: environment, service providers, learning, entertainment, functional benefits and trust. Thomas *et al.* (2018) validated a scale to measure wine tourist engagement with the winescape. The seven constructs of the scales are setting, atmospherics, wine quality, wine value, signage, service staff and complimentary products (Thomas *et al.*, 2018). These seven attributes of the winescape are associated with customers' satisfaction with the winery, which is positively related to the winery visitor's willingness to both revisit and recommend the winery (Thomas *et al.*, 2018). A study measuring customer wine satisfaction while dining at a restaurant found that a customer's wine satisfaction was associated with the quality of food, environment and service quality (Choi and Silkes, 2010). A synthesis of previous studies suggests that SERVQUAL's five dimensions be expanded by adding three constructs: learning, entertainment and complimentary products.

Importance of online reviews
The emergence of Web 2.0 has significantly changed the way firms market their products and services. The advance of social media has empowered consumers to provide public online recommendations or critiques about their experiences with a firm. Social media encompasses a wide range of interactional platforms, including blogs, picture and video sharing, links to websites and applications to engage users in dialog. Media content created or produced by the general public, rather than by paid professionals, and distributed on the internet, is referred to as user-generated content (Daugherty *et al.*, 2008). Posting a personal preference or a positive or negative consumption experience may have a ripple effect on a wider audience. Studies have indicated that e-word of mouth (eWOM) can be more effective than traditional WOM in reaching a larger, more diverse audience; consumers are 16 per cent more likely to be influenced by eWOM than traditional WOM communication (Baber *et al.*, 2016; Goldsmith and Horowitz, 2006). About 35 per cent of travelers changed their travel plans after reviewing user-generated content online (Kim and Dafnis, 2015). Olery's (2012) study showed that 49 per cent of consumers will not book a hotel without reading consumer reviews first.

Consumers tend to post an online review when they are disappointed with services as an act of retaliation (Sparks and Browning, 2011). Researchers found that negative reviews have more influence on customers' decisions than positive reviews do (Lee *et al.*, 2008). Wu and colleagues (2016) extended previous studies by addressing the impact of power (one's ability to influence another person or other people) on customers' willingness to post online reviews. They found that powerful consumers (those with high ratings or many followers) are more likely to post positive reviews when the forum consensus is negative, while powerless consumers tend to post positive reviews when the forum consensus is also positive (Wu *et al.*, 2016). All these factors reinforce the importance of online reviews in affecting customers' purchasing behavior. Marketing specialists should not underestimate the power of eWOM and user-generated reviews.

Research method

This study applied content analysis to study wine-relevant online reviews posted on TripAdvisor. Neuendorf (2002, p. 10) defined content analysis as "[…] a summarizing, quantitative analysis of messages that relies on the scientific method." Krippendorff defined content analysis "as a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (Krippendorff, 2013, p. 24). Although content analysis originated in the field of communication, it has been used in multiple disciplines, including political science, anthropology, psychology and management and information studies (White and Marsh, 2006). Overall, studies using content analysis usually involve the following six steps (Krippendorff, 2013; Prasad, 2008; Stempel, 1989):

(1) formulation of the research question or objectives;
(2) selection of communication content and sample;
(3) developing content categories;
(4) finalizing units of analysis;
(5) preparing a coding schedule, pilot testing and checking inter-coder reliabilities; and
(6) analyzing the collected data.

Given the recent increase in prevalence and use of data analysis software applications, text-mining methods have been increasingly used as research tools to extract meaningful keywords from bulk data to answer research inquiries. Text mining provides an efficient method of identifying pairs of words that are frequently adjacent within reviews, but the extent to which the relationship of keywords is meaningful in any given context has been questioned (Feldman *et al.*, 1998; Yu *et al.*, 2011). The pilot test found that counting the frequency that the word "wine" appears in a review can provide only a limited understanding of the application of wine in hotels. For example, one of the reviews contained the keyword "wine," but a further review of the context showed that the word "wine" was part of the name of a restaurant near the hotel where the reviewer stayed and was not directly related to the wine service provided in the hotel. Therefore, a traditional content analysis conducted manually by coders was adopted for this study.

The New York City hotel reviews posted on TripAdvisor were chosen as the sampling data for analysis. TripAdvisor is a travel website that enables customers to gather travel information and post reviews and opinions of travel services, such as accommodations, attractions and restaurants across the world, and provides a platform to engage visitors in interactive travel forums. It is considered the most successful consumer opinion portal and commercial travel review site in the world (Markham-Bagnera *et al.*, 2015; Viglia *et al.*, 2016). It is also the largest travel community in the world, attracting an average of more than 455 million monthly visitors in seasonal peak periods (TripAdvisor, 2017). Hotel reviews on TripAdvisor are presented based on cities. New York City is one of the top ports of entry in the USA. It is also a top overseas market and has been listed as one of the top big-city destinations in the world. In 2016, it attracted more than 60.5 million visitors, who spent $43bn (NYC and Company, 2017). About 79 per cent of guests in New York City hotels are leisure travelers and 21 per cent are business travelers (NYC and Company, 2017). As of April 12, 2018, 429 hotels were listed on TripAdvisor websites, with a total of 877,616 reviews. New York City hotel reviews containing the keyword "wine" were included for analysis and yielded 26,831 wine-related reviews.

To develop the coding scheme, three reviewers, each holding a PhD degree in hospitality and tourism management, were invited to review wine-related comments from a randomly

selected list of 12 hotels based on hotel stars (three hotels from each rank of stars).The reviewers read each of the selected reviews carefully. Meaningful themes were extracted from the text to form a list of categories. The lists from the three reviewers were compared, and inconsistent categories were resolved through group discussions. A coding sheet was developed after a group consensus was reached. Coding scheme presents the details of the coding scheme.

Coding scheme

(1) Positive reviews
- good wine quality/tasty;
- good wine selections/variety;
- price is reasonable (knew everything was pricy in NYC);
- free happy hours (free social);
- paid happy hours (discounted wine);
- free wine: in room surprise: welcome/ special occasion/celebration surprise;
- free wine: for service recovery;
- free wine: offered randomly at the bar;
- friendly/professional/well-trained bartenders or servers; and
- chef/sommelier (food and wine pairing).

(2) Prompt service
- minibar (place to chill wine or pre-filled with wine);
- in-room kitchen pre-filled with wine;
- wine opener/glasses/wine bucket in the room;
- cozy environment to enjoy wine;
- enjoy rooftop wine drinking with great view of the city/terrace/foyer;
- enjoy a glass of wine at the end of the day;
- hotel store carries wine/beer for sale;
- learn new knowledge about wine; and
- others.

(3) Negative reviews
- poor quality of wine;
- limited wine selection/list;
- pricy/expensive/overpriced;
- no free wine: no happy hours; and
- no free wine offered even though informed the staff regarding the special occasion;
- pre-arranged or pre-ordered wine/chocolate/cheese plate but not delivered;
- unfriendly bartender/servers;
- poorly trained wine-serving staff;
- slow in serving wine;

- serve wine in plastic glasses/paper cups;
- a free bottle of wine did not compensate for the service failure;
- limited wine hours;
- minibar not pre-filled with wine;
- no wine glasses/openers/bucket in the room;
- no mixer to make spritzer;
- in-room kitchen: only a few wines;
- did not like the price tag on the wine bottle;
- unfairness: other people were offered free wine but she/he was not;
- wine becomes disgusting when charged a $32 per day facility charge; and
- others.
  (4) Neutral reviews
- mention wine as a part of hotel information;
- mention wine price; and
- others.

During the training session, two coders quantified and tallied the presence of themes from the chosen reviews, based on the coding scheme. Five sample hotel reviews were selected for the coders to practice on. Cohen's kappa was used to determine inter-rater reliability. The initial inter-rater reliability rate was 0.92, which exceeds the acceptable level of 0.70 (Cohen, 1960, 1968). The two trained coders demonstrated a good reliability rate; therefore, they were asked to conduct the content analysis by following the coding protocol. To ensure the reliability of the analysis, the two coders worked separately. The coders then compared results and discrepancies were discussed until a consensus was reached. The inter-rater reliability rate was 0.87, indicating a satisfactory reliability rate. The results gleaned from the coding scheme were further categorized based on the dimensions identified from previous studies.

Results

By April 12, 2018, 877,616 New York City hotel reviews had been posted on the 429 hotels listed on TripAdvisor. Of these reviews, 26,831 (3 per cent) contained the keyword "wine." Among these wine-related comments, 290 contained information regarding wine but were irrelevant to the topic of the study and were therefore excluded from the analysis. The majority of the reviews were posted in 4-star hotels (66 per cent), followed by 3-star hotels (17 per cent), 5-star hotels (16 per cent) and 2-star hotels (1 per cent). Wine was mentioned in the online reviews to express positive, negative or neutral hotel experiences. In summary, the top ten most frequently mentioned wine-related comments (both positive and negative) included the following categories:

(1) free happy hours (free social drinking) (13,499 reviews);
(2) free wine; in-room surprise; welcome/special occasion/celebration surprise (12,537 reviews);
(3) pricey/expensive/overpriced (5,028 reviews);
(4) limited wine selection/poor wine list (2,378 reviews);
(5) fun food and wine pairing (1,791 reviews);
(6) free wine (offered randomly at the bar) (1,419 reviews);

(7) a cozy environment to enjoy wine (1,347 reviews);

(8) good wine quality/tasty wine (1,246 reviews);

(9) a glass of wine enjoyed at the end of a day/in the evening/after dinner (1,235 reviews); and

(10) good sophisticated/interesting wine list (1,176 reviews).

In these ten most frequent wine-related categories, the majority (80 per cent) of comments were positive, regarding wine. It was obvious that delight created by complimentary wine offered at the happy hours or for a special occasion motivated positive comments. In addition to good quality wine and a sophisticated wine list, hotel guests appreciated a cozy environment that allowed them to savor the wine. They also enjoyed pairing wine with fun food. On the contrary, overpriced wine and a limited wine list were the top two negative comments.

Analysis of positive comments
The ten most frequently mentioned wine-related positive categories were free happy hours (34.3 per cent), a complimentary surprise bottle of wine for a special occasion (31.8 per cent), fun food and wine pairing (4.5 per cent), a random free glass of wine offered at the restaurant or bar (3.6 per cent), a cozy environment to enjoy wine (3.4 per cent), good quality/tasty wine (3.2 per cent), enjoying a glass of wine at the end of the day/after dinner (3.1 per cent), good/ sophisticated/interesting wine selection (3.0 per cent), being compensated with a bottle of wine for a service failure (2.6 per cent) and the room being equipped with a minibar to store/ chill wine (2.3 per cent). A further analysis of these comments based on the service quality dimensions revealed that the majority of the positive wine-related comments were related to complimentary products (40.4 per cent), followed by empathy (31.8 per cent), tangibles (15.9 per cent), educational/learning experiences (4.6 per cent), hedonic experiences (3.2 per cent), price (1.7 per cent), assurance (1.5 per cent) and responsiveness (0.9 per cent). In terms of complimentary products, reviewers especially liked free happy hours. This is reflected in the following comments: "On Monday through Friday evenings, the hotel serves complimentary wine. The wine was lovely and, more importantly, provided an opportunity to meet and chat." "There is also complimentary cheese and wine every afternoon between 4 and 6, which is a really nice touch."

> They host daily wine receptions after 5 pm. It was impeccable and relaxing. The wine reception gave us a little break to unwind and sing songs; it was like a hidden retreat from the hectic, rushed New York City life.

The positive comments regarding intangible aspects of the SERVQUAL (i.e. empathy, assurance, responsiveness and reliability) outweighed comments on the tangible aspects, indicating that prompt, accurate, caring, friendly, professional and individualized service delivered during the process of wine consumption escalated guests' hotel experiences. Examples of these comments were, "We loved chatting to waiters, loved their professional attitude toward service, and their very good knowledge of food and wine! [sic.]" "The staff were very courteous and responded quickly to our request for wine glasses."

> The staff were fantastic from the minute we arrived. They found out it was my birthday and when we returned from a walk, there was a bottle of red wine, two glasses, and a card from the receptionist on the desk.

"[. . .] added extras, such as a complimentary bottle of Cote du Rhone wine, rounded out a memorable stay."

In terms of the tangible dimensions, reviewers especially complimented those hotels that offered a good quality and selection of wine and an in-room minibar full of wine. Guests also appreciated hotels that offered a venue with a cozy environment for them to enjoy wine and socialize with their friends. A guest wrote: "Stylish outdoor furniture and modern indoor seating make for a great tranquil place to unwind with a glass of wine after a long day in NYC." One commented, "I enjoyed a nice quiet glass of wine in the lobby, watching people come and go." Another guest commented, "The rooftop bar was a real bonus, we really enjoyed sitting with a glass of wine taking in the Manhattan skyline."

In addition to the five dimensions of SERVQUAL, three additional dimensions emerged from our study: educational/learning, hedonic attribute and price. Approximately 5 per cent of the comments were related to the excitement of learning more about wine or how to pair wine with food. Guests mentioned that they enjoyed the wine they had with their meals. Some wrote that they enjoyed interacting with the chef, sommelier or restaurant manager to learn more. One reviewer remarked "The owner XXX is wonderful and can offer you great advice on choosing a great wine to go with your dinner!"

Regarding the hedonic dimension, guests enjoyed a glass of wine at the end of day. One posted:

> Our favorite thing to do after a big day walking through Central Park and doing lots of shopping was to sit in the bar and listen to the beautiful piano – it was a great atmosphere and very attentive service.

Approximately 2 per cent of the comments mentioned that they knew everything was pricey in New York City but believed the price of a glass of wine was reasonable. Table I shows a detailed list of the positive wine experiences based on SERVQUAL and experience quality dimensions.

Analysis of negative comments
The ten most frequently mentioned negative wine-related comments were:

Pricey/expensive/overpriced wine (41.9 per cent), poor wine list (19.8 per cent), poor quality of wine (5.2 per cent), no happy hours/free wine (4.6 per cent), no wine glasses/wine opener/wine bucket in the guests' room (4.2 per cent), unfriendly/inattentive bartender/server serving wine (2.9 per cent), unhappy with the service failure even after receiving a free bottle of wine as compensation (2.6 per cent), slow in serving wine (2.2 per cent) and unprofessional bartender or wine server (2.1 per cent).

All the negative wine-related comments were categorized based on dimensions identified from previous service quality and experience studies. The most frequently mentioned negative statements were relevant to the expensive price of a glass of wine (41.9 per cent), followed by tangibles (34.1 per cent), intangibles (16 per cent), complimentary products (7.1 per cent) and hidden/additional charges (0.9 per cent). Of all the negative comments related to wine, overpriced wine appeared to be the biggest concern. Examples of comments included: "The prices in the bar/restaurant are outrageous ($22 for Tito's, $24 for a glass of wine that retails for $7 a bottle)." "We ordered a glass of white wine, vodka and lemonade, with a bottle of water from the bar and they charged me $24 which I thought was a bit steep." "We paid for the view by having the most expensive glasses of wine ever for us yokels from Maine: $16.00 each." "The wine was way over-priced. This was a grim and expensive experience." With regard to the tangible aspect of the negative comments, the majority of negative posts centered on limited/poor wine list, poor quality of wine, no wine glasses/opener/bucket in the room and minibar not pre-filled with wine.

Categories	Positive comments	Total	(%)
Complimentary products	Free happy hours (free social)	13,499	40.4
	Free wine: offered randomly in the bar (no happy hours, not for special celebration, check in)	1,419	
	Free wine/wine vouchers: for service recovery/compensate the poor service/guest complaints	1,021	
Empathy	In-room surprise: welcome/ special occasion/celebration surprise	12,537	31.8
Tangibles	Cozy environment (lobby lounge, restaurant, lobby bar, balcony, pool, in-room bath) to enjoy wine	1,347	15.9
	Good quality of wine/tasty wine	1,246	
	Good wine selections/good, sophisticated or interesting wine list	1,176	
	Minibar (place to chill wine or pre-filled with wine)/in-room wine storage (fridge space)	914	
	Enjoyed rooftop wine drinking with great view of the city/terrace/foyer	889	
	Wine opener/glasses/wine bucket in the room/wine cooler/wine bar or rack	336	
	In-room kitchen pre-filled with wine (for those luxury suites with a kitchen in the room)	187	
	Hotel store carries wine/beer for sale (guests can purchase and drink in their own room-convenient)	174	
Educational/ learning experiences	Chef/sommelier/manager(food and wine pairing)	1,791	4.6
	Learn new knowledge about wine	39	
Hedonism	Enjoy a glass of wine at the end of the day/in the evening/after dinner	1,235	3.2
Price	Price is reasonable (knew everything was pricey in New York City)	460	1.7
	Paid happy hours (discounted wine)	204	
Assurance	Friendly/professional/well-trained bartenders or servers/knowledgeable/ attentive	510	1.5
	Helpful arranging wine to be delivered*	65	
Responsiveness	Prompt service in delivering wine to the room or wine glasses/wine openers	358	0.9
	Total	39,407	100

Table I.
Summary of positive reviews

Approximately 34 per cent of the negative comments were related to tangibles such as a limited/poor wine list, poor quality of wine, no wine glasses/opener/bucket in the room and minibar not pre-filled with wine. One reviewer posted, "We were also unable to get a corkscrew or wine glasses in our room (which are things that you cannot bring in your carry-on bag)."

With regard to negative comments on intangible aspects, 16 per cent were related to service employees' reliability, assurance, empathy and responsiveness. One customer remarked:

Expensive, ordinary, and again the wait staff were inattentive and rather rude, as if we were an inconvenience. My wife wasn't even asked if she wanted a second glass of wine.

Another wrote: "Service in restaurant was bad, wine not served until after meal was almost entirely eaten."

Some customers mentioned that they had called the hotel in advance and had tried to pre-arrange or pre-order a bottle of champagne and roses to surprise their spouses or significant others for a special occasion. However, either some hotels did not provide such a service or the order was not delivered to the room in a timely manner. One commented:

I booked this hotel specifically for my girlfriend and I to spend our anniversary in the heart of the city, and the results were disastrous. I gave the management crew a heads-up before my girlfriend arrived about having a nice surprise in our room with flowers and wine. But it seemed as if I was asking too much from the staff. I felt very unwelcome – as if I were a burden to them – which made me feel upset [. . .] If anyone is looking for a special night out on the town DO NOT COME HERE!!!

One customer wrote, "I wouldn't say anyone went "above and beyond" to make our experience great. They certainly didn't go out of their way to make us feel welcome [. . .] I made sure to let them know my husband and I were there celebrating our wedding anniversary and thought that perhaps they would have done a nice gesture to help us celebrate (wine in the room, etc.). While nothing was wrong with our stay, I just wouldn't feel compelled to stay there again." These examples indicate that hotels may lose guests for failing to perform promised tasks, or for failing to understand the specific needs of their guests.

Approximately 7 per cent of the complaints were about no complimentary product (e.g. no free happy hours, no free wine). About 1 per cent of the negative comments regarded being charged for requesting wine glasses/corkscrew or for storing the wine. It is worth noting that the free wine offered during happy hours also became a scapegoat for additional facility charges. One customer commented, "The free wine and cheese offered at the happy hours in the lobby became so disgusting when I saw the $32 facility charge per day on my hotel bill." Table II shows the detailed negative wine-related comments by dimensions.

In addition to the positive and negative comments about wine, there were neutral comments regarding wine. Of all the neutral wine-related reviews, 92 per cent included information regarding wine as part of the introduction to the hotel. For example, "This hotel has a restaurant with a wine list." or "This hotel has a lobby lounge that offers wine." About 8 per cent of the neutral comments mentioned the price of wines, for example "a glass of wine ranges from $20 to $350."

Discussion of results

Based on the analysis of New York City hotel reviews posted on TripAdvisor by April 12, 2018, this study found that about 3 per cent of the comments were related to wine, indicating wine played a part in guests' stay at a hotel. In addition to SERVQUAL's five dimensions, reviews related to complimentary products, educational/learning experience, hedonic attribute, price and hidden/unexpected charges emerged. Complimentary products were the most mentioned positive comments, accounting for 40 per cent. Wine was often used as a gift to create a surprise or delight, thereby enhancing a positive guest experience. More than 31 per cent of the positive comments gave credit to hotels for a free welcoming glass of wine when they checked in, a free bottle of wine and chocolate or fruit in the room to help guests celebrate their honeymoon, birthday or anniversary. Moreover, reviewers especially liked the free happy hours and the opportunity to mingle with other hotel guests. Even though happy hours with wine were mentioned most by customers, it is worth noting that any service failure during the delivery of happy hours could also elicit negative comments from customers. For example, one left a comment, "We liked the free happy hours but the venue was too small, which created overcrowded conditions that spoiled the fun." Another posted, "The happy hours were fun but the service was poor. I could not even find a staff when I need help." The same applies to hotel's use of wine as a token to compensate for service failure. Approximately 3 per cent of the positive comments pertained to the appreciation of the hotel's intention to make up for customer dissatisfaction. However, it is important to

Categories	Negative reviews	Total	(%)
Price	Pricey/expensive/overpriced	5,028	41.9
Tangibles	Limited/poor wine list	2,378	34.1
	Poor quality of wine	627	
	No wine glasses/opener/bucket in the room	501	
	No comfortable area to drink winea	141	
	Music/atmosphere not good for winea	120	
	Minibar not pre-filled with wine	102	
	No minibar/no space for winea	101	
	No bar/wine bar in hotela	91	
	No mixer to make spritzer	13	
	Did not like the price tag on the wine bottle	11	
	In room kitchen: only a few wines	9	
	No hotel store to purchase winea	4	
Complimentary	No free wine: no happy hours/not enough free wine offered	550	7.1
products	A free bottle of wine did not compensate for service failure	316	
Reliability	Serve wine in plastic glass/paper cups	236	5.3
	Pre-arranged or pre-ordered wine/chocolate/cheese plate but not delivered	221	
	Dirty/broken wine glassesa	80	
	Incorrect wine billinga	39	
	Unfairness: other people were offered free wine but she/he was not	25	
	No wine offered/delivered as promised for service recoverya	17	
	Wrong wine order receiveda	15	
Assurance	Unfriendly bartender/servers	346	5.0
	Poorly trained wine-serving staff	249	
Empathy	Limited wine hours	220	3.3
	No free wine offered even though informed the staff regarding the special occasion	164	
	Cannot take wine to rooma	15	
Responsiveness	Slow in serving wine	268	2.4
	Understaffed wine/happy houra	8	
	Were unaware of happy hour or wine packagea	14	
Hidden/	Charged for wine glasses/corkscrew/storagea	55	0.9
unexpected charges	Wine became disgusting when charged by facility charge	49	
	Total	12,013	100

Note: [a] indicates additional categories other than coding scheme

ensure that the service is performed in an error-free manner or it may lead to more disappointments. One customer wrote:

> We were highly disappointed with our stay here. After all the hassle resolving the screwed-up reservation, we were promised that we'd be delivered a free bottle of wine [. . .] that never arrived!

Another customer commented:

> The staff sought to make us feel better about the uncomfortable room by leaving us a bottle of wine and two glasses (the gesture might have been more complete if they had also left a corkscrew).

A complimentary bottle of wine is not always regarded as an absolute solution for service failure. One customer who was upset with the service wrote:

The manager did give us a credit for our lunch and sent us a bottle of wine, which was nice, but not enough for all our troubles and a waste of money by staying at XXX.

This reinforces how the quality of service can influence a customer's hotel satisfaction and how important it is for service providers to pay close attention to multiple dimensions of service quality.

The results of this study showed that hotel guests wanted to have some wine during their stay at the New York City hotel. Drinking on the rooftop or on a balcony, with great views of New York City, greatly enhanced their hedonic consumption of wine. Slightly more than 3 per cent of the positive comments pertained to the hotel's provision of a cozy environment (lobby bar, lobby lounge, restaurant, room balcony, pool) that allowed them to enjoy a glass of wine and the availability of a minibar to chill wine, wine glasses, a wine opener and a wine bucket in the guestroom. A number of reviewers also liked the fact that some hotel stores offered wine for sale so guests could purchase a bottle and drink it in their own room. On the contrary, missing these tangible aspects during their hotel stay gave customers the opportunity to post negative reviews. Approximately 14 per cent of the negative comments were dedicated to factors such as no wine glasses, wine opener, wine bucket or minibar in the room, the lack of a bar or wine in the hotel or lounge and no comfortable area to drink wine. All these reviews confirmed that wine had become a significant part of guests' lodging experience.

Following this trend, it is not surprising that comments related to the quality of wine and price were included in guests' hotel reviews. About 3 per cent of the positive comments regarded the good quality of wine offered in the hotel; another 3 per cent were compliments to the hotel for the good selection of wines or their sophisticated wine list; and approximately 2 per cent of the positive reviews were related to friendly/professional/well-trained bartenders or wine servers encountered by the guests. On the other hand, approximately 42 per cent of the negative comments were geared toward expensive and overpriced wine. Almost 13 per cent of the negative comments were regarding the poor quality of wine and the limited wine list. For example, one reviewer stated:

Drinks are overpriced–typical for NY, but worst is they were BAD!! I was tired and didn't want to walk somewhere, so I thought it would be hard to mess up a glass of wine. Even though we were hotel guests, they could not accommodate us–so we wound up at a local Irish bar instead.

The quality of service delivery is always one of the top attributes customers comment on in online reviews (Tontini *et al.*, 2017), and this study was no exception. "I pre-ordered a bottle of wine and strawberries and they were delivered exactly as I asked!" Negative comments regarding service related mainly to reliability and assurance. Examples of the comments were, "The service was generally very bad; we would call for a wine bottle opener and they never brought it. When we went to the front desk to ask, they said they would charge us for it [. . .]" "Repeated calls for short cocktail glasses resulted first in wine glasses, then martini glasses, then tall, skinny iced-tea glasses."

The most unforgivable and bizarre error was removing our wine glasses when there was still half a bottle of wine remaining. The practice of keeping your wine bottle out of sight and away from the table is one I find unnecessary and very irritating.

"They tried to charge us for things we didn't consume, such as a $40 bottle of wine (I highly recommend you check the bill before the checkout)." The findings are in line with SERVQUAL's reliability, responsiveness, assurance and empathy dimensions, reinforcing the importance of providing prompt, accurate and individualized service, as well as performing promised service dependably, even in the context of serving wine.

Conclusions

Although the data for this study were gathered from TripAdvisor's New York City hotel review platform, customers did talk specifically about "wine" in their hotel reviews. People consume wine primarily for hedonic purposes (Neeley *et al.*, 2010), and this study showed that guest experiences with wine while staying in a hotel can contribute to either positive or negative online reviews. Wine is a tangible product that can be served in a way that creates a memorable moment that brings pleasure and excitement to a hotel stay, thus, motivating guests to visit again.

This study revealed that many guests like to have some wine during their stay at a hotel and are in favor of a bar on the hotel premises or a liquor store nearby. To cater to guests who enjoy drinking wine in their room, hotels need to equip rooms with a minibar, wine glasses, bottle openers and space to store wine. Hotels can use positive wine-related reviews to develop a good wine strategy to meet or exceed guest expectations. Strategies can include improving some of the tangible aspects of wine, such as the quality of wine and the wine list, and creating a cozy, relaxing, welcoming servicescape in which guests can enjoy a glass of wine. Hotels can develop social events by offering free wine or discounted wine to engage guests and develop loyalty. They can organize wine workshops to satisfy customers' needs of learning. Most of all, hotels need to train their bartenders or wine servers to be knowledgeable and professional in serving wine. This study clearly indicated that professional wine-serving skills and customer-service skills are important.

It is human nature that people love to get something at no charge and with no strings attached. Thus, it is not surprising that offering free wine at the hotel during happy hours was the most mentioned wine-related comment. Hosting a free happy hour at the hotel may be perceived as an added-value offering; however, staying in a hotel without a happy hour definitely upset many guests. Although the upfront costs for giving away free wine can be substantial, the number of positive reviews regarding free happy hours and the number of negative reviews complaining of no free happy hours may justify this as a necessary investment.

Customers' poor experiences with wine at a hotel can sully the hotel's reputation and discourage the customer from returning to the hotel. This study found that customers care about the pricing of wine. Hotels can seek partnerships with wine stores or wineries to feature specific wines or to offer competitive wine prices. Hotels should also consider selling bottled wines with a variety of prices for guests to choose and, thereby, generate additional revenue from wine sales. To attract more guests and add value to bookings, hotels could offer packages in which wine is an important ingredient. To extend wine hours without increasing the staffing budget, hotels could consider adopting a wine dispenser in the lobby or on each floor as an added-value convenience for guests to have a glass of wine whenever they want.

In summary, the findings support the provision of wine as a supplementary product that can add to or detract from the experience of hotel guests and that has an impact on guests' WOM or repurchase behaviors. Hotel guests tended to make wine-related comments based on multiple dimensions, including tangible (e.g. quality of wine, variety of wine selection, environment), intangible (e.g. assurance, empathy, reliability, responsiveness), complimentary products (free drinks), learning (knowledge about wine or wine and food pairing), prices, hedonic attribute and hidden/additional charges. As such, the wine experience dimensions identified in this study can serve as factors for hotels to monitor and evaluate the quality of the wine provision at their facilities. Hotel operators need to consider these dimensions when providing wine and/or a wine experience at their facilities. Hotels

can take advantage of the popularity of wine to improve the hotel-stay experience for their guests and to attract prospective guests.

Limitations and future studies

While this study delineated the role of wine in hotels by examining online reviews posted by customers and provided practical implications for hotels to improve their online reputation, marketing position and sales, it has several limitations. First, the sampling frame was limited to hotel reviews in New York City posted on the TripAdvisor website. Thus, some of the categories identified may be location-specific; for example, the much-mentioned rooftop bar may be popular simply because of New York City's extraordinary skyline. More than 78 per cent of hotel guests visited New York City for leisure purposes. This segment of travelers may have different expectations of wine from those of travelers in other segments. Future studies can expand the location to different cities to increase the scope of the sampling frame. Second, new reviews posted on TripAdvisor may be added at any time. The findings of this study are based on available New York City hotel reviews as of April 12, 2018. Third, this study used two trained coders to conduct the content analysis. It is hard to avoid human error in coding data because of fatigue, personal bias and perception. Although the inter-rater reliability exceeded the minimum standard of 0.70, it is not perfectly reliable. To eliminate the concern of human error in conducting content analysis, future studies could apply sophisticated computer software for data coding to achieve higher reliability. Fourth, content analysis helps to classify what is there but may not reveal the underlying motives for the observed pattern. For example, the reviews showed that guests enjoyed drinking in their own rooms. Limited by the content analysis, the researchers were not able to interpret the reasons. Future studies could use the information gleaned from this study to develop a survey and collect qualitative data from hotel guests and further explore their wine preferences or behaviors when staying in a hotel. Future studies could also investigate hotel guests' wine behaviors based on the types of hotels and benchmark the hotel guests' wine-drinking profile based on their travel purpose.

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