BREWING CONNECTIONS

Understanding Place Attachment in Brewery Tourism

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Abstract:

In an increasingly globalizing world, cities, regions and brands are recognizing the importance of creating a unique identity to sustain their relevance and escape homogenization. Many humans are also feeling threats of losing their ability to define and express their self-identities and often look towards travel as a way of (re)discovering the essence of their true selves (Wang, 1999)**.** Often these travelers are seeking authentic interaction (MacCannell, 1976), a place for self-expression (Wang, 1999), and, at times, the ability to positively impact their host community (Schnell, 2013). Since drinking spaces have often been seen as a frame of reference for the set of practices that constitutes a beer culture-rituals, traditions, social interactions, specific aesthetics, and a sense of community and are vehicles to express shared values, meanings and interests (Gammelgaard & Dörrenbächer, 2013), it is possible that visitors to a brewery experience can achieve their travel goals. This thesis researches the question, *How can visiting a brewery experience affect a visitor's formation of place attachment to the location?* And the sub-question *How can perceived authenticity increase this feeling of place attachment?*

Theoretical background research on place attachment, authenticity, neolocalism, sociality and sharing, heritage and storytelling, and how breweries shape their communities compared relevant investigations to create a framework for my study. Qualitative research including interviews and participant observations discovered themes including: (1) breweries ability to create atmospheres that feel authentic, (2) the ability for visitors to express their self-identity through breweries, connecting them to place identity, (3) breweries' common practices of creating personalized, interactive environments that create a level of involvement in visitors, (4) the unique experience provided by breweries, often aiding the search for neolocalism, (5) the ability to share experiences and have social interactions that feel authentic, (6) the connection between breweries and local businesses, local community and local environment, (7) breweries' dedication to their original location and other ways they display their heritage and culture, and (8) the perceived quality and visitor satisfaction achieved during brewery experiences. These themes analyzed against the theoretical background found a combination unique to breweries that are able to create place identity and place dependence, the two components of place attachment (Kyle, Graefe & Manning, 2005), as well as perceived authenticity which further constructs place attachment (Wang, 1999). Furthermore, the successful formation of place attachment at breweries can also lead to the success of the community since most, including each brewery that was studied, participate in economically and environmentally sustainable practices.

Keywords: Place Attachment, Authenticity, Neolocalism, Place-Based Brands, Brewery Tourism

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1. Introduction

In an increasingly globalizing world, cities, regions and brands are recognizing the importance of creating a unique identity to sustain their relevance and escape homogenization. Many humans are also feeling threats of losing their ability to define and express their self-identities and often look towards travel as a way of (re)discovering the essence of their true selves (Wang, 1999). Often these travelers are seeking authentic interaction (MacCannell, 1976), a place for self-expression (Wang, 1999), and, at times, the ability to positively impact their host community (Schnell, 2013). Since drinking spaces have often been seen as a frame of reference for the set of practices that constitutes a beer culture-rituals, traditions, social interactions, specific aesthetics, and a sense of community, and are vehicles to express shared values, meanings and interests (Gammelgaard & Dörrenbächer, 2013), it is possible that visitors to a brewery experience can achieve their travel goals.

While it is difficult to find the exact number of breweries in the world, a 2017 survey (New Food Magazine, 2017) found that there are at least 19,000. With this amount of competition, long-surviving brands often use their history to invoke nostalgia and imply its relation to quality (Papageorgiou, 2015), while newer brands must determine their own heritage to create an identity that consumers can recognize. Advertising can be an effective way to project a beer brand's identity, but for more in-depth knowledge, as well as an offering for those seeking an interactive visitor experience, brewery tours and experiences have become a valuable asset to these brands, as well as the cities they occupy. This leads to the main question this thesis aims at uncovering: *How can visiting a brewery experience affect a visitor's formation of place attachment to the location?* Furthermore, to the sub-question, *How can perceived authenticity increase this feeling of place attachment?*

This study's academic relevance is twofold: on the one hand, it found and strengthened results that confirmed past research on place attachment and connection; on the other hand, it expanded on them through the lens of a place-based brewery visit, offering a novel perspective on this type of niche tourism. The findings of this study can also be beneficial to stakeholders outside academia, such as breweries, tour agencies, and tourism policy makers at a municipal level, as it deconstructs the mutually beneficial relationship between visitor experiences, breweries and their host cities. These parties can

use these findings as encouragement to work together for mutual success. Tourism policy makers in host cities can see this as a chance to disperse densely populated tourist areas by diversifying offerings, as well as stimulate the local economy, which creates a better attitude towards tourism by locals. Breweries are also often involved in developing local, sustainable tourism efforts by contributing to a local business that reinvests in the community and the environment. Visitors may be actively seeking sustainable tourism options (Schnell, 2013), or they might not even realize they are participating in sustainable tourism (Murray & Kline, 2015). Academics can use the findings to understand how breweries can create a city or region's culture and apply it to communities that are struggling to find unification, either from conflict (Mager, 2006), or from a high density of transplant citizens (Schnell & Reese, 2014) and fill in the gap in research on how identities created by neolocalism, or the deliberate seeking of local attachment (Shortridge, 1996), can be transferred to tourists to create place attachment bonds and expressions of true self-identity.

In order to answer the research question, I first developed a theoretical background that reviews relevant investigations on place attachment, authenticity, neolocalism, sociality and sharing, heritage and storytelling, and how breweries shape their communities. This background led me to determine that qualitative research, including data collection using participant observations, as well as emic, in-depth interviews, would be the ideal method for discovering the meaning-making processes implemented by breweries and received by visitors. I collected nine interviews with brewery experience managers from five different countries, three participant observations in two different countries, and twelve interviews with brewery visitors of seven different nationalities. This allowed me to investigate the meaning-making processes created at brewery experiences.

The data collected was analyzed using thematic analysis. I found a set of trends and patterns in the data, including: (1) breweries ability to create atmospheres that feel authentic, (2) the ability for visitors to express their self-identity through breweries, connecting them to place identity, (3) breweries' common practices of creating personalized, interactive environments that create a level of involvement in visitors, (4) the unique experience provided by breweries, often aiding the search for neolocalism, (5) the ability to share experiences and have social interactions that feel authentic, (6) the

connection between breweries and local businesses, local community and local environment, (7) breweries' dedication to their original location and other ways they display their heritage and culture, and (8) the perceived quality and visitor satisfaction achieved during brewery experiences. These results, analyzed against the theoretical framework, provided a greater understanding of the phenomenon.

These attributes, in a combination unique to breweries, were able to create place identity and place dependence, the two components of place attachment (Kyle, Graefe & Manning, 2005) as well as perceived authenticity, which further constructs place attachment (Wang, 1999). Furthermore, the successful formation of place attachment at breweries can also lead to the success of the community since most, including each brewery that was studied, participate in economically and environmentally sustainable practices. This success has been seen to increase the success of the community at large in some cases by growing the host cities and improving city life.

2 Literature Review

> "You can't be a real country unless you have a beer and an airline. It helps if you have some kind of a football team, or some nuclear weapons, but at the very least you need a beer." -Frank Zappa (van der Hoog, 2019)

While a rock star may not have the authority to determine what makes a "real country", this quote expresses the common linkage between beers and the location where they are brewed. By tying their identity to the location in which it is brewed, beer brands can ideally mutually benefit tourist destinations by functioning as gatekeepers for those tourists who want to reattach to the local, the personal and the unique, and discover the local heritage through these brewery tours and experiences. This phenomenon has been defined and used in relation to the brewing industry by Wes Flack (1997) as *neolocalism*. Place-based brands often create marketing and practices that foster in those who buy the beer and visit the brewery a sense of place, broadly defined as a relationship between a person and a location, in this case, a geological place. Breweries use this sense of place to attract those seeking neolocalism experiences, which ideally creates place attachment amongst visitors and communities.

Previous research has looked at how place is associated with *brand attachment* (Orth et al., 2012) as well as craft breweries' connection to the local population (Taylor Jr. & DiPietro, 2019), but little has been researched on the connection brewery visits create between tourists and the location. In this literature review, I review research on place attachment, neolocalism, strategies regarding how breweries shape their communities, authenticity, the practices of sociality and sharing, and heritage and storytelling.

2.1 Place Attachment

Breweries often fall into the category of *place-based brands*. Place-based brands are those brands where one or multiple aspects of place (i.e., the geography, history, heroes, folklore) are key to the brand's identity and customers' experience with the brand (Taylor Jr. & DiPietro, 2019). Place-based breweries have been established across the world and

therefore, the links between brewery tourism, sense of place and place attachment have become relevant.

Breweries often do marketing and advertisement by borrowing from local history, stories, myths, folklore and heroes in their brand image. This process humanizes their brand and fosters a sense of place that creates a connection to consumers (Hede & Watne, 2013). The brand therefore intertwines with the consumers' own experiences and attachment to a place and mutually strengthens the consumers' consciousness of local history. Examples are breweries such as Nøgne Ø in Norway and La Chouffe in Belgium, whose names capitalize on local heroes and myths in their regions (Hede & Watne, 2013). Nøgne Ø gets its name from the first line of a poem from a local poet who wrote about a hero who brought food to the island of Grimstad during an English blockade (Hede & Watne, 2013). They liken their company to the hero in that they bring beer to the thirsty people of the remote region of the country (Hede & Watne, 2013). La Chouffe gets its name from the Walloonian dialect for the word 'gnome' which are, according to local legend, part of the mystical world of ferries and dwarves that reside in the valley (Hede & Watne, 2013). While a consumer at a pub likely will not get the full story that the brewery is hoping to portray, by visiting a brewery and taking the tour, consumers can rely on these myths and heroes to make the stories personally meaningful.

This study will examine the results through the theory of place attachment to further determine the meaningfulness of visiting a brewery and examine if this emotion can be transferred to the brewery's host community. Place attachment is an effective bond or link between people and specific places (Hidalgo & Hernandez, 2001). It includes the components of *place identity* and *place dependence* in recreational settings (Kyle et al., 2005). Place identity comes from the cognitive connection with one's self to their physical environment, or "settings which offer individuals the opportunity to both express and affirm their identity" (Kyle et al., 2005). Place dependence comes from best achieving a goal at a particular place compared to the alternatives (Jorgensen & Stedman, 2001).

Research on place attachment has examined factors that can amplify place attachment, including: (1) a participant's level of involvement (Gross & Brown, 2006), (2) a connection with a knowledgeable and passionate guide (Buchmann, Moore, & Fisher, 2010), (2) confirmation of the scenery and symbols in which a visitor is searching for

(Buchmann et al., 2010), (4) the availability for self-expression in a space (Kyle et al., 2005), (5) space to experience existential authenticity, especially through objects, experiences and sensations (Jiang, Ramkissoon, Mavondo, & Feng, 2016), (6) the performance of place (Edensor, 2000; Rickly-Boyd, 2013), (7) the ability to share an experience (Hwang, Lee, & Chen, 2005), (8) perceived quality and satisfaction (Tsai, 2015), (9) the ability for education and entertainment (Allan, 2016), and (10) ability for engagement (Loureiro & Sarmento, 2018). While not the only influencers of place attachment, they can be relevant to the experiences found in breweries.

This relevance has been determined through previous findings on breweries and their connections to their local community and culture. Drinking spaces have often been seen as a frame of reference for the set of practices that constitutes a beer culture-rituals, traditions, social interactions and specific aesthetics and these social practices create a sense of community and are vehicles to express shared values, meanings and interests (Gammelgaard & Dörrenbächer, 2013). Taprooms not only allow customers to try beers and interact with the brewers to learn about the beer or hear the stories behind the brand and beers (Kraftchick, Byrd, Canziani, & Gladwell, 2014), but they also provide breweries the opportunities to build relationships through face-to-face interactions with their customers. These interactions can often be educational for the customers, where they can tour the facilities and learn more about the brewing process and new beers from the brewers themselves (Morgan, 2013). By using stories, myths and other aspects of local heritage, breweries can connect with a sense of place and use these face-to-face educational interactions to connect visitors more closely to the destination they are visiting, creating place attachment, which can lead to place loyalty (Cardinale, Nguyen & Melewar, 2016).

In order to interpret the findings of this study, results will be placed within the conceptualization of place attachment in recreational settings (Kyle et al., 2005), which includes both place identity and place dependence. This conceptualization will allow for interpretation into why breweries can facilitate connection, and why they are the ideal place for achieving this connection.

2.12 Place Identity

With many mentions of identity throughout this paper, a more in-depth look into *place identity* is necessary for interpreting the findings of this study. As previously stated, place identity comes from the cognitive connection with one's self to their physical environment, or "settings which offer individuals the opportunity to both express and affirm their identity" (Kyle et al., 2005). This view on identity through the lens of place attachment will be applied to the emotional connections between the brewery visitors and their host cities, while the view on identity through the lens of neolocalism will be applied to the connections between the breweries themselves and their host cities. Neolocalism, which will be discussed further in the next section, has many similarities to place identity. Both are a cognitive, purposeful relationship to their physical environment, and both have been heavily influenced by threats of homogenization and globalization (Schnell, 2013).

Before diving into neolocalism, we first need to recognize why tourists may seek it out in the first place. In order to understand this motivation, we can focus on place identity since it influences an individual's self-identity, social identity, attitudes and behaviors, including behavior toward the local community (Proshansky et al., 1983; Hallak, Brown, & Lindsay, 2012). To gain this influence, the place must be not only attractive but also personally meaningful to gain the level of involvement necessary for forming place identity (Kyle et al., 2005). They need to be tools of self-expression, or the impression of one's self that individuals wish to convey to others through their leisure participation (Kyle et al., 2005). Highly specialized individuals place the highest importance on place identity (Bricker, 1998) and can it even affect an individual's *social identity*, which is described as "self-conception as a group member" (Abrams & Hogg, 1990, p. 2) which can further influence an individual's cognitions, emotions, motivations, and behaviors (Bragg, 1996).

The understanding of self-expression and formation of emotional, social connections will further be examined in the section on existential authenticity, however, it connects place attachment to tourism by explaining how many people feel disconnected from their true selves in their routine lives and public roles, so they use travel to express what they feel is their real identity (Wang, 1999). An added layer to the formation of a true self-identity can come from forming emotional connections with others who share a common interest (Wang, 1999). This theory on the authentic *true-self* is activity-based and

can be expressed through a combination of objects, symbols, social interactions and experiences, which come together to form an identity that has an individual meaning. Furthermore, the connection with self-expression is linked to brewery tourism through the theory that tourists use drinking choices as an expression of their identity (Gammelgaard & Dörrenbächer, 2013) and the argument that drink is one of the most noticeable, emotional and important ways people express identity and culture (Wilson, 2005). Simply summarized, self-identity is reflected in the activity, and place identity is reflected in the setting (Kyle et al. 2005).

2.2 Neolocalism and Sustainable Neolocalism

James Shortridge (1996) first defined *neolocalism* as an individual's deliberate seeking out of regional lore and local attachment. Wes Flack (1997) credited it to the rise in the craft brewing industry. Steven Schnell (2013) took the phenomenon further to suggest that communities use it to define their local economies and identities. This circles back to how the process of globalization has led to, in this case, cities and regions looking to create a unique identity to remain relevant. This remains relevant because of the continued rise in the number of craft breweries and the continuation of globalization. This study will take the phenomenon a step further to see if feelings of *neolocalism* can be transferred into feelings of place attachment in the visitors in the community.

Previous research created groundwork in the study of how microbreweries tie to communities in the United States through *neolocalism* (Holtkamp, Shelton, Daly, Hiner, & Hagelman, 2016). It states that what makes the desire for localism new is that it is a conscious effort (Holtkamp et al., 2016). Where in the past, local products and identity came from the lack of accessibility to other products and cultures, the new movement is active, rather than passive. It is a deliberate choice to invest in local economies and identities. Therefore, localism is no longer solely what a community has, but can also become a part of what a community creates. This creates room in communities for place-based breweries to influence and strengthen the local identity, even in relatively new breweries. Often their use of stories and images does not fall into pre-set meanings, such as "heroes or landscapes", but rather the interconnectivity of the community in which it represents (Schnell & Reese, 2003).

Sustainability has been defined as one of the primary aspects of creating a sense of place, which is the foundation of neolocalism (Schnell & Reese, 2014). Greater emphasis is being placed on environmental and economic sustainability within travel organizations such as the United Nations World Tourism Organization (UNWTO), as well as heritage studies due to its importance on our future narratives (Harrison, 2012, p. 216). Additionally, tourists are gaining greater awareness of how their purchasing choices affect the future of their host communities (Schnell, 2013). They are more likely to participate in sustainable travel behaviors if they have the emotional bond of place attachment (Hwang et al., 2003). Place-based brands often participate in sustainable practices due to their identity and resource bases being reliant on the area (Kibler, Fink, Lang & Muñoz, 2015). Since breweries often fall into the category of place-based brands (Taylor Jr. & DiPietro, 2019), they likely participate in economically and environmentally sustainable activities, improving the overall well-being of their host community.

2.3 How Breweries Shape Their Communities

In recognizing this need and desire for neolocalism, breweries have purposely emphasized local identity and distinctiveness, thereby becoming important influencers of place attachment in local communities (Schnell & Reese, 2003). The use of this local identity allows drinkers not only to consume a brand, but an idea, which is the connection to place (Schnell & Reese, 2003). A case study on the failure of large breweries to create "fake" local craft brews can display how consumers care less about taste than they do the feeling of drinking beer from their own backyard, or someone else's backyard (Schnell & Reese, 2003). Large breweries have instead shifted to acquiring existing breweries and determined that they will remain successful as long as they do not alter the taste or identity of the beer (Stack, Gartland & Keane, 2016).

Furthermore, many of the most successful breweries are supporters of other local businesses and initiatives (Schnell & Reese, 2003) as well as environmental sustainability (Patterson, Hoalst-Pullen, & Pierson, 2016). Other determinants of how breweries' successful use of neolocalism in building their community are the use of local names and images, community engagement, and environmental sustainability (Holtkamp, et al., 2016). This rootedness establishes continuity in the community (Schnell & Reese, 2003),

recognizes the demand for preventing homogenization from globalization, and displays their commitment to creating, preserving, and supporting local economic and social networks (Schnell, 2013).

Sentiments of community can be further established by evoking feelings of belonging created by a symbolic place awareness of the location (Flack, 1997). Through using obscure references and history, those who visit breweries and drink distinctly local beers can feel as though they are part of a community with insider knowledge (Schnell & Reese, 2003). This extension of consuming local products has become a part of tourism in the era of neolocalism, not only in evoking feelings of belonging but in the recognition that purchasing choices on vacation have an impact on the future of the place (Schnell, 2013). Steven Schnell (2013) argues, "Through the [local products] narrative, however, the ordinary is made extraordinary... it is also driven by travelers' wish to see and experience the world as one ruled not by impersonal networks of capital, but rather by networks of local, personal connections." These theories lead to some possible insight into why local breweries have become popular, not only within their communities, but in tourism. As Dean MacCannell (1976) has argued, tourists are above all searching for *authentic interaction* with people and places. This theory has continued to influence tourism trends through recent times (Paulauskaite, Powell, Coca-Stefaniak, & Morrison, 2017).

2.4 Authenticity

Authenticity is a highly debated word whose definition holds a different meaning in different contexts (MacCannell, 1976; Sharpley 1994; Wang, 1999). According to John Urry, "the 'search for authenticity' is too simple a foundation for explaining contemporary tourism" (1991). However, it is still one of the most referenced words in the study of tourism. It is often used in an extension of museums' context in which something is "made or enacted by local people according to custom or tradition. Moreover, in this sense, authenticity connotes traditional culture and origin, a sense of the genuine, the real or the unique." (Sharpley, 1994, pg. 223). According to this version of authenticity, defined *objective authenticity*, some breweries can be categorized as authentic by using traditional city recipes, such as Jopen, or making use of their first building and location, or by employing local people. However, breweries and communities are challenged with being

authentic to whom they are now, rather than *staging* authenticity to fit visitors' expectations of their outdated past. This is why many academics abandoned the concept of the authenticity of the original all together (Wang, 1999).

In this thesis, I will approach the issue of authenticity and authentic tourism experiences through the lens of *existential authenticity. Existential authenticity* is achieved through tourism by taking away the constraints of normal life that often make people feel as though they are not their true characters (Wang, 1999). It is less reliant on authentic objects as determined by the museum context, but rather dependent on a space created where visitors can feel as though they are their authentic selves (Wang, 1999). This *existential authenticity* can be activated by participating in cathartic tourism activities (Daniel, 1996), so even if an activity is a re-enactment or a modern concept, it can still be authentic in that, in the case of breweries, the brewery can be true to itself, and the tourists visiting can be true to themselves. In this sense, as long as the feeling of authenticity is real to the breweries and the visitors, it is truly existentially authentic (Wang, 1999). This state of existential authenticity has been discovered to be more present in activity-based tourism, which engages not just objects, but also symbols, sensations and experiences (Rickly-Boyd, 2013).

A significant component of existential authenticity is the role of intra-personal authenticity, or self-making (Wang, 1999). Where many people feel disconnected from their true selves in their routine lives and public roles, they use travel to express what they feel is their real identity (Wang, 1999). An added layer to the formation of a true self-identity can come from forming emotional connections with others who share a common interest (Wang, 1999). As stated by Wang (1999), "The toured objects [beer and breweries] or tourism can be just a means or medium by which tourists are called together, and then, an authentic inter-personal relationship between themselves is experienced subsequently." This builds on the theory of tourism being enjoyed not only through the experience of exotic locations, but also the ability to share it with others (Urry, 1991).

Research has shown that an individual's feelings of place attachment is a predictor of perceived authenticity (Ram, Björk, & Weidenfeld, 2016) as well as a reverse relationship showing perceived authenticity as a precursor of an individual's formation of place attachment since it affects an individual's experience with a place (Jiang et al., 2016).

Due to this correlation, I assume that findings of perceived authenticity can be applied as evidence in the formation of place attachment when concluding my research question.

2.5 Sociality and Sharing

Circling back to MacCannell's (1976) argument that tourists are above all searching for authentic interaction with people and place, breweries provide this opportunity through interaction during their visit, the ability to share their experience on social media, and through purchasing beer and other souvenirs on site.

Thomas Wilson (2005) argues that the act of drinking "is one of the most noticeable, emotional and important ways in which people express and discuss their identities and cultures" (p. 7). He argues this through many examples such as alcohol creating social bonds and removing tension, through its role in rituals and celebratory events, and its common use in gift-giving. Finally, he explains the role of alcohol as a medium for creating host-visitor relationships through its ability to facilitate relaxation, laugher, friendliness and expression of similarities and differences. In fact, many social scientists have asked for a shift in attitudes towards alcohol from the perception of abuse and over-consumption, to the view of its use as a linkage between different beliefs and behaviors, much like kinship, religion and gender (Heath, 1987).

Much like cities searching for their individuality, visitors are often also searching for their self-identity through travel, as seen through existential authenticity. An extension of such expressions of self-identity can come through mediated objects, such as souvenirs (Morgan & Pritchard, 2005) and social media (Munar & Jacobsen, 2014).

Recent theories on the purchasing of souvenirs follow the discourse on neolocalism, whereas the world is in a constant interplay between global and local, and so individuals make a conscious effort to form their identities, with a strong emphasis on lifestyle (Giddens, 1991). These lifestyles can either draw identities through community and shared bonds, or through individuality and difference (Morgan & Pritchard, 2005). In what can be symbolic consumption, souvenirs can mediate the inward sense of ideal self, as well as communicate this with others in a social context (Barwise, Dunham, & Ritson, 2000). Through the experience of tourism, the purchasing of the souvenir turns a material object understood by its original function, into an item of personal meaning (Morgan & Pritchard,

2005) and the gathering of such personal meanings and bringing them home generates individual projects of self-creation (Giddens, 1991). With breweries often selling on-site products, the opportunity to bring a part of an experience home can lead to a visitor consuming the beer on their own remind them of their trip, or consuming the beer with others to share part of their trip.

Taking photos as a creation of a personal souvenir has been a part of tourism since before the time of cameras when tourists would paint their trips to capture their experience (Sharpley, 2018). These photographs are physical evidence of a visit, either as a status symbol or for self-verification, which have been available and shared in real-time thanks to smartphones and social media (Sharpley, 2018). Social media has provided a new medium for circulating meaning from tourism experiences and imagination (Munar & Jacobson, 2014). Many motivations have been found for visitors sharing and posting about their trips, including gaining respect from followers, earning merit as a giver of good advice, and giving back to online communities (Munar & Jacobson, 2014).

Altogether, the production of memory is produced by a complex process of interaction with both people and objects (Gable & Handler, 2000). The combination of this interaction with the formation of local knowledge (further described in the following section) and other narratives of travel create a tourist experience that is not "off the shelf" as it were, but rather an individual experience obtained by the visitor. Therefore, authenticity here is an existential condition (Wang, 1999), a personal experience that is undeniable (even though this may be mediated through organized and commodified forms of production and consumption).

2.6 Heritage and Storytelling

The final concept important to the background of this study is breweries' displays of heritage through storytelling. As stated by Rodney Harrison (2012, p. 216), "the production of heritage emerges from the relationship between people, things and their environments as part of a dialogue or collaborative process of keeping the past alive in the present". He goes on to explain how heritage making is an interactive process and is created through meaning-making processes of collaboration. It is not just images and texts, but how people experience heritage (Harrison, 2012, p. 216). Through activity-based tourism, visitors can

perform place through objects, experiences and sensations, building upon the existential authenticity of their visit (Jiang et al, 2016). This engagement between tourist and objects related to the experience impacts facilitates the formation of memories, furthering the visitor's perceived authenticity of the experience (Loureiro & Sarmento, 2018).

Many breweries put in an extraordinary amount of research into the histories of their cities to create a space of belonging to those who visit, as though they are part of a unique insider's club (Schnell & Reese, 2003). This collaboration aids in place attachment which is heightened by storytelling and heightened conscious of local history (Tuan, 1991), which in turn enriches the "invisible landscape" (Ryden 1993) such as folklore, history and local knowledge by making them visible (Schnell & Reese, 2003). As previously stated, many breweries commit to other local businesses and initiatives (Schnell & Reese, 2003) as well as participate in community engagement and environmental sustainability (Holtkamp, et al., 2016). Since post-modern tourists have a heightened consciousness of how their purchasing habits affect the future of the communities they are visiting (Schnell, 2013), it is possible that by adding these economic, environmental, social and culturally sustainability principles into their storytelling, breweries can create an ideal space for creating place attachment.

3. Methodology

Objectives

- To determine how visiting a brewery experience can affect tourists' place attachment to the location
    - To determine how perceived authenticity increases this feeling of place attachment.
    - To determine feelings of place attachment and authenticity through multiple viewpoints, including brewery managers, brewery visitors and personal observations.
    - To determine feelings of place attachment and authenticity through discovery, rather than through proving an existing theory.
    - To determine feelings of place attachment and authenticity through emic, meaning-making responses.

3.1 Research Design

I chose qualitative methods of research to best meet the objectives necessary for answering the research question. Through interviews and observations, information was obtained, analyzed, and triangulated to form accurate and useful conclusions. Initial interviews with four brewery experience managers allowed for early themes to be discovered to guide the format for further brewery manager interviews, brewery observation notes, and brewery visitor interviews. A total of nine brewery managers and twelve visitors were interviewed, and three brewery experiences were observed between January and April 2020. For the purpose of this study, "brewery experience" is defined as the physical, permanent location in which breweries encourage individuals to visit, ie-taprooms, tours, and museums.

3.2 Data Collection

Brewery Experience Manager Interviews

Initial information was achieved through a pilot study by interviewing brewery experience managers in January 2020. Two managers in the Netherlands, one in Belgium and one in the United States were contacted via LinkedIn and email addresses found on

brewery websites. Three half-hour interviews were conducted in person with managers in The Netherlands and Belgium, as well as one phone interview with a manager in the United States. This method of data collection was used to determine what brewery industry professionals deemed important in order to create a guide for future interviews and observations. Interviews began with an explanation of the research question and the request that they introduce important themes, even if not specifically asked.

Respondents were given open-ended questions about their role in the heritage and identity of their city, region, and/or country and how they portray this to visitors. The interviews followed a semi-structured format, suggested for gathering verbal data from respondents who are knowledgeable in their field (Flick, 2009). Respondents were asked to explain their answers in emic terms of what is important to their company. They were also encouraged both at the start of the interview and as a follow up at the end to express an important aspect of their brewery that was not specifically asked through the structured questions. This gave insight to future interview questions. For example, during the first interview with the respondent from Jopen Brewery, this opportunity was used to describe how employees see themselves as hosts and tourist advisors sending visitors to different locations throughout Haarlem. After this response, the following breweries were asked how they see their role as a host in their community. This also inspired a question for visitor respondents asking if they were motivated to visit another location in the city as a result of their brewery visit.

Questions related to the motivations of visitors were asked to determine the level of beer knowledge that visitors have prior to their visit and what the managers believed to be driving factors towards brewery visits. These were added during the coronavirus modification to supplement the information obtained from visitors in order to achieve a well-rounded analysis. Key themes from the initial four interviews were used to guide the methods for data collection during brewery tour participant observation, and visitor interviews.

Many important themes emerged right away. All four breweries attracted a variety of visitors with different levels of beer knowledge and enthusiasm. As a result, they had to tell their story to both active and passive listeners. All four also attributed their success to their location and the connection of their facility to the history and heritage of their

company and place. The connection to local businesses and their role as a host in their local community was also important to their values. Many mentions of the innovation and modernism were used to describe how each brewery saw themselves long-term in the future of their location. Finally, the breweries strive for a combination of three things: good beer, ambiance, and social interaction/fun. Each of these themes were used during the following steps of the research.

Brewery Experience (Participant) Observations

Two brewery tours and one brewery taproom visit were part of observational data collection during February and March. The observations complemented the semi-structured interviews and were important for a few reasons. The information drawn allowed for triangulating responses from both manager and visitor interviews to obtain a complete picture of the process at hand. It also provided context to allow a smoother process for interviewing visitors, especially for drawing examples from personal experience when interviewees did not understand a question. Finally, it provided opportunities to create bonds with visitors which eased the process and comfortability in asking for an interview.

When choosing which breweries to visit, I first decided which perspective I wanted to take (Laurier, 2010). For the two brewery tours, I argue that it was best to visit breweries outside of my community and not affiliated with the brewery experience manager interviewees. This would allow me to see the tours closer to the perspective of the intended audience, and better recognize new information that was mysterious before the visit (Laurier, 2010).

Brewery experience observations were conducted with the blessing of the brewery managers. I participated as a covert full member, meaning I experienced the breweries as most other visitors would (Bryman, 2012). I took two brewery tours in Belgium and visited one taproom in The Netherlands led by and served by unaware employees. This ensured that no adjustments were made to behaviors. While this method ensured a purer experience, notes had to be written after the experience and the delay created gaps in memory. Since the research investigates what visitors can take away from their visits, I

argue that the delay did not compromise the quality of the information obtained to answer the research question.

Notes were taken in categories of each of the aspects identified by the initial interviews with brewery owners: the active and passive storytelling used by breweries to cater to different levels of interest in reading or experiencing the culture and heritage, the importance of the location and facility where visitors are invited, breweries role as a host and their connection to the city, displays of innovation and their vision for the future, and the combination of good beer, ambiance and social interaction. Each of these themes had been discovered through the initial interviews. Examples of each aspect described by brewery managers were used to find similar strategies implemented in the brewery observations. For example, when looking for indications of innovation and vision for the future, I noted a Belgian brewery's construction of a beer pipeline to their bottling facility to ensure their continued ability to brew beer in their historic location. Results were then applied to the formation of the initial interview guide and used as examples when clarifying questions during interviews.

Visitor Interviews

Data on visitors was collected through semi-structured interviews with tourists visiting place-based brand brewery experiences in Western Europe during the Spring of 2020. The high density of both European tourists and tourists from other continents (World Tourism Organization, 2018), allowed for a large, flexible sample size with multiple viewpoints. This sample size is reflected in the range of age, nationality and gender represented.

Sample: Eight men and four women from an age range of 18-70 years old were interviewed. Over ten countries were represented from three continents. Beer interest levels ranged from self-proclaimed "non-drinkers" to home brewers and experts in beer ingredient manufacturing. The sample was taken from people visiting from outside of the brewery's community and region. The reasoning behind targeting this group is to build on top of research that has already been conducted on how breweries affect members of communities (Murray & Kline, 2015; Holtkamp et al., 2016) by researching how visitors can recognize these effects.

Interviews began in an unstructured format with questions such as "How was your trip to Bruges?" and moved onto structured questions such as "If this were your brewery, what would you add to increase visitors' connections to Bruges". This style is recommended as to not influence the participants by placing my frame of reference of their visit into their answers, but rather achieving their emic descriptions (Flick, 2009). By conducting the interviews at least one day after the brewery visit, participants were able to apply retrospective inspection to increase specificity, meaning descriptive examples of events that led to certain feelings (Flick, 2009), such as "I had conversations with people who mentioned the beer brewed in Bruges. And I think it was a really interesting experience to get to know the city more deeply because you would interact with the locals, first of all, in the tour. And also they give you the context. So you also learn about the local history…"(Aurelia, De Halve Maan and virtual visitor, German, 15.04.2020). Specificity is important in this study, in that the goal is looking for personal stories and meaning making and not general statements.

The themes of these interview questions included: type of visitor, visitor activity, education, loyalty, connection, and perception of the brewery's connection to the city. The questions were developed from a mixture of information obtained from the literature review, the brewery manager interviews, and the brewery experience observations. An introduction section was used to create comfortability between the interviewer and interviewee, as it will be vital to receive the best information on thoughts and feelings. By beginning with a question asking about the overall feeling of the visitor's trip, the interviewee can warm up and begin to recall their trip. This will also allow the interviewer to look for outside influences that may have affected their visit, ie- sickness, transportation issues, poor weather.

Specific questions such as habit changes when purchasing beer and whether they shared their experience with others upon their return home allowed the participants to reflect on their visit. This allowed them to be more accurate when prompted to give details on their own perception of how their feelings of connection have changed since their visit.

Little needed to be changed on the interview guide during the process. Respondents were generally excited and informative and did not need strong prompts to extract answers. A few questions were re-worded to aid clarity, and examples used to describe

questions were developed. After the initial analysis of the data, two strong themes emerged that were un-related to the sense of place, brewing techniques and the beer tasting. In order to remove these facets and validate the conclusions relating to the research question, an experiment was created to complete the data collection process.

3.3 Analysis Method

Thematic analysis was conducted following the structure laid out by Mariette Bengtsson (2016) with coding and categorization elements used in the grounded theory method (Creswell & Creswell, 2018). The stages of this analysis include: decontextualization, recontextualization, categorization, and compilation. I found this to be the most effective method with the amount of new information in each interview. As new themes were discovered, it became important to review past transcripts under this new lens. In the decontextualization process, whole texts were broken down into meaning units, or open codes (Cresswell & Cresswell, 2018). These codes were labeled and defined using the program Atlas.ti 8. Inductive coding, which changed as the study progressed, allowed the themes to change as more data becomes available. This was especially important since the study is exploratory. During the recontextualization process, the results of the analysis were compared to the aim of the research to ensure the question was answered, and irrelevant information was discarded. During this process, they were also compared to the theoretical framework in grounded theory's method of *axial coding* (Cresswell & Cresswell, 2018) to be later added into the categorization process. I found this to be important for interpreting the results to be able to develop sound conclusions (see Appendix C).

After the information had been decontextualized and textualized, the organization of the data commenced. Categorization sorted the information into themes and sub-themes to create a straightforward reference guide (As seen in Appendix C) In order to compare in-person brewery experiences with virtual brewery experiences, I found it more helpful to visualize the data using a Venn diagram (as seen in Appendix C) From there, the compilation process can begin. The information was organized and compared to the literature review and previous research, and irrelevant information was discarded.

3.31 Analyzing the Research Through Trustworthiness and Authenticity

In academia, qualitative research has proven useful, but it cannot be treated as quantitative research. In many works using qualitative methods, two pillars of qualitative research seem to be validity and reliability (Hay, 2000). However, following the more recent approach of Alan Bryman (2012), I argue that due to the inability to freeze social scenes, qualitative research in the social sciences should be measured for trustworthiness and authenticity rather than validity and reliability (Bryman, 2012).

Trustworthiness is achieved when credibility, transferability, dependability, and confirmability have been obtained. As suggested by Bryman (2012), respondent validation, through reaching out to key informants for confirmation of the results on the results, and triangulation, through collecting data from interviews, brewery experience observations and an experiment were used to ensure credibility, or the ability for the results to be applicable in the social world and accepted by others.

A detailed description of the context in which breweries and visitors were studied will be explained to achieve an optimal transferability. This will include the relevant background of each brewery and what makes them place-based, as well as the methods of triangulation and the benefits and findings of each method. These descriptions, as well as a continuous audit of interview transcripts by searching for new codes through previously coded transcripts, notes by revising and re-analyzing highlighted themes, and peer feedback by confirming debatable conclusions with classmates and my supervisor, were important aspects in ensuring dependability.

In the final step in achieving trustworthiness, confirmability was a leading focus throughout the data collection process. Personal examples were readily available if questions needed clarification, but I was careful with wording so as not to lead the respondents. Each respondent was told at the beginning that the purpose of the research was to learn personal experiences and that there were no wrong answers. The interviews were concluded with a moment to add information that the respondent found important that was not brought up during the structured questions. This ensured that my questions did not solely allow answers centered around aspects previously deemed important and allowed for the discovery of new meaning-making responses.

As recommended by Bryman (2012) the first step in achieving authenticity is reflecting on fairness during the data collection phase. Three steps, ontological, educational, and tactical authenticity, were analyzed for practical implementation after conclusions were drawn. Understanding the limitations of a possible sample when studying tourism, ie- income, language and accessibility, the visitor respondents represented both males and females from an age range of 18-70 years old. Over ten countries were represented from three continents (Europe, North America and South America). Beer interest levels ranged from self-proclaimed "non-drinkers" to home brewers and experts in beer manufacturing. While limited in the scope of potential interviewees due to time and movement constraints, this variety of visitors allows for the maximum amount of fairness amongst the limitations of brewery tourism, which can include the general limitations of tourism, as well as religious or cultural beliefs that restrict the consumption of alcohol.

Once conclusions were drawn, ontological, educational and tactical authenticity (as suggested by Bryman, 2012) were tested by asking three questions. Ontological: Can results be used for brewery managers and brewery visitors to understand their role within their respective groups? Educational: Can results be used for brewery managers and brewery visitors to learn about the opposite group and better understand their interactions? And finally, tactical: can the research inspire action and change to create mutually beneficial adaptations to achieve optimal benefits for both brewery managers and brewery visitors? The positive answer for each of these questions will be discussed further in the conclusion.

3.4 Coronavirus Limitations and Adaptations

Data collection from brewery observation and brewery visitors started at the beginning of March 2020. Unfortunately, during the month of March, travel was restricted around Europe and many other countries around the world and breweries were closed in order to limit the spread of coronavirus (Duprey, 2020). Due to the pandemic, modifications were made throughout the process of this data collection.

Due to the closure of breweries and the difficulty of finding responses from visitors, brewery experience manager interviews were expanded to obtain sufficient information to determine adequate results. Previous interviewees were contacted with additional

questions, and three more interviews were conducted. An additional Dutch brewery, two American breweries, an Irish brewery and a Norwegian brewery were added to the data collection. Initial planning also included a survey that was created to distribute to brewery visitors to acquire a wider range of data, as well as return the results to the brewery to show gratitude for their assistance in this research. Due to coronavirus, the limited number of visitors traveling from outside of their community made the survey sample too small to develop conclusions. Instead, important questions from the survey were integrated into the interview guide.

Changes were also made to my method for finding participants. The original plan was to meet visitors at different breweries and secure a future interview time. With the closure of breweries, final interviewees were found by reaching out to visitors who had reviewed place-based breweries online. This method also meant that I had to expand my search to those who visited breweries other than the ones where I had interviewed a manager. While the response rate was low, the method was efficient in finding visitors who had traveled from outside of the community during the intended time frame before closures.

4. Context

4.1 Brewery Tourism

Most historians agree that the brewing of beer started in the ancient civilization of Mesopotamia in the year 6000 BC, and perhaps even earlier in China (Gammelgaard & Dörrenbächer, 2013). Three phenomena have primarily shaped today's brewing and brewery tourism industries: (1) the historical rootedness of breweries (Gammelgaard & Dörrenbächer, 2013); (2) brewery consolidation in the 1900s (Poelmans & Swinnen, 2017); and (3) the rise of the craft brewing industry coupled with the pursuit of neolocalism today (Flack, 1997).

Historians and sociologists alike have researched the behavioral tendencies that lead food and beverages to become rooted in culture. They often attribute the standards people develop based on the tastes and ingredients they grow up with to the difficulty faced by new actors trying to emerge in a local food and beverage culture (Stack et al., 2016). These standards, coupled with the high costs of transporting liquids across long distances, are two major influences in the historical regionality of beer styles (Gammelgaard & Dörrenbächer, 2013).

In the 1900s, the number of breweries in the world declined drastically as companies consolidated. This consolidation was driven by technological advancements such as automated processes that allowed for the production of larger quantities, the higher fixed costs of brewing which prevented smaller breweries from opening, as well as the large scale advertising that took place after World War Two which could only be afforded by large breweries. This coincided with the rise of lager beers, which represented 77% of the market by the mid-1980s (Poelmans & Swinnen, 2017).

Many brewery manager interviews confirmed previous research which references the 1990s as the beginning of the re-emergence in craft brewing.

"We have experienced the same craft beer revolution as you see in the United States, except we are we are five years behind, so that is why a small local beer such as Texel could grow." (Cor, General Manager of Texel, 12.03.2020)

In a symbolic protest to globalization, which led to the rise in neolocalism at the same time, the craft brewing industry sought to provide a greater variety of beers to their communities outside of basic lagers. A good example of the diversity in offerings can be

found at Jopen Brewery in Haarlem, Netherlands, which brought back historical city recipes and brews a variety of styles including India Pale Ales which have become popular in recent decades. During this time, the cost of small-batch brewing equipment fell, and many nations' policies shifted in favor of homebrewing and brewpubs (Elzinga, Tremblay, & Tremblay, 2017), allowing breweries such as Castle Danger in Minnesota, USA to enter the market through homebrewing.

It is difficult to place a timeline on the history of brewery tourism. However, based on interviews with some of the older brands including De Koninck (1883), Anheuser-Busch (1852) and Heineken (1873), people have been visiting their breweries since their establishment. As Tracy, the Chief Storyteller from Anheuser-Busch stated, visitor's desire to learn about and see the brewing process has led to brewery tours becoming an integral part of company culture (20.04.2020). In recent times, large global brands have identified the demand for craft brews and have purchased many brands. These global brands determined that their acquired brands will remain as long as they do not alter the taste or identity of the beer (Stack et al., 2016). For craft beer brands, this means retaining their identity and flavor, while using the global brand's resources to spread their distribution and recognition worldwide (Poelmans & Swinnen, 2017). For brewery visitors, this means having the ability to taste authentic Belgian beers at home and becoming familiar with the taste and brand to either inspire or enrich a future vacation to Belgium. Each of these shifts in the history of brewing has shaped the brewery tourism industry today.

4.2 Breweries Sampled

Breweries for this study were chosen based on their criterion as a place-based brand and/or use of neo-localism. They were discovered either through previous knowledge, through the literature review, or from recommendations through a snowball effect of recommendations from friends or other brewery managers. As a result, breweries were all located in Western Europe and the United States due to my current position in The Netherlands, as well as my background in the United States. Western Europe has a history of regional brews and brewing traditions (Gammelgaard & Dörrenbächer, 2013) and the United States has made its own place in the craft brewing scene since the 1990s. Each of

the five countries has a unique brewing history, and each of the national brewing histories can be further examined by the unique stories of individual breweries.

For the purpose of this study, "brewery experience" will be defined as the physical, permanent location in which breweries encourage individuals to visit. Other beer tourism experiences can include everything from festivals to "beer spas", however, based on the three most common experiences found during the interview process, I have narrowed the brewery experience to include taprooms, brewery tours, and brewery museums. Taprooms are normally located directly at the brewery, or nearby and offer their widest variety of beers. Depending on the brewery's location and goals, they often have a restaurant as well and can even host events. Many of these taprooms host brewery tours, or the tours can take place in a separate facility. From the breweries studied, the frequency of these tours range from once a week to multiple times a day. The tours normally consist of three things: a history of the company, a walk through the brewing equipment and process, and a beer tasting at the end. From there, each tour is tailored to the individual brewery and many offer multiple tour options depending on the visitors' levels of interest. This can include a detour through some of the landscape surrounding the brewery, or a tasting with a beer sommelier, or a video presentation. The tours can vary based on the goals of the breweries and the aspects they find unique. Some of the larger breweries cannot feasibly bring visitors through their working brewery, so they have converted formerly functioning buildings into museums showcasing their history and company, also often ending with a beer tasting. These museums often have interactive features, such as a photo booth or a station for pouring your own glass of beer. They can also display their history through a display of old advertisements and packaging. The following countries and breweries were identified and used through the process:

Belgium

Beer culture is highly recognized in Belgium, so much so that UNESCO has recognized it as World Heritage (Poelmans & Swinnen, 2017). Their variety of beer styles persisted as much of the rest of the world's beers consolidated to large lager-producing companies, making the country an inspiration for today's craft brewers worldwide (Poelmans & Swinnen, 2017). Three breweries from Belgium were sampled for this study.

In 1883, only three years after Belgium itself gained independence, **De Koninck** brewery was established (Brouwerij De Koninck, n.d.). At the edge of Antwerp, Belgium, a hand is the logo for the brewery, a symbol of the former toll collection point to enter the city, as well as a symbol of the city itself (Brouwerij De Koninck, n.d.). Today, having survived both world wars, the brewery is still running in the city center. Since being bought out by Duvel-Moortgat, the bottling of the beer has moved to another location, opening up space for an interactive tour guiding visitors through the history of Antwerp and De Koninck's role in that history (Brouwerij De Koninck, n.d.).

In 1846, De **Halve Maan** brewery opened in the UNESCO World Heritage site of Bruges, Belgium (Halve Maan, n.d.). Today, it is the longest-running operational brewery in the country. However, the influx of tourists threatened the continued production at their location in the narrow, cobblestone city center in the 2000s. Deciding that the historical location was an integral part of their identity, De Halve Maan created a two-mile beer pipeline to their bottling plant in order to eliminate congestion from trucks and retain their position in the medieval city (Goldman & Schreuer, 2016). With beers such as their Bruges Zot, or "Bruges Fool", De Halve Maan Brewery has become a top attraction in the city (Trip Advisor, n.d.).

The "Valley of the Fairies" in the Belgian Ardennes is known for the magical creatures who inhabit the area. When two locals started brewing their beer, they name each one after a "Chouffe" gnome who had its own backstory. Now an international success, the beers are decorated with the wooded nature and hills surrounding the farmhouse where **La Chouffe** is brewed (Brasserie D'Achouffe , 2020).

The Netherlands

With a history of brewing stemming back to the Middle Ages, The Netherlands was once densely populated with breweries through the "Dutch Golden Age" of the 1400-1600s. Cities often had many local brewpubs in cities such as Haarlem, Gouda and Delft, specializing in city-specific flavors. With the rise in trade with the Dutch East India Trading Company, as well as the introduction of hops, which allowed beer to last on longer journeys, Dutch beer began expanding internationally, making cities such as Rotterdam and Amsterdam important locations in the brewing scene. Large, lager-producing breweries,

such as Heineken, became important players, and The Netherlands became a "Pilsner-Desert" (pilsner is another word for light lagers), up until the same craft beer boom that was taking place in other countries. The Dutch entrepreneurial spirit, as well as the formation of grassroot organizations, have allowed the brewing scene to rapidly expand and diversify (van Dijk, Kroezen, & Slob, 2017). Three breweries from The Netherlands were sampled for this study.

Heineken was established by Gerard Heineken in Amsterdam in 1873 (Heineken, n.d.). He purchased a piece of land in what is now the center of Amsterdam and began brewing Holland's first 'premium' lager (Heineken, n.d.). Now, almost 150 years later, the land Gerard Heineken purchased holds The Heineken Experience. No longer a working brewery, the Heineken Experience hosts visitors for an immersive experience into the world of Heineken and allows them to enjoy a beer at the end of their tour at the 'Best 'Dam' Bar' (Heineken, n.d.).

Although only 25 years old, **Jopen**'s story is 750 years in the making. As a gift to the city of Haarlem in the Netherlands for the celebration of their 750th anniversary in 1994, local brewers began brewing beers based on historic purity laws from a period of time when Jopen was the major brewing city of The Netherlands (Jopen Bier, 2019). They brewed their flagship Hoppenbier and Koyt for the celebration, and once the festivities were over, they decided they should not wait another 750 years for good beer, so Jopen was born (Jopen Bier, 2019). Named after the barrels that carried Haarlem brews down the nearby canals, Jopen proudly displays the names "Haarlem" and "Holland" on each bottle (Jopen Bier, 2019). Their taproom is located in a former church in the city center of Haarlem where they can continue giving the gift of good beer to the community.

Texel Brewery, established in 1999, makes use of a former dairy (Texelse Bierbrouwerij, n.d.). Being on an island with a unique climate, Texel's beers are unique to its location. "Dune water, hops, yeast, wheat and barley from the island, that is what the brewmasters of Texel use. That makes all their specialty beers a pure Texel product." is the story promoted on the brewery's website (Texelse Bierbrouwerij, n.d.). Even asking drinkers if they can "taste the Wadden air", the nature surrounding the brewery is an integral part of their values and branding (Texelse Bierbrouwerij, n.d.).

United States of America

Much like other parts of the world, the United States had gone from small-scale breweries to large companies brewing lagers. In the late-1970's/early- 1980's, federal and state policies began to spark the craft brewing industry by legalizing homebrewing and brewpubs. This allowed entrepreneurship and knowledge growth in the brewing industry. Today, craft breweries have taken over the United States and have introduced many new styles and creative flavors, while also imitating styles from other countries, such as Belgium (Elzinga et al., 2017). One large-scale lager company, as well as three craft breweries, have been researched for this study.

Established in St. Louis, Missouri in the 1800s by a German immigrant, **Anheuser-Busch** became the first American beer company to pasteurize beer, a process that allows it to last longer and travel further distances. An innovative company that became a tourist attraction shortly after its opening, Anheuser-Busch survived prohibition by diversifying its products, and World War Two by shifting part of its operations to aid the war effort. This innovation allowed the brewery to become the largest in the United States (Anheuser-Busch, 2016).

Also established during the craft beer boom of the 1990s, **New Glarus** Brewery in New Glarus, Wisconsin, USA, was founded by a woman who purchased brewery equipment and bought land for her brewmaster husband (Kaufenberg, 2018). In 1993, Deborah Carey was the first woman to found and operate a brewery in the United States (Kaufenberg, 2018). On its 25th anniversary in 2018, New Glarus Brewery was the 25th largest brewery in the United States (Kaufenberg, 2018). An amazing feat for a company that only sells its product in one of the fifty states. Despite the demand for New Glarus brews outside of state lines, they committed to being Wisconsin's Brewery, which has led the idyllic farmstead brewery in the small town of New Glarus to become a tourist attraction on its own.

"Crafting a North Store Experience" is the mission of **Castle Danger** Brewery. Sitting on the North Shore of Lake Superior, visitors can drink their brews while gazing at the lake from which the beer was made. As a destination for nature lovers, Castle Danger uses imagery from the landscape surrounding Two Harbors in their beer names and branding. They also show their commitment through programs such as donating proceeds from their White Pines IPA to reinstall white pine trees in the area (Castle Danger Brewery, 2019)

Ireland

Recognized around the world for dark beer and "pub culture", Ireland's modern brewing history could be first witnessed in small-scale alehouses, usually attached to the owner's home, and large-scale breweries at monasteries. Shortly after Guinness took over the scene in 1759, the country went through a series of troubles, including famine, mass emigration, revolution, civil war, fledgling independence and economic recession. In the end, 30 breweries remained in Ireland, and Guinness became the largest brewery in the world (McLaughlin, 2018). Much like other researched countries, the number of breweries has begun to rise since the 1990s craft beer boom, but two of the remaining historical breweries can take visitors through both their company's history, as well as the history o Ireland.

Steeped in history, **Smithwick's** was established in the 1700s by John Smithwick. At this time in Ireland, Catholics were unable to open their own businesses, so through a Protestant friend, Mr. Smithwick became a mystery in Kilkenny society. John's son, Edmond, took over the family business and became a contributor to many social and religious projects, including the Catholic Emancipation in Ireland. Today, Smithwick's is brewed by its 9th generation and is still engrained in Kilkenny's heritage (Smithwick's Experience, n.d.).

In 1759, Sir Arthur **Guinness** signed a 9000 lease for his brewery at St. James Gate in Dublin. The brewery remained in the family for five generations, growing into the largest brewery in the world (Guinness Storehouse, n.d.). Having once been the largest employer in Ireland, visitors to the Guinness Storehouse today can now not only look at the history of the company and Ireland but can make an appointment to view the archives and learn about their own family history.

Norway

A relatively new player in the craft-brewing world, Norway's strict alcohol policies, along with a small supply of brewing ingredients gave the industry a slower start. **Nøgne Ø** was established in 2002 and is known for being the pioneer of Norway's craft brewing industry, and for paving the way for other breweries in the country (Tom, Marketing

Manager of Nøgne Ø, 14.04.2020). Nøgne Ø was added to the sample to explore similarities with countries with well-established brewing heritage.

The name Nøgne Ø means "naked island", a term used by poet Henrik Ibsen to describe the landscape that is visible from the sea off Norway's southern coast (Nøgne Ø, n.d.). Ibsen's poem is about a hero who brought food to the island of Grimstad during an English blockade (Hede & Watne, 2013). They liken their company to the hero in that they bring beer to the thirsty people of the remote region of the country (Hede & Watne, 2013).

4.3 Brewery Visitor Profiles- Self-Identification as a Traveler, Interest in Beer and Motivations

Previous research on the identities and motivations of 'beer tourists' has left much room for further investigation. In one study on craft brewery visitors in North Carolina, USA, Jennifer F. Kraftchick, Erick T. Byrd, Bonnie F. Canziani and Nancy J. Gladwell (2014) found that people did not identify with the term 'beer tourist', but were motivated to visit for the brewery experience, enjoyment, socialization and beer consumption. This information coupled with descriptions provided by the brewery managers led to the hypothesis that brewery visitors included a wide audience outside of 'beer lovers', and that they were motivated due to the enjoyment, socialization, beer, cultural experience, and historical information that breweries provide (Kraftchick et al., 2014).

Confirming the statements made by the brewery managers, the visitor interviewees represented a wide audience. Not only in demographics (male/female, age, country of residence, marital status), but also in how they identify as a traveler and their interest in beer.

When asked about traveling habits, visitors expressed a range of interests ranging from "seeing all of the touristy stuff" (Connie, De Halve Maan visitor, American, 09.03.2020) to "getting off the beaten track" (Andrew, De Halve Maan visitor, British, 14.03.2020). Many gave descriptions of how they try to immerse themselves in the local culture through examples such as learning a bit of the local language (Shahin, Visitor to Jopen, Dutch, 07.04.2020) to orienting themselves with the city so they do not need to have their GPS navigation out (Clara, Smithwick's visitor, American, 13.04.2020). One similarity found in all of the visitors was their high level of physical activity when traveling.

Otherwise, even in a sample as small as twelve visitors, the variety of activity interests were too broad to generalize.

Brewery visitors also represented a wide variety of interests in beers. Everyone from a woman who is "normally a wine drinker" " (Connie, De Halve Maan visitor, USA, 09.03.2020) to a professor who taught the microbiology of brewing (Fabio, De Halve Maan visitor, Brazilian, 13.03.2020), to a man who expressed he "grew up in a pub" (Andrew, De Halve Maan visitor, British, 14.03.2020) to a man who claimed his son recently got him into trying new beers (Hurby, De Halve Maan visitor, Dutch, 16.03.2020). Fabio expressed that he was able to share the experience with his whole family who also enjoyed the brewery visit. Hurby said he enjoyed trying new beers, but his wife was not a big beer drinker, but they both enjoyed sharing the experience together.

Motivations to visit the breweries were also wide-ranging. Confirming previous research, visitors were drawn to the breweries for entertainment, socialization, beer consumption, and the brewery experience (Kraftchick et al. 2014). They also cited cultural and historical reasons for visiting, especially for the older breweries such as Smithwick's and De Halve Maan.

4.4 Experiment

With the restrictions implemented due to coronavirus, a rise in virtual activities have attempted to replace tourism. This led to the idea to test whether or not a virtual brewery visit could give virtual tourists a sense of place and create attachment and loyalty to the location and the brewery. More importantly, it removed the discussion points relating to the brewing process and beer tastings, and instead allowed participants to reflect on aspects of attachment and loyalty.

Two participants who had attended in-person brewery tours prior to the shutdowns were chosen for a comparison experiment. Both participants took part in Allagash Brewery's virtual tour. The tour begins from outside of the entrance to the brewery and gives a brief description of the history of the brewery. It then takes viewers into different rooms to demonstrate the step by step process of their brewing techniques, with interesting facts placed throughout. At the end of the virtual tour, I gave participants a white beer similar to Allagash's flagship beer. Participants received a description of the

beer and food pairing options, similar to the style they would at the end of a brewery tour. Neither participant had been to Portland, Maine, the location of Allagash, but had been on a brewery tour in Belgium within the previous two months.

This brewery was chosen not only based on its qualifications as a place-based brand, but also due to the structure of the tour which I found similar to the in-person tours she had experienced. The purpose behind this was to make the virtual tour as similar to the physical tours as possible, especially focusing on the brewing techniques and beer tasting. This aided the participants' reflections on the important sensory factors necessary to achieve attachment.

A semi-structured interview was once again the chosen method for emic data collection. I asked questions comparing the two experiences in terms of enjoyment, authenticity, attachment, and loyalty. Feelings quickly emerged and obvious gaps between the two experiences led to the assumption that participants preferred an in-person tour to achieve the four aspects mentioned. In both situations, participants were asked how to adapt the virtual tour to create the same experience. Further analysis will determine the effectiveness of this method in extracting information with the brewing techniques and beer tasting variables removed.

5. Analysis

5.1 Introduction to Results

Over the course of the interviews with brewery managers, conversations covered many different points including where the breweries saw their role in the history and heritage of their location, and how they portray it to visitors. The interviews spanned across five different countries, almost two hundred years difference in establishment, and footprints from regional to global brands, yet many similarities were found. Similarities were also found in interviews with brewery experience visitors who ranged from three different continents, including Europe, North America and South America, whose ages range between 18-70 years old. Many of these similarities were confirmed through brewery observations, and the results reveal an extensive look into how brewery visits can facilitate connection to both the location and the company's heritage and identity.

Place attachment has been studied and described as the emotional connection, bond or link between people and specific places (Low, 1992; Hidalgo & Hernandez, 2001). It can be generated through: symbolic meanings ascribed to a place, functional utility and dependence on a place for providing a desired leisure activity, social bonding, interaction, and the expression and confirmation of identity (Kyle et al., 2005). To the advantage of breweries, place attachment can be heightened with a level of involvement (Gross & Brown, 2006), making it an ideal place to reach such connection, aiding in place dependence.

5.2 Authentic Atmospheres in the Formation of Place Attachment

> "...the peace the North Shore. It's very quiet in our brewery. We don't have any tvs or anything like that. The music playing in the taproom is very, like it's fun and upbeat, but also calming. Nothing like too jarring or anything like that. We have this expansive patio area and, in the summertime, it's just filled with people. We want people to come up to the North Shore and be outside...So it's like the crash of the waves. It's the smiles from neighbors. The aura that you get in a taproom is like the north cabin vibe." (Maddy Marketing and Events Manager of Castle Danger, 16.04.2020)

This example from Maddy displays how brewery experience managers purposefully construct their atmospheres to match their visions of their authentic selves. Descriptions of the authentic atmospheres at each brewery were emphasized for several reasons. They were often used to explain the symbolic meanings that brewery managers wanted visitors

Figure 2 New Glarus Brewery, Retrieved from: Travel Wisconsin. (n.d.)

to obtain. Each brewery manager stated that they attract a wider audience than "beer geeks", which creates the challenge of telling their story to visitors who are not interested in reading or listening to a tour guide. Instead, breweries often need to give visitors a sense of who they are through passive learning by

creating an atmosphere that fits their sense of place and authentic identities. In this case, beer is the medium in which calls people together (Wang, 1999), and the atmosphere is

what is constructed to allow visitors to perform tourism by drinking the local culture and interacting with others. When successfully constructed, authentic emotional connections to both the location and those with whom they are sharing the experience can lead to place attachment (Rickly-Boyd, 2013). This is further reinforced in many interviews with brewery experience managers who emphasize the importance of creating a space for visitors to be social and interact with others as well as the local landscape. For example, when visiting New Glarus:

Figure 1-Castle Danger Brewery, CBS (2016)

"…we sit in a fairly idyllic location. We're up on a hill. New Glarus is a very small community, you know, a couple of thousand people, um, where the brewery itself is located across the street from a, state park. And we have kind of a fairly expansive outdoor multilevel kind of seating area outside. And you know, I think beer is a

social drink and it's a way to bring people together." (Drew, COO of New Glarus, 14.01.2020) (New Glarus Brewery pictured above)

Each of the breweries gave examples of what they wanted visitors to take away. They wanted them to understand what they were a part of by walking through the doors and drinking the beers. For each of the breweries, this meant more than just beer. Based on the heavy descriptions of the social atmospheres their breweries created, it is clear that it is important to breweries that their space is not only used to build a relationship between visitors and the brand and its location, but between visitors themselves. Whether that be between their friends and family members with whom they arrived, or other visitors they meet at the brewery.

Interviews with the visitors revealed the successful formation of social atmospheres that felt authentic in the breweries studied. The atmospheres of the breweries' taprooms were very often referenced as being comfortable, social, and beautiful. Small touches such as fireplaces and the wide range of age groups tended to encourage visitors to stay and to engage with one another.

"…there was no pressure to leave. So we sort of lingered for about an hour and then eventually ended up talking to people at our table that were from Greece… It is quite interesting to sort of share experiences as well." (Andrew, De Halve Maan visitor, British, 14.03.2020)

Andrew also spoke about how one of the Greek visitors had a lot of questions about Brexit and British culture in general. This finding was important in validating the statements made by Thomas Wilson (2005) which discussed how drinking is one of the most important ways in which people express their identities and culture, because the alcohol facilitates relaxation and friendliness (p.7). By creating a neutral space where people are brought together through beer, this display of genuine curiosity and interaction was able to form.

Often the buildings in which the experiences were being held were referenced as adding to the perceived authenticity of the experience and the feeling of being closer to the

local culture. An example was given by a brewery visitor, David, during his brewery visit in Bruges:

"...So by being in the local culture, and of course, it's setting was also implicit in where you were, you know, it was an old building. They were both old buildings in Bruges. I think that does add to it as well. Okay, it's been renovated old. But you feel steeped in the history of it automatically. So that's a bonus for Bruges." (David, De Halve Maan visitor, British, 09.03.2020)

The ability to visit these historic buildings, walk through them, and have interactions in them that felt authentic was particularly important to the visitors. Statements like "this is where it all began" (Clara, Smithwick's visitor, American, 13.04.2020) displayed an emotional connection to the history of the company. Clara's husband was of Irish descent, and she expressed how connected he felt to the tour of Smithwick's, especially in its honest approach to the darker history of the country. In this respect, buildings can add to the objective authenticity, by being genuine to their history and their culture (Sharpley, 2018, p. 223), but also to existential authenticity by aiding her husband's understanding of his own personal heritage and identity (Wang, 1999). These authentic spaces in breweries designed for developing self-identities are further discussed in the following section.

During my observations of the breweries, the atmospheres of each brewery stuck out immediately as feeling authentic. Before each brewery visit, I had arrived in the area one day prior. Visiting La Chouffe felt as though it could be your neighbor's cabin in the Ardennes. The log structures surrounded by trees in the rolling hills were the same imagery I had seen on the La Chouffe bottles, as well as throughout the Ardennes. This confirmation of scenery expectations added to the existential authenticity by reaffirming the sense of place and symbolic imagery (Buchmann et al., 2010). This was further discovered when visiting the two other breweries. To reach De Halve Maan, I had to walk through the cobblestone streets of the historic city to reach the brewery which was hundreds of years old and fit in with the quaint cityscape. Jopenkerk could be found in an open square with a lot of outdoor seating and many locals passing by from doing their

shopping. The large, objectively authentic church with the Jopen logo standing on one side. All three had beautiful interiors for drinking beer with long tables to encourage speaking to others. La Chouffe only allotted a certain amount of time per tour, but the other taprooms encouraged a long stay with their comfortable atmospheres*.

Altogether, between the interviews and my personal observations, I can conclude that it is important for breweries to create a space for a wide audience. The ability to allow a non-"beer geek" who is not a local to the city to visit and have the same comfortable, enjoyable experience as their opposite, creates the space desired for breweries to represent their identity, as well as their community. While this space can be projected in imagery through brandings and advertisements, the confirmation of desired symbols experienced by visitors upon arrival can add to their sense of place and existential authenticity (Buchmann et al., 2010). This formation of spaces which feel authentic was successfully received by visitors in the breweries studied. Due to the positive correlation between authenticity and place attachment (Jiang et al., 2016), it can be argued that those who visited these breweries felt a stronger emotional connection to the city after their visit.

5.3 Beer Consumption as an Activity of Self-Identity and Breweries as a Setting for Place Identity

The search for true, unique self-identity has driven neolocalism and travel choices through this time of globalization and homogenization. The interviews collected with brewery managers discussed different aspects of their brand and how visitors identified with them. In this respect, the beer consumption or experience is the activity that aids self-identity, and the brewery becomes the setting to facilitate place identity (Kyle et al., 2005).

> "…a distinctly modern brand, uh, aspirational, you know, signing up to this identity of a man or a woman of the world who knows your sports and who, uh, who likes to watch James Bond." (Demelza, Collection Manager of Heineken, 13.01.2020)

Conversely, the identity of a brand can also turn visitors away, as seen in an example given by Filip, the General Manager of De Koninck.

"...so a lot of other people in, in the Dutch-speaking part think we are posh people. So we are not that popular. So for us it's sometimes more easy to sell our beer to Dutch people than to people from other cities in Belgium." (Filip, General Manager of De Koninck, 06.02.2020)

These quotes stress how for visitors drinking choices are seen as an expression of their identity (Gammelgaard & Dörrenbächer, 2013), something that the manager of Heineken defines as "aspirational", and that also implies features that can be perceived as negative (as the manager of De Koninck here implies using the word "posh", rather than an equivalent with positive value such as refined or elegant, for example). This strengthens the argument that drinking can be conceived as one of the most noticeable, emotional, and important ways people express identity and culture (Wilson, 2005),

As the time passes, newer generations become of age and become potential tourists. Brewery managers highlight the importance of the role of breweries for these "new" consumers of beers, and visitors not only of breweries, but of the cities where breweries are located:

"Are you aiming for a younger public? Well then you should have a craft beer in your city. And you know if you are not aiming it or not conscious about it, then a traditional brewery is nice, but you are missing out on the contact with the new generation." (Michel, Head of Church at Jopen Brewery, 06.01.2020)

This is reflective of the theoretical framework on what we know today's tourists are searching for, self-expression through leisure (Kyle et al., 2005), the ability to make purchasing decisions which positively affect the host community (Schnell, 2013), and authentic interaction (MacCannell, 1976) and what a brewery visit can provide, a space to obtain these desires, as further explained through the rest of the analysis. The theory that beer can connect with self-identity, as well as the identity of a location can work as a catalyst to create a bond between the two, as seen through the concept of place identity (Kyle et al., 2005). This was determined as visitors reciprocated their descriptions of breweries as representations of cities and their identities:

"Everyone thinks of Brugse Zot. They are proud of their beer brand. For instance, another beer that I really like is Leffe. And uh, you don't ask for it in Bruges. Because it is the wrong town. So I think the people are proud to be part of Bruges. Especially in Belgium especially between the town walls they are quite proud of it. It is a big part of it, that and Bruges Football Club." (Hurby, De Halve Maan visitor, Dutch, 16.03.2020)

By likening the pride and identity of Brugse Zot beer to the local football club, this visitor is representing the emotional, social connectedness that facilitates existential authenticity (Wang, 1999) as well as the social identity (Abrams & Hogg, 1990, p. 2) discovered when one feels as though they are with others who share a common interest. A study on a football club's fans found that social identity can be realized through ritual interaction in the form of standard group behavior (Lee, 2016). In this study, the ritual was the fan singing culture that took place at football games, which I argue meets the likeness of beer consumption's role in rituals (Wilson, 2005; Gammelgaard & Dörrenbächer, 2013). This ability to form this social identity, as well as form self-expression allows breweries to create a space to form place identity, through activities that form self-identity.

5.4 Personalization, Interactive Learning, and Level of Involvement in Forming Place Attachment

Each of the interviewed brewery managers stated that their brewery attracts a wide audience. This includes people who are "more of a wine drinker" (Connie, De Halve Maan visitor, American, 09.03.2020) to the many visitors who have their first pint of Guinness at the Storehouse (Eibhlin, Archive Manager of Guinness, 27.04.2020). Therefore, breweries are challenged with creating an experience that feels personal for visitors seeking different types of experiences. As previously stated, they do this by creating appealing atmospheres that feel authentic, and on top of that, they

Figure 3-The Guinness Storehouse experience. Taken by the author.

incorporate personalization, interactive learning, and a level of involvement, all of which aid to the formation of place attachment (Gross & Brown, 2006). Furthermore, many of the breweries that are part of this research focused their marketing on the four aspects of the experience economy: education, esthetics, entertainment, and escapism, which have been shown to have a correlation with place attachment (Allan, 2016). As expressed by Demelza, the Collection Manager of Heineken:

> "…we try to make history as fun as the, as the brand is. So without losing, you know, the realness and the authenticity of it, we do try to make our history as attractive as possible to people by using digital technology, by creating an immersive experience, combining old and new, and by inviting people over to experience it firsthand." (Demelza, Collection Manager of Heineken, 13.01.2020)

Through these interactive activities, visitors are invited not only to walk the place, but to "perform place" (Edensor, 2000) through objects, experiences, and sensations, building upon the existential authenticity of their visit (Jiang et al., 2016). Furthermore, interactive experiences aid visitors' ability to learn (Kyle et al., 2005). Since many breweries put in an extraordinary amount of work into researching the history of their location, by including the historical storytelling into their interactive experience, they can create an ideal space for place attachment (Tuan, 1991).

Place attachment is also heightened when an activity is personally meaningful (Kyle et al., 2005). One of the most unique approaches towards making visitors' experiences personally meaningful was discovered in my interview with Eibhlin:

> "…visitors to the storehouse can make an appointment and for free to come up and see our material. And our teams are really highly used by both by physical visitors to the storehouse and then we would serve up a lot of people remotely as well. And it's a very, very popular service and it's very personal. You know, you're getting information that you're seeing your grandfather, your great grandfathers' handwriting. In certain circumstances, know where they lived." (Eibhlin, Archive Manager of Guinness, 27.04.2020)

Breweries created many different kinds of personalized, interactive and involved

experiences. Everything from creating a Christmas family meal plan to complement De Koninck beers, to opening up the famous Budweiser Clydesdale horse stables, unique offerings were integral to entertaining visitors. Two of the most common practices used in breweries were offering different levels of brewery tours and events and offering interaction with brewers and other staff

Figure 4- The Heineken Experience. Retrieved from viator.com (n.d.)

members to maximize engagement, which can create more interpersonal experiences that feel authentic (Buchmann et al., 2010). Each of the breweries offered experiences beyond their taproom. From company outings, to art shows and comedians, the variety was expansive. Most commonly, the options for a "regular tour" and a "V.I.P. tour" were offered. Both tours would consist of a walk around the brewery with explanations about the history and the process, or in the case of the "brewery experiences", a self-guided tour through the displays and artifacts from company history, and all of them ending with a beer included in the price. The V.I.P. tours were created for people who wanted a more in-depth experience with more tastings and more technical details on the ingredients and the history. Hurby's visit to De Halve Maan, he chose the extended tour because Brugse Zot was one of his favorite beers (16.03.2020). This made visiting De Halve Maan more meaningful, and he was able to express this by taking the extended tour in order to achieve more interaction with the beer and the brand. Leisure is one of the most common and authentic ways that people can express their true identities (Giddens, 1991; Wang, 1999), and since alcohol consumption is a form of leisure, this connection to self-expression can lead to place attachment (Kyle et al., 2005).

Brewery managers also stressed the importance of staff interaction with visitors, as a way to maximize the engagement and thus foster place attachment. In fact, previous studies (see Loureiro & Sarmento, 2018) have found that there is a positive correlation between place attachment and tourist engagement. Tour guides, who are typically knowledgeable in the brewing process and the history of the company, are great

ambassadors and provide a great opportunity for interaction that feels authentic (Buchmann et al., 2010). Beyond that, many breweries encourage their brewers to take turns being available for questions and giving friendly insights. They also encouraged bartenders to become deeply knowledgeable about the beers to be able to give explanations and recommendations. Heineken even has all of the staff members at their experience attend heritage courses to be able to answer visitors' questions and better tell the Heineken story (Demelza, Collection Manager of Heineken, 13.01.2020). These interactions often allow not only the ability to create a connection with a member of the staff that is brewing your beer, but interaction with a local as well. In this respect, the breweries and beers are means and mediums by which tourists are called to interact with the staff members, and then, an inter-personal relationship between themselves that feels authentic is experienced subsequently (Wang, 1999). This whole process heightens engagement, which, as previously stated, not only positively impacts perceptions of place attachment, but also of place authenticity (Loureiro & Sarmento, 2018). Furthermore, the beer is an important facilitator that separates brewery visits from other forms of guided tours, in that it has the added element of creating host-visitor relationships through its ability to facilitate relaxation, laugher, friendliness and expression of similarities and differences (Wilson, 2005). And finally, the knowledge of the history and brewing processes held by the staff members allow these interactions to facilitate learning, furthering place attachment (Tuan, 1991).

I also observed the availability for personalization through my observations. Each brewery had displays with their different offerings. The two tours could be booked for visitors who spoke different languages, including Dutch, English, French and German. From there, the guides were highly informative and answered questions. Beyond that, they asked everyone in each group where they were from and added anecdotes if a certain topic related or compared to a brewery from their home country, often adding humor. The servers were very friendly and also informative. At De Halve Maan, the bartender persuaded me to order a beer other than my first choice, by telling me that the taste was only achievable at that brewery since the beer needed to be pasteurized to transport, which changed the taste when consumed elsewhere. This made me appreciate the knowledge of the bartender, as well as the uniqueness of my experience. One of the more fun and unique

ways the tours involved visitors, was by letting us smell the ingredients that go into the beers. This sensory engagement also helped me to appreciate my experience.

Interaction with staff members was also stressed many times throughout the visitor interviews. The role of brewery staff members, such as tour guides, bartenders, brewers and gift shop workers, is very important to the level of personal connection. The more authentic interactions were felt to be, the more enjoyable the visitors found them. This further demonstrates the theory that tourists are above all searching for authentic interaction (MacCannell, 1976), and the findings that visitors perceive these interactions to be more authentic when the staff members are passionate and knowledgeable, adding to the overall experience (Buchmann et al., 2010):

"...we had purchased engraved glasses as part of our experience at both places, and the Smithwick's girl engaged us in conversation and she was like "Oh! Mr. and Mrs., is that recent?" And they were very much more present. Like they were engaged with their customers." (Clara, Smithwick's visitor, American, 13.04.2020)

Clara likened the souvenir shop employee at a different experience as being very machine-like. This is one example of how visitors interpret their interactions. Visitors also appreciated the ability to ask questions. They felt as though staff members were deeply knowledgeable and encouraged questions. David even likened going to a brewery as being a sort of tourism information center. He found that it was a safe space for people to learn more about the city and the local culture, which gives them confidence that they know more about the location (David, De Halve Maan visitor, British, 09.03.2020). This concept of using a space, such a tourism bureau, to further one's experience of a place can be used as an indicator of a visitors' established emotion of place attachment (Loureiro & Sarmento, 2018). The amount of research and training that breweries invested in was sensed in the experiences of the visitors, furthering their ability to connect with the staff and with the place. During the experiment with the virtual tours, the personalization and interaction was discovered to be the most crucial aspect missing when visitors were not able to attend the tour in-person. Both virtual interviewees quoted this as making the visit more memorable, as well as connecting them to the place.

Many visitors also referenced the sensory engagement that breweries offer, as well as the encouragement to try new things. Multiple mentions were made about how the tours allowed visitors to smell the hops and other ingredients, some visitors even recommending the tours expand on this experience. This confirms the role of sensory engagement in creating a memory of place, which can lead to how visitors perceive authenticity (Loureiro & Sarmento, 2018). Overall, this combination of involvement, interactive learning and personalization was facilitated through staff interactions, sensory engagement, and the unique offerings that each brewery performed. In many different ways, these breweries create spaces for interactions with people and place that feel authentic, which can lead to place attachment for visitors.

5.5 Uniqueness

"Other people stopped by because you can't get our beer anywhere outside of Wisconsin and it's a tourist destination, especially for people out of state... So, you know, you come out here, it's just a much different environment, very small town, but you have this world-class brewery that's kind of sitting in this tiny little town with a bunch of cool little shops" (Drew, COO of New Glarus, 14.01.2020)

This quote shows how the New Glarus brewery attracts visitors by representing themselves as unique, and at the same time stressing their relationship with the environment in which the brewery is embedded. According to their narrative and branding, the experience found at their brewery is not available anywhere else. This constitutes a good example of breweries' use of neolocalism, which allows them to display what is personal and *unique* to their location and their brand (Flack, 1997). By emphasizing both their locality-grounded identity and their unique and distinctive features, breweries often can "use targeted marketing strategies and purposely cater to the cravings for connection to the local community" (Holtkamp et al., 2016). This is important to locals and visitors alike because they can feel as though they are part of a community with insider knowledge (Schnell & Reese, 2003). The place-(inter)dependency between the brewery and the town relates to place attachment, as it strengthens the ties between the town, brewery and

visitors by creating a field of experience that can only be experienced in that specific brewery.

An important theme that emerged when discussing uniqueness was the use of local ingredients, as a way to highlight both the link to locality and a claim to sustainability, which are common features of breweries' branding discourses (Schnell, 2013). The connection to sustainability is that by using local ingredients and packaging, the brewery engages with the community and supports local farmers and businesses, while at the same time allows visitors to "taste the location" and build a connection with the wider environment in which the brewery is embedded. In this sense, by drinking the beer they are performing place through the sensations of this lived experience, which can lead to the formation of place attachment (Rickly-Boyd, 2013).

> "It is brewed on the island by people from the island and with as much material as possible from the island. People are proud of it and of our recipe, of course as you can imagine." (Cor, General Manager of Texel Brewery, 12.03.2020)

The quote from Cor is crucial in defining how important the link with the wider community is perceived in branding and marketing strategies. This also cascades in the relationship with visitors. This symbolic consumption and the link to sustainability allows visitors to engage with the nature of the island and the people of the island, as well as contribute to the maintenance of the natural environment and the community, as well as the sense of pride and identity of Texel.

Figure 5- Texel, Retrieved from Texels.nl (n.d.)

As mentioned during many interviews, as well as during the brewery tour observations, the water used to brew the beer has a large influence on the flavor of the product. Since many breweries get their start by brewing from local water sources, changing locations would change the taste of the beer. In fact, brewing is a water-intensive endeavor, as

water is the main ingredient in beer and is otherwise used in many steps in the brewing process (Holtkamp et al., 2016). Therefore, when you taste a beer in a certain location, it is possible that you would not be able to have that flavor from a beer produced elsewhere. These features, unnoticed by most visitors, are often highlighted during tours and are known by the more involved fans, thus creating a sense of familiarity that strengthens even more the relationship with the brewery and the place (Wolf, Krueger & Flora, 2014).

It was also clear that breweries preferred if other ingredients were sourced locally as well. Tom, the marketing manager from Nøgne Ø (14.04.2020) stated that due to the limited supply of beer ingredients grown in Norway, they are looking into alternative sources, such as participating in a study on the use of algae to replace hops. This example fosters the component of neolocalism where a community is not only defined by what they have, but also what they create (Holtkamp, et al., 2016). This conscious effort is further displayed by New Glarus which believes that part of being "Wisconsin's Brewery" meant sourcing as much as possible from within the state and putting as much money as they could back into the pockets of the locals, thus contributing to the economic sustainability of the community. According to Drew the COO of New Glarus (14.01.2020), everything other than the bottle caps come from Wisconsin, and that is only because there is not a manufacturer available. As stated in the literature review, this extension of consuming local products has become a part of tourism in the era of neolocalism, not only in evoking feelings of belonging but in the recognition that purchasing choices on vacation have an impact on the future of the place (Schnell, 2013). The uniqueness of local products turns the ordinary (beer) into the extraordinary (Schnell, 2013).

The novelty, uniqueness and innovation of the sampled breweries were not only what motivated visitors to go, but also became reasons why they recommended the visits to others. As David stated, "If you wanted to learn how breweries brew, you could go to Wikipedia" (David, De Halve Maan visitor, British, 09.03.2020). He expressed that he had been on many brewery visits in the past, and what motivated him to visit this particular brewery was its role in the history and local culture of Bruges. This ability to experience the history and culture is an important facet in the formation of sense of place (Hede & Watne, 2013) and the uniqueness of only being able to experience it at De Halve Maan

creates place dependency (Jorgensen & Stedman, 2001), both of which lead to place attachment (Hede & Watne, 2013; Jorgensen & Stedman, 2001).

Furthermore, as stated by Rodney Harrison (2012, p. 216), "the production of heritage emerges from the relationship between people, things and their environments as part of a dialogue or collaborative process of keeping the past alive in the present". This interconnectivity not only produces heritage, but defines what makes the place unique (Flack, 1997). The brewery gives a chance to "experience" this heritage, which furthers the process of heritage creation (Harrison, 2012, p.216) and shapes visitors' sense of local identity, which also leads to place attachment (Tuan, 1991).

5.6 Sharing, Social, Family and Fun: authentic experiences in brewery tours

> "The brewery was quite full. The people are there eating and drinking. People from different countries, different ages. So, I could take my daughter. Sometimes there are places with only old people or only young people, but there you saw a mix of different ages. Everybody was enjoying this kind of thing. So, to me this is very important and impressive of the city and the culture." (Fabio. De Halve Maan visitor, Brazilian, 13.03.2020)

An important example of the way existential authenticity can be experienced at breweries comes from the possibility of experiencing inter-personal authenticity, a subpart of existential authenticity, during a family holiday (Wang, 1999). Family is a sphere in which people can experience their truest self, and therefore some academics have argued that a family vacation can be one of the most authentic forms of experiencing travel (Berger 1973). Fabio was especially interested in beer and breweries, so being able to share this interest with his family was especially important to him. After all, leisure is not only enjoyed through experience, but also through the ability to share it with others (Urry, 1991). While children cannot experience the consumption of alcohol, breweries often create spaces that allow for other forms of enjoyment. From my own observations, kids were able to join on the tours, smell the ingredients, and listen to the stories about the

history and culture. The tour guide at La Chouffe in Belgium even said they sometimes host student field trips at the brewery.

This displays how the beer is the medium in which visitors are called together, but the experience is what the visitors are searching for. This is why each of the breweries expressed the importance of creating an atmosphere for visitors to engage with each other, as well as a way to share their experiences when they leave. Whether through long community tables, or outdoor areas with games, the interaction and fun part of drinking beer was important for each brewery to give their audience. According to Larsen, Urry, and Axhausen's (2007, p. 245) reading of family holidays, the "home is made while away". All these practices of sharing and engaging, especially when co-experienced with relatives, can create more involvement, which in turn positively impacts the attachment to place (Hwang et al. , 2003) and the perceived sense of being part of an authentic experience (Kidron, 2013). This connects back to the authentic-feeling atmospheres which breweries create, and the example given by Andrew. He conversed with a Greek man who asked many questions about Brexit and British culture displays how drinking is one of the most important ways in which people express their identities and culture because the alcohol facilitates relaxation and friendliness (Wilson, 2005). I also argue that because of this socialness and relaxation, breweries can create the same existentially authentic experience that is discovered in the liminal zone of touristic communitas (Wang, 1999) which are created when visitors approach each other as equals, free from the social conflicts that occur during everyday life, and so more authentic-feeling interactions are able to occur (Wang, 1999). This was further expressed in other visitor interviews when describing the social aspect of beer by calling it a lubricant that sparks conversation, or by referring to drinking beer as a catalyst for creating a community feel and uniting people. Others referenced breweries and beer festivals as places where they have celebrated birthdays or weekends away with friends.

Many breweries also cited the ability to share beer and stories after visits as a large part of their customer loyalty. Using the beer as a mediated object, or conversation starter to recall the personal experience and tell it to others. Whether it is a Heineken from the supermarket when you return to your home country, or a special beer you bought straight from the brewery, being able to share experiences is an important part of place attachment.

Castle Danger believed a major part of their success came from the popularity of "growlers" in their home state of Minnesota (Maddy, Marketing and Events Manager of Castle Danger, 16.04.2020). Growlers are large jugs that are only available for purchase straight from the breweries. As Maddy said, visitors could grab a growler and bring it with them to their cabins, or back home to share with friends and family. It facilitates not only the growth of the brand, but the visitor's personal connection to it by turning an ordinary object, the beer, into an object of personal meaning through sharing (Morgan & Pritchard, 2005). This personal meaning allows the object to become part of the visitor's narrative, which has then implication to how the person talks about their own identity, using the object as a symbolic prop that they use to tell their story to their social circles (Barwise et al., 2000).

This was reflected multiple times in the visitor interviews, not only through bringing beers purchased at the brewery home to share with friends, but also by sending photos, or by posting on the social media app specifically for beer drinkers, Untappd.

> "There is a very interesting app. It is called 'Untappd'. Have you heard of it? Well my son got me into that. And he said "c'mon, dad, you have to check the social app so I know where you are and I can say cheers or whatever and that is how it started. Because earlier, I was just drinking the normal lager beers, and now I am more interested in trying all of the different beers. And personally just a couple of months ago, I started drinking the Belgian beers. The blonde beers and the tripels." (Hurby, De Halve Maan visitor, Dutch, 16.03.2020)

Others mentioned using the social app with their friends and challenging each other in fun ways, such as trying a beer no one else in their friend circle had tried. It seemed to be a platform for discovering new beers, and sharing the experience with other beer drinkers. Digital technology has recently been used in the brewing as a way of engendering bilateral consumer engagement with their products, as well as brewing practices and support in-the-field quality control (Foster, Kirman, Linehan & Lawson, 2017).

This added to visitors' enjoyment and, in some cases, allowed the enjoyment to last longer than the time frame of the visit. Similarly, Gable and Handler (2000), in their analysis of the heritage museum in Williamsburg in the United States, note that the

production of memory among the visitors is produced through a complex process of interaction, often involving family, memories of past visits, and the purchase of souvenirs (Löfgren, 1999). The combination of particular localities and forms of local knowledge with the mobile and transient narratives of travel, otherness and leisure creates forms of tourism in which the narrative component is not purchased 'off the shelf' as it were, but rather takes the form of an active construction of a personal narrative. Authenticity here is an existential condition (Wang, 1999), a personal experience that is inalienable (even though this may be mediated through organized and commodified forms of production and consumption).

5.7 Commitment to Local Community, Local Business, and Local Environment

Each of the breweries expressed different ways they were committed to their local community, to local businesses, and to their local environment. As presented in the literature review, many of the most successful breweries are supporters of other local businesses and initiatives (Schnell & Reese, 2003), and many also believe that part of successfully being a community-based brand includes community engagement and environmental sustainability (Holtkamp et al., 2016). Previous research on place-based brands has found that since their core resource bases and production activities are anchored in a particular locality, these enterprises are more likely to pursue environmental protection and social justice, i.e. sustainability (Shrivastava & Kennelly, 2013), and this social legitimacy facilitates further place attachment (Kibler et al., 2015).

As described by Filip, the General Manager of De Koninck, having a brewery in your neighborhood can be loud, it can be smelly, it can create traffic and congestion (06.02.2020). These are just a few of the reasons why Filip, as well as other brewery managers find it important for their breweries to have a good standing in their community. Each brewery did this in different ways. From holding free neighborhood festivals and events, to donating proceeds to local charities, many breweries included "improving city life" in their mission and goals. Sustainability and social responsibility are attributes often found in place-based brands due to their identity and resource bases being reliant on the area (Kibler et al., 2015). Since the interview process spanned over the course of the

coronavirus pandemic, it was apparent how quickly breweries responded in using their resources to support the community:

"Working to help the Red Cross get hand sanitizer and organizing blood drives in stadiums that, you know, we're usually sponsoring these big events and spending a lot of money on sports sponsorships. Instead, we're converting things so that we can open up, you know, Busch Stadium here in St. Louis as an example to house a blood drive for the red for the Red Cross." (Tracy, Chief Storyteller of Anheuser-Busch, 20.04.2020)

This extends to local buisinesses. Both Anheuser-Busch and Heineken are committed to helping their local bars and restaurants survive the forced closings due to Coronavirus (Stil, 2020). While bigger companies may have more resources to support local businesses, smaller breweries often find ways to support them as well. A few of the breweries mentioned their decision not to sell food because they wanted to support neighboring restaurants. New Glarus even closes early and gives visitors tokens to exchange for their beers in local bars and restaurants:

"If we opened a restaurant and stayed up until 11, we'd put every restaurant in New Glarus out if business pretty much overnight. We don't do that, I want to use the people that come here and we get, you know, 250 to 300 thousand people a year that visit the brewery. We want to use that tourism base to support everybody in New Glarus." (Drew, COO of New Glarus, 14.01.2020)

Other breweries expressed that they saw themselves as local hosts in their community. As sort of a place to meet friendly staff members who know a lot about the community and can give recommendations to visitors about where to visit, where to eat, and where to have a drink after their visit. Since this concept of using a space, such a tourism bureau, to further one's experience of a place can be used as an indicator of a visitors' established emotion of place attachment (Loureiro & Sarmento, 2018), the formation of this visitor place attachment at the brewery, can also benefit local businesses.

This investment in local business furthers the argument for breweries' roles in neolocalism, and how they can shape the economy of a place.

Investing in their local area was continuously expressed. One of the more unique discoveries was breweries' ability to involve visitors in their environmental commitment in fun ways. De Koninck has held neighborhood clean-ups where participants can exchange bags of litter for a free beer. Castle Danger has purchased 40,000 white pine seedlings to give out at their brewery for visitors to plant in the area. So not only can their commitment to the local environment facilitate place attachment and loyalty, but it can enhance the connection by implementing this level of involvement and allowing visitors to contribute to the local area. Not only is the desire to positively contribute to the sustainability of the location growing in importance in tourism (Schnell, 2013), but this rootedness establishes continuity in the community (Schnell & Reese, 2003) and displays their commitment to creating, preserving, and supporting local economic and social networks (Schnell, 2013).

Overall, visitors stated that they felt the breweries were a good representation of the cities they were visiting and that they had a positive effect on the community. Other examples included the ability to spark city pride and create jobs for the locals. A few mentions were also made about the opportunity to use breweries as a tourist information center or local host. Many mentions of local employees were coupled with positive comments, especially when the employees were from younger generations. By employing young locals, they felt this reflected that the brewery was not "old-fashioned" and that it would continue to be important in the future of the city. While economic, environmental, and community sustainability are receiving recognition in the future narratives of heritage (Harrison, 2012, p. 216) and tourism trends (Schnell, 2013), their relation to place attachment (Kibler et al., 2015) can create a continuous cycle of benefits, as when visitors' feel greater place attachment, they are more likely to make an effort in participating in the sustainability of a place (Hwang et al., 2005).

5.8 Commitment to Origins and Location and the Display of History and Culture

"The production of heritage emerges from the relationship between people, things and their environments as part of a dialogue or collaborative process of keeping the past alive in the present" (Harrison 2012, p. 216). All of the breweries had the same thing in

common, a commitment to their heritage, their location and to their origins. Each of the breweries had expanded since their opening but kept the identity of their company in their original location. The importance of longevity was expressed by Eibhlin:

> "We've been here through the Napoleonic wars to the famine through the two world wars. I think part of that resilience and that sense of history and heritage and pride are absolutely integral and how people perceive Guinness and how people think of us. And definitely the sense of location at St. James' Gate. And it's so important. And integral to how Guinness has developed over the years" (Eibhlin, Archive Manager of Guinness, 27.04.2020)

Each brewery felt that their location was integral to their identity and ability to tell their story. This has also been found to be important to consumers, who are more likely to support a brand that has a connection to the identity of a place (Stack et al., 2016). For breweries that outgrow their original buildings or neighborhoods, they often create museums or other experiences at their original location. Especially for the older breweries, when the city around them grew, it became difficult to expand on their current campus due to space and zoning regulations. The breweries saw opportunities in these historic buildings and feel that allowing visitors to explore their origins created a more authentic experience.

> "The storehouse building itself, it's a beautiful building. And, you know, if you were to visit it is a former fermentation house, so everything that we do in the storehouse is very authentic. We've been brewing on the site for 260 years. We still brew on site. We have visitors in our store in a former brewing production building. And so everything that we do is really, really authentic." (Eibhlin, Archive Manager of Guinness, 27.04.2020)

Many breweries put in an extraordinary amount of research into the histories of their cities to create a space of belonging to those who visit, as though they are part of a unique insider's club (Schnell & Reese, 2003). Jopen, which is a good example of a company

that did an extraordinary amount of research on Haarlem, still considers itself an innovative brewery with its wide variety of beers. However, Michel, the Head of Church at Jopen, said that they would continue to brew their Hoppenbier and Koyt beers, even if it was only one batch a year (06.01.2020). These beers were their tribute to Haarlem, and how they got their start. Nøgne Ø was one of the first craft breweries in Norway and helped other craft breweries become established as well. They see themselves as pioneers in the Norwegian brewing industry and continue to invest to ensure its growth (Tom, Marketing Manager of Nøgne Ø, 14.04.2020).

Important to the formation of visitors' place attachment, is how breweries implement storytelling and heightened consciousness of local history (Tuan, 1991) which enriches the "invisible landscape" (Ryden, 1993) such as folklore, history and local knowledge by making them visible (Schnell & Reese, 2003). This is another area in which each brewery tailored to their unique identity. For Guinness, their Storehouse tour begins with the lease Sir Arthur Guinness signed in 1759. For De Koninck, it is demonstrating how Belgian beer culture insists that each type of beer is served in a special glass designed to ensure the maximum flavor. As explained before, there are many different ways breweries do this to allow visitors to absorb the utmost amount of the brewery's story. This allows something for everyone in the wide audience that place-based breweries attract.

These displays were often one of the most memorable aspects of the brewery visits, along with interactions. Their absence was also cited during the interviews with the virtual tour visitors as being an important reason for their lack of connection compared to the in-person tour. It seemed that the more honest a brewery was with their display, the better reaction they received from their visitors, as expressed by Clara:

"The Smithwick family was Catholic and so they couldn't operate openly because of that so they had to hire someone to like be their front man. It was integral to the story of Smithwicks. They were very keen on bringing that out. My husband really liked that. And he found that to be a lot more historically accurate with more historical integrity." (Clara, Smithwick's visitor, American, 13.04.2020)

While many visitors to the older breweries stated the implicit representation of the city in the historic buildings, longevity is not the only possibility for city representation.

"...And it is a reflection of the city. Haarlem is known for their churches. And we have got one of the oldest churches... so I think it continues that legacy as a place of churches and in general Dutch creativity, you should call it that, they are re-using an otherwise vacant building." (Nova, Jopen Visitor, Dutch, 20.04.2020)

As mentioned before, David (visitor to De Halve Maan, British, 09.03.2020) stated that someone could look on Wikipedia if they wanted to learn about the brewing process, and that many brewery tours feel like the same experience. What makes one stand out over others, is their display of history and culture in connection to a city. The ability to have an experience solely at that one brewery is what connects it with place dependence, and therefore, place attachment (Jorgensen & Stedmen, 2001). The opportunity for breweries to created place attachment was further discovered when other visitors pointed out that museums are not for everyone, and a brewery tour can explain the history of a location in a fun, interactive way. By being fun and interactive, breweries provide a space for those seeking authenticity through activities (Wang, 1999). In this respect, a visitor can connect to a place in a way that is personal to him/her, further reinforcing place identity, and therefore, place attachment (Kyle et al., 2005).

5.9 Quality and Satisfaction

"We were elected as the most beautiful bar in The Netherlands and our beer was elected as champion beer of the Netherlands." (Michel, Head of Church at Jopen Brewery, 06.01.2020)

Figure 6- Jopenkerk, photo taken by author.

As exhibited by Michel, it quickly became apparent through the interview process, that before you can draw visitors to your brewery, you need to have quality beer. This is why quality and satisfaction deserve the closing argument for place attachment created by breweries. Previous research has found the correlation between the cognitive sequence of perceived quality - tourist satisfaction - post-visiting behavior intentions, and the emotional sequence of place attachment - tourist satisfaction - post-visiting behavior intentions (Tsai, 2015). Furthermore, the place dependence part of place attachment comes from being the best option compared to the alternatives (Jorgensen & Stedman, 2001). These two theories can be used to interpret the results and find opportunities for place attachment through quality and satisfaction in breweries.

The results of the interviews demonstrated how the quality and satisfaction experienced by visitors to the studied breweries led to post-visit intentions, such as purchasing the beer after the experience and sharing the experience with friends and family which led to the growth of the brewery. Cor states that:

"...we show them everything we have and then they become ambassadors. Most of them go back to the mainland, Germany, Belgium and they buy more. We have a little shop as well. So they buy the beer here to bring it back home. They can order online even Germany if they want to drink some more and it's basically a very important phenomenon that we have of course to promote our brand." (Cor, General Manager of Texel Brewery, 12.03.2020)

Furthermore, the quality and satisfaction found in successful place-based breweries has led not only to the growth of the company, but often the growth of their location. This phenomenon has been found in other U.S.A. cities that have developed a reputation around craft beer, such as Asheville, North Carolina, due partly to the city's ability to create an identity built on entrepreneurship (Haward & Battle, 2017). It was further demonstrated by Maddy:

"We found that as we've developed as a brewery, and as we've developed as a company and spread our name out there, that people aren't just passing through

Two Harbors anymore, they're stopping and they're coming to the brewery and they're staying. They're staying at the resort and the hotels that are in town. There are a couple businesses now like restaurants, coffee shops. There is more business that's starting in Two Harbors." (Maddy, Marketing and events manager of Castle Danger, 16.04.2020)

Since quality and satisfaction are good predictors of loyalty (Cronin, Brady, & Hult, 2000), it is clear why breweries emphasize these aspects throughout their brewing process, and throughout their service. However, for some breweries, who do not advertise their beers, the beer quality and the brewery experience go hand in hand. For Nøgne Ø, who does not advertise due to Norwegian alcohol laws, and New Glarus, who does not advertise due to company philosophy, the brewery managers stated the importance of bringing visitors to the brewery to let them experience the quality and learn about the company. However, this is not a new phenomenon. Breweries have used tours to demonstrate their quality since before the time of advertising as we know it today, as expressed by Tracy:

"…we've been offering tours since the 1880s. And I think that's something that's just part of our DNA, we want to make sure people understand the quality and time we put into brewing all of our beers. And, you know, being able to see that firsthand…" (Tracy, Chief Storyteller of Anheuser-Busch, 20.04.2020)

Many references to the quality of the beers and the quality of the brewery experiences were also made throughout the visitor interviews. Often visitors mentioned the taste of the beer as being fresher than if they were to buy the same beer elsewhere. Clara (visitor to Smithwick's, American, 13.04.2020) even said she and her husband felt healthier when drinking the beer on the tours and in Ireland, meaning they did not have the usual side effects of fullness and headaches. Aurelia (De Halve Maan and virtual visitor, German, 15.04.2020) even noted how often restaurants and shops in tourist destinations do not seem to have the commitment towards customer satisfaction, because they are not reliant on repeat customers. This statement can be corroborated with a study on high-

density tourist areas, in this specific case, Venice, where restaurants focus more on the market share than on quality (Ganzaroli, De Noni, & van Baalen, 2017). Although review websites such as Trip Advisor aim to provide tourists with the ability to make more informed decisions, these restaurants are still present in Venice, and in other densely populated tourist areas (Ganzaroli et al., 2017). Aurelia did not feel this was the same with breweries because they also tied into the local community and had the ability to continue to benefit from visitor loyalty through grocery store sales. This can be further affirmed through the travel behavior described by another visitor who stated that he goes to breweries when he visits new cities, such as Toyko, because he knows they typically have good food, good beer, and a good atmosphere (Shahin, Visitor to Jopen, Dutch, 07.04.2020). Brewery tour visitors also often cited the included beer at the end of the visit as giving the experience a good price-quality. Especially after experiencing the process and ingredients that go into brewing the beer. So not only was the beer of good quality, but also the purchased experience.

Since the cognitive sequence of perceived quality - tourist satisfaction - post-visiting behavior intentions correlated with the emotional sequence of place attachment - tourist satisfaction - post-visiting behavior intentions (Tsai, 2015), it can be determined that the discovery of feelings of quality and satisfaction, as well as the evidence of post-visit behavior intentions leading to the growth of the breweries and their host cities can prove the opportunity for place attachment following brewery visits. Furthermore, the opportunity for future benefits of loyalty from tourists leads to motivations to provide quality experiences, creating a superior activity over other possible tourist activities, leading to place dependence (Jorgensen & Stedmen, 2001). Coupled with the discoveries in the previous sections of the results: authentic atmospheres, opportunities for socialness and sharing, uniqueness, connections with self and city identities, and commitments to their local communities and environments, I argue that tourists searching for one or more of these attributes can best have their needs met in a place-based brewery.

6. Conclusion

6.1 Overview of the Results

      Nine interviews with brewery experience managers, three participant observations, and twelve interviews with brewery visitors gave insights to the research question "*How can visiting a brewery experience affect a visitor's formation of place attachment to the location?* Furthermore, the sub-question, *How can perceived authenticity increase this feeling of place attachment?* has also achieved results. The findings were analyzed through the lens of place attachment in recreational settings (Kyle et al., 2005) and existential authenticity (Wang, 1999).

      Existential authenticity is achieved when a visitor feels like the "true" version of themselves (Wang, 1999). Breweries purposely construct spaces where visitors can achieve this perceived authenticity, and when successfully done, it can facilitate the formation of place attachment (Rickly-Boyd, 2013; Jiang et al., 2016). These spaces allow visitors to "perform place" (Edensor, 2000) by consuming the culture (beer) and having interactions that feel authentic. These interactions are created between knowledgeable, passionate staff members (Buchmann et al., 2010), as well as between each other, either through family and friend interaction, or interactions with other visitors. They can be facilitated by the act of consuming beer, which aids relaxation, laugher, and friendliness, which can also allow individuals to comfortably express their identities and cultures because they are in a neutral space, the brewery, where they can approach each other as equals (Wilson, 2005). Interactions that seem authentic can occur outside of the consumption of beer by bringing families together in a space where perhaps parents can share their interest in beer with younger family members, who have enjoyable experiences through the other forms of sensory engagement that take place at the breweries.

      This sensory engagement, the tastes, the smells of the hops, gazing on meaningful objects, listening to the production of the beer and the social atmosphere of the taproom, all lead to the formation of memories of the breweries, which can lead to greater perceptions of authenticity in individual visitors (Loureiro & Sarmento, 2018). Those seeking these aspects of existential authenticity, as well as the symbols and scenery they have imagined through the branding of the beer, can have their experience enhanced by a confirmation of this environment, further enhancing their perceptions of authenticity

(Buchmann et al., 2010) and therefore, place attachment (Rickly-Boyd, 2013; Jiang et al., 2016).

Place identity which comes from the cognitive connection with one's self to their physical environment, or "settings which offer individuals the opportunity to both express and affirm their identity" (Kyle et al., 2005) can also be achieved through a brewery visit. This can be realized through interactions that feel authentic where visitors can express their identities or cultures with others, as well as with family and friends through sharing their interest in beer. By taking away the constraints of day to day life, with the relaxation consuming beer provides, individuals are able to approach each other with genuine curiosity and express themselves in their true form. The shared interest in the beer or the activities at the brewery, bring people together in emotional, social connectedness aids not only feelings of existential authenticity (Wang, 1999), but also social identity, an aspect of self-identity (Abrams & Hogg, 1990, p. 2).

The consumption of beer is also one of the most noticeable ways people express their identities (Wilson, 2005), and many of these breweries recognized this by identifying the perceptions that were tied to their consumers. Since leisure is one of the most common and authentic ways people express their self-identity (Giddens, 1991; Wang, 1999), visitors are also seeking this affirmation. Altogether, by consuming the beer or participating in the brewery experience, visitors are able to partake in activities of self-identity, and by creating a space to do this, breweries are able to aid in the formation of place identity, and therefore, the formation of place attachment (Kyle et al., 2005). Since this this goal of self-expression is achievable at a brewery, visitors can become dependent on breweries for future experiences.

Place dependence comes from best achieving a goal at a particular place compared to the alternatives (Jorgensen & Stedman, 2001). Understanding what visitors are searching for, authentic interaction (MacCannell, 1976), a place for self-expression (Wang, 1999), and the ability to positively impact their host community (Schnell, 2013), a brewery is able to facilitate the achievement of each of these goals. Furthermore, with the successful use of neolocalism, breweries can bring together the inter-connectivity of their beer, community and environment and provide an experience that is un-achievable anywhere else. By using local ingredients, visitors are able to "taste the location". By learning unique

histories, they are able to obtain insider knowledge. By interacting with locals who are experts in the production and taste of the beer, as well as knowledgeable about the location, they are able to form bonds through a shared interest of that particular beer. This combination of ordinary things is made extraordinary by the uniqueness of visitor's experience, which is only attainable at that specific brewery. This place dependence combined with place identity can lead to place attachment for visitors (Kyle et al., 2005).

Finally, place attachment, the affective bond between people and specific places (Hidalgo & Hernandez, 2001), includes these components of *place identity* and *place dependence* (Kyle et al., 2005), and is further constructed through successfully created spaces for experiencing *existential authenticity* (Rickly-Boyd, 2013; Jiang et al., 2016). In order to form a heightened sense of place attachment, the experience at the place must be personally meaningful (Kyle et al. 2005). The opportunities for breweries to create a personally meaningful experience has been demonstrated throughout this conclusion but can be taken a step further when they offer opportunities for personalization, interactive learning, and a level of involvement (Gross & Brown, 2006). Breweries do this by creating different levels of experiences in order to cater to different interest levels. They often include more opportunities to learn, other than reading display signs, through interactive learning and storytelling, which heightens the visitors' consciousness of history, furthering place attachment (Tuan, 1991). Furthermore, breweries allow visitors to feel a level of involvement through the sharing of their activities and interest in beer with friends, family, staff members, and other visitors. This combination makes the experience about more than consuming beer, but an experience of personal meaning.

The perceived quality and visitor satisfaction further these feelings of place attachment (Tsai, 2015). By creating an experience that visitors feel they cannot get from other experiences, such as restaurants, which can focus more on market share than quality (Ganzaroli et al., 2017), or museums, which were described as not appealing to everyone's leisure needs, they can feel as though they are achieving an ideal leisure experience. On top of that, they can feel as though they are making ideal choices when they feel the breweries have social legitimacy in their host communities, creating a greater sense of place attachment (Kibler et al., 2015). Breweries can do this in many ways, such as highlighting their commitment to local ingredients, the local community and sustainability efforts, or

even allowing visitors to participate in these sustainability efforts. The combination of each of these attributes attainable at breweries can create a packaged experience that becomes personally meaningful to individual visitors, therefore contributing to their perception of authenticity (Wang, 1999), as well as place attachment (Kyle et al., 2005).

When visitors form place attachment at a brewery, their host community can benefit. The greater the success of the brewery, the more investments they are able to put back into their community, thereby re-enforcing their social legitimacy, and therefore, the formation of place attachment in visitors (Kibler et al., 2015), creating a continuously beneficial cycle. Furthermore, when feelings of place attachment are formed, visitors are more likely to use the brewery as a tourism bureau (Loureiro & Sarmento, 2018), which can benefit other local businesses that are affiliated. These emotionally connected visitors are also more likely to participate in sustainable behaviors (Schnell, 2013), allowing for the continued success of the community, environment, and future narratives, thereby strengthening the phenomenon of neolocalism.

The success of the brewery can also lead to the success of the community since most, including each brewery that was studied, participate in economically and environmentally sustainable practices. This had become increasingly apparent during the coronavirus epidemic when breweries used their resources to ensure local businesses could survive during their closures, and local communities were able to obtain essential supplies, such as donated blood. This success has been seen to increase the success of the community at large in some cases by growing the host cities and improving city life. This can allow a destination to retain its attraction and allow the formation of future narratives in the city's heritage.

In conclusion, place-based breweries can provide a unique set of offerings including: (1) the ability to create atmospheres that feel authentic, (2) the ability for visitors to express their self-identity through breweries, connecting them to place identity, (3) a personalized, interactive environment that creates a level of involvement in visitors, (4) the unique experience provided by breweries, often aiding the search for neolocalism, (5) the ability to share experiences and have social interactions that feel authentic, (6) the connection between breweries and local businesses, local community and local environment, (7) breweries' dedication to their original location and other ways they

display their heritage and culture, and (8) the perceived quality and visitor satisfaction achieved during brewery experiences. Visitors can use these offerings as an opportunity to create an experience that is personal to their true selves, constructing feelings of both existential authenticity and place attachment.

6.2 Reflection on Used Methods

Qualitative methods of data collection and analysis proved suitable for discovering and interpreting results in order to answer the research question. Through uncovering emic emotions and experiences throughout the interview process and triangulating the information with participant observations, I was able to tap into the meaning-making processes that lead brewery visitors to achieve a perception of authenticity, as well as place attachment. This meaning-making process was revealed through examples such as "I had conversations with people who mentioned the beer brewed in Bruges. And I think it was a really interesting experience to get to know the city more deeply because you would interact with the locals, first of all, in the tour. And also they give you the context. So you also learn about the local history…"(Aurelia, De Halve Maan and virtual visitor, 15.04.2020). Not only was Aurelia able to say that she had a deeper connection to the city, but she was able to explain what led to that deeper connection, revealing the meaning-making process that was important to her.

Furthermore, triangulating the data with my own first-hand experience ensured the trustworthiness of the results. I was able to visualize part of the experiences had by the visitors, and ask informed questions and provide examples for clarity such as "for example at De Halve Maan, they have these offerings of personalization" which would sometimes trigger memory if a similar experience was had.

Ideally, the coronavirus pandemic would not have limited my research, and I would have been able to interview tourists who visited each of the experiences constructed by the brewery experience manager interviewees. While I found other place-based breweries to be adequate substitutes, I would have preferred to return the results to the brewery experience managers to show gratitude for their help. If coronavirus and time restrictions had allowed, I would have also liked to interview visitors who participated in the sustainable events organized by the breweries, such as De Koninck's neighborhood clean-

up. The growing relevance of sustainability in tourism, breweries and neolocalism could have added an interesting perspective on motivations and experiences had by those who participate in these efforts.

6.3 Limitations

While the geographic area of the study allowed for multiple viewpoints in the research, mostly western ideals influenced the formation of the results. Participants came from cultures which consume alcohol in many situations, including ritual and ceremonial, and did not have a religious affiliation or medical condition preventing them from consuming beer. Due to this limitation, assumptions had to be made about the generalness of the results based on the observation that children were present at the breweries, although none of them had been interviewed in-depth. This is paired with my own positionality as a student who was both born and educated in a western society. Furthermore, I am from the United States, and currently live in the Netherlands, both of which have experienced a craft beer boom, have traditional drinking cultures, and are considered Western societies. Due to modernization and secularization, Western societies have been diverging from religion, where in many other parts of the world, religion still shapes many people's world views, values, and family lives (Kelley & De Graaf, 1997). Since much like the interviews, data analysis is a personal process (Flick, 2009), I had to be sure to recognize themes outside of the consumption of alcohol that could enhance understandings of place attachment

Further limitations and adaptations experienced and implemented, as stated previously, as a result of coronavirus. Not only were the methods of data collection adapted, but this led to an inconsistency in methods of communication for interviews. Some interviews were conducted in person, some over the phone, and some over a video chat. While I did not see any direct complications with these methods, there is the possibility of slightly distorted results. While the global shift in the tourism industry due to coronavirus created complications for this study, it can lead to many opportunities for future research.

6.3 Suggestions for Future Research

The results of the ontological, educational and tactical questions in regard to authenticity, as stated in the methodology, can be identified. Ontological: Can results be used for brewery managers and brewery visitors to understand their role within their respective groups? Educational: Can results be used for brewery managers and brewery visitors to learn about the opposite group and better understand their interactions? Tactical: can the research inspire action and change to create mutually beneficial adaptations to achieve optimal benefits for both brewery managers and brewery visitors?

Results of this study will be condensed into an easy to read document and shared with the participants via email if they are interested in reading them. Both the brewery managers and brewery visitors can understand and appreciate their roles. For example, visitors may not realize the amount of research the breweries do in order to enhance this experience. Likewise, brewery managers may not realize to the extent to which the visitors noticed and appreciated the authentic interactions with staff members. These understandings can help each group understand the other to create a mutually beneficial host-visitor relationship through brewery managers providing an ideal experience, and visitors rewarding the brewery with loyalty.

As discovered in this research, breweries aid in the economic and social development of their host communities. Further research can look into the economic impacts of coronavirus, and determine if breweries helped with the diversification of business in densely populated tourist centers? With the closure of restaurants and tourist attractions, as well as a ban on travel, it is possible that through grocery store sales, as well as slow public re-openings for locals, breweries were able to sustain economic growth during this pandemic. A sociological perspective can look to discover how the absence of travel as a form of self-expression during coronavirus has changed individuals' perceptions of their own communities and if visiting a brewery can help them strengthen or re-discover their appreciation for their local culture.

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Appendix A- Overview of Interviews and Observations

Brewery Manager Interviews				
Name:	**Brewery:**	**Job Title:**	**Date of Interview:**	**Brewery Location:**
Tracy Lauer	Anheuser-Busch	Chief Storyteller	20 April, 2020	St. Louis, USA
Maddy Stewart	Castle Danger	Marketing & Events Manager	16 April, 2020	Two Harbors, USA
Filip Bosschaerts	De Koninck	General Manager	6 February, 2020	Antwerp, Belgium
Eibhlin Colgan	Guinness	Archive Manager	27 April, 2020	Dublin, Ireland
Demelza van der Maas	Heineken	Collection Manager	13 January, 2020	Amsterdam, Netherlands
Michel Ordeman	Jopen	Head of Church	6 January, 2020	Haarlem, Netherlands
Drew Cochrane	New Glarus	Chief Operating Officer	14 January, 2020	New Glarus, USA
Tom Young	Nogne O	Marketing Manager	14 April, 2020	Grimstad, Norway
Cor Honkoop	Texel	General Manager	12 March, 2020	Texel, Netherlands

Brewery Visitor Interviews			
Name:	**Brewery Visited:**	**Nationality**	**Date of Interview:**
Andrew	Halve Maan, Bruges, Belgium	British	14 March 2020
Fabio	Halve Maan, Bruges, Belgium	Brazilian	13 March, 2020
Hurby	Halve Maan, Bruges, Belgium	Dutch	16 March, 2020
Jon	Halve Maan, Bruges, Belgium	American	11 March, 2020
David	Halve Maan, Bruges, Belgium	British	9 March, 2020
Connie	Halve Maan, Bruges, Belgium	American	9 March, 2020
Shahin	Jopen, Haarlem, Netherlands	Dutch	7 April, 2020
Mischa	Jopen, Haarlem, Netherlands	Dutch	14 March, 2020
Nova	Jopen, Haarlem, Netherlands	South African (Dutch Residence)	20 April, 2020
Clara	Smithwick's, Kilkenny, Ireland	American	13 April, 2020
Anneline	Virtual Experience/La Chouffe, Ardennes, Belgium	Norwegian	14 April, 2020
Aurelia	Virtual Experience/Halve Maan	German	15 April, 2020

Brewery Observations		
Brewery	**Location**	**Date:**
La Chouffe	Ardennes, Belgium	15 February, 2020
De Halve Maan	Bruges, Belgium	4 March, 2020
Jopen	Haarlem, Netherlands	14 March, 2020

Brewery Manager Interview Guide

How do you see your brewery's role in the history and heritage of your city?

How do you portray this to visitors who come to your brewery?

What do you think motivates visitors to add your brewery to their travel itineraries?

What do you think your visitors' level of interest in beer is before their visit?

Do you think their loyalty changes after their visit?

What do you think visitors get out of a visit to your brewery that they wouldn't get from another tourist activity?

Anything I didn't ask about that you think is important to know?

Do you have any questions for me?

Brewery Visitor Interview Guide

Intro:
How was your trip to (city)?

Was this your first time in the city? First time at the brewery? Had you heard of the brewery prior to your visit? If so, were your expectations confirmed?

Theme: Type of Visitor
Can you tell me a bit about your interest in beer and breweries?

What led you to visit (brewery) on your trip?

(What were you hoping to get out of your brewery visit?) What did you get out of it?

Theme: Visitor Activity
How does your brewery visit compare to the other activities on your trip?

Did visiting the brewery inspire you to visit any other locations? Either from staff recommendations or what you learned while visiting.

What was your favorite part of your visit to the brewery? To the city?

Theme: Education
Do you remember any interesting facts that you learned on the brewery tour?

Did you make any connections to facts you learned while continuing to explore the city?

Have you shared anything you learned with family or friends since returning home? If so, what was the setting? Did you share pictures, social media, gifts?...Ask to see their posts.

Theme: Loyalty
Did you buy any items to bring home from the brewery? (Beer, merchandise)

Have you recommended the brewery to anyone since your visit? What brought it up?

Have you purchased the beer brand since your visit? Yes-Was it because you like the taste? Or for the positive memory? No- Why?

Do you plan on returning to the city and/or the brewery? Why?

Theme: Connection
How do you feel your connection to the city changed after your brewery visit? Do you feel you understand the city better after you visit? Do you like it better?

How do you feel your connection to the social scene changed after your visit? Rephrase to sound less academic. What do you think about Dutch drinking culture now? Do you feel a bit more Dutch now?

Was there something missing that would have strengthened your connection? If so, have you experienced this at another brewery or visitor attraction? If you had to build your own brewery experience, would you frame it like this brewery? Anything you would add or take out?

Theme: Brewery Perception
How do you think this brewery represented the city of __ to visitors?

How do you think this brewery has affected the local community?

(Is there anything this brewery can do differently to create a more positive impact on the community? On visitors?) I can always tell my story.

How do you think the brewery is practicing environmental sustainability?

Where do you put the following in order of importance when it comes to a brewery's commitment to its community: Environmental sustainability, community engagement, and use of local names and images in beer names and branding.

Do you have any questions for me?

Brewery Manager Coding Chart		
Code:	**Description:**	**Example:**
Atmosphere	Descriptions of the atmosphere visitors experience at the brewery.	"It's a nice place to just hang out. It's beautiful, it's relaxed. Um, you know, the scenery is great. I think they just kind of come out and hang out"-New Glarus Brewery
Authenticity	Specific mentions of the brewery being an authentic experience.	"we try to make history as fun as the, as the brand is. So without losing, you know, the, the realness and the authenticity of it" -Heineken
Beer as Identity	Descriptions of beers being used in the expression of the drinker's identity.	"Heineken is not marketed as a heritage brand. It is marketed as a distinctly modern brand, uh, aspirational, you know, signing up to this identity of a man or a woman of the world who knows your sports and who, uh, who likes to watch James Bond" - Heineken
Brewery Tour/Tasting Description	Details on format of the tours/tastings provided by the brewery.	"They go around the brewery. We have movie about our history and a little about the island. About the beaches and then the lighthouse and we explain the story I just told you. Where are brews are from and everything is brewed right there in the brewery. That we are very proud that there is demand from the mainland as well. And the people go around and come back into the tour in the brewpub. There is a tasting included when you can taste four of our 12 beers. And after that the official program is over and usually they stay for another one to two hours because we have a nice terrace in the summer"-Texel Brewery

Buildings/Re-Use of Buildings	Descriptions of the buildings used for the brewery experience and their importance in displaying their heritage.	"…give them the opportunity to visit our historic buildings. The St. Louis brewery itself was actually designated as a national historic landmark in the 1960s. And it put emphasis on three of our buildings, our brewhouse, our old schoolhouse, and then the Clydesdale stables" -Anheuser-Busch
Challenges	Mentions of challenges faced by breweries.	"We we do emphasize the history, how we struggled in the start because no one in Norway knew about these beers.The way we tell about how we started up in the garage and struggled for 3 4 years before it got to the profit from this." -Nogne O
Commitment to the Community	Descriptions and examples of breweries' commitment to their local community.	"…missions of our brewery is improving city life. So we tried to do, um, we try, our main focus is cultural focus. We tried to have a lot of artistic music, uh, comedian, um, people coming to our brewery or to the bars that we host an Antwerp to improve the city life and knowing that people can join free concerts free, um, rap evenings, free poets or free free comedians." -De Koninck
Commitment to Local Business	How breweries described their commitment to local businesses and investments in the community.	"All the steps that we're taking to make sure individuals that are are, you know, related to our industry, whether it's bartenders or local shop owners, restaurant owners who are trying to make sure that that those local businesses can stay in business"-Anheuser-Busch
Commitment to Location	Breweries' reasonings for staying located in their original location.	"Nogne O is a brewery from Grimstad, which is a small town in southern Norway, that we will always be a Grimstad Brewery. So we have more or less said that we

		will stay in Grimstad forever. So a local connection is very strong"-Nogne O
Commitment to Origins	Breweries' descriptions of founding principles, beers, etc. that they will retain throughout their legacy.	"But we will never stop brewing the Koyt and the Hoppenbier. Because we are obliged to. If we are Haarlem, this is where it came from so even if it is only one brew a year we have to keep brewing it." -Jopen
Comparison to Other Activities	Comparison to how visiting a brewery differs from other activities when visiting a location.	"If there is someone, usually you buy a ticket to a museum and you walk around solely, and you leave. So there is very little one-on-one context beside buying the ticket and let alone an advising contact as in where should I go? What should I know about the city? Where is it nice to eat? Where is it nice to drink? And that information usually comes more when you go to a bar or restaurant where there is someone to serve you and to host you and I think in that way a brewery is different from a museum." -Jopen
Connecting with a New Generation/Market	Descriptions of breweries appealing to different groups of people.	"Are you aiming for a younger public? Well then you should have a craft beer in your city. And you know if you are not aiming it or not conscious about it, then a traditional brewery is nice, but you are missing out on the contact with the new generation." -Jopen
Customer Loyalty	Examples of displays of customer loyalty.	"longevity that the people who have been stopping for years. It's just something that they like plan into their trip. They like know, we're going to stop by Castle Danger"-Castle Danger

Destination Grown	Descriptions of how breweries aided and experienced the growth of their cities. Either through drawing tourism or residents to their area.	"And we found that as we've developed as a brewery, and as we've developed as a company and spread our name out there, that people aren't just passing through Two Harbors anymore, they're stopping and they're coming to the brewery and they're staying." -Castle Danger
Display of Culture/History/Heritage	Descriptions of how breweries portray their culture, history and heritage to visitors.	"We'd tell also a lot about, uh, the Belgian beer culture is what is different. Um, what makes the Belgium beer different culture so different from others is the fact that in Belgium we drink every beer, you know, separate glass. We have a separate, um, invented glass, a separate structure of the glass for every beer because we think that it's, um, it makes it taste even better"- De Koninck
Environmental Impact	Descriptions and examples of breweries' commitment to a positive impact on their local environment.	"We've purchased 4000 white pine and seedlings. And we're just going to be giving those away to people at the brewery to go plant on the North Shore. And then we also purchase young white pines. So we organized a group of volunteers and we planted those who planted them at a camp local campgrounds the past two years"- Castle Danger
Future of the Brewery	Mentions of where breweries saw their role in the future of their location and/or how they plan to get there.	"Um, but I think we see ourselves as trying to be in the longterm, you know, not looking back, but more looking forward to trying to be like a traditional European or German kind of local community brewery" -New Glarus
History of the Brewery	Descriptions of the historical background of the breweries.	"But in the history of Antwerp, we're very important as we are the one and only city brewery, uh, since 1833. Uh, and I think, uh, our, our biggest, uh, role, uh, in

		history was the fact that we were in a, you know, two world Wars. And if you were like a safe house for, uh, for the people living in the city, um, the funny quote is even that people when they were sick or when they were injured, everybody told them, go to the brewery. There they, they have all medicines, so they will cure you." -De Koninck
Interactive Learning/Level of Involvement	Descriptions of how and why breweries create their environment of interactive learning and involvement.	"we try to make history as fun as the, as the brand is. So without losing, you know, the, the realness and the authenticity of it, we do try to make our history as attractive as possible to people by using digital technology, by creating an immersive experience, combining old and new, uh, and by inviting people over to experience it firsthand." -Heineken
Local Ingredients	Mentions of local ingredients and labor being used to brew and package beers.	"It is brewed on the island by people from the island and with as much material as possible from the island. People are proud of it and of our recipe, of course as you can imagine." -Texel
Local Host	Descriptions and examples of how breweries' see their role as a local host for visitors in their community.	"Two years ago we started this initiative called your local friend. Um, people could, um, when they arrived in the Heineken experience and they bought their tickets, they would also get a map of the city. Uh, and everybody who works in the tour has a marker in there, a tool bag. So we know that our guides and the guys and girls that work in the tour are locals. They are young, so they go out, they know what the cool places are. So they are the perfect person to go to if you

		want to have a tip on, where to hang out, if you want to have a drink after visiting our tour."-Heineken
Name Origin	Stories of how the name of the breweries originated.	"Said it's a small town, but the author and writer Henrik Ibsen lived there for five to six years. In his youth, it's from one of his poems that have taken the name. Yeah, the name actually means Naked Island. So this poet live almost 200 years ago. We were ruled by the Danish at that time. So Nogne O it really is actually a Danish translation of Naked island." -Nogne O
Novelty/Uniqueness	Examples of novel and unique characteristics only experienced at the brewery.	"Other people, you know, they, they stopped by because, uh, you can't get our beer anywhere outside of Wisconsin and, uh, it's tourist destination, you know, especially for people out of state." -New Glarus
Personalization	Descriptions of how and why breweries personalize experiences to visitors' interests and needs.	"…visitors to the storehouse can make an appointment and for free to come up and see our material. And our team are really highly used by both by physical visitors to the storehouse and then we would serve up the lot of people remotely as well. And it's a very, very popular service and it's very personal. You know, you're getting information that you're seeing your grandfather, your great grandfathers' handwriting . In certain circumstances, where they lived." -Guinness
Role in Culture	Descriptions of how breweries' saw their role in the development of the	"It's important to look at the history of the brewery and the city together. Um, so I think, a lot of people will know about the big history in Antwerp because they

	culture and history of their city.	saw it in other museums. But I think what we want do, inform them about his effect. That's both go hand in hand" -De Koninck
Safe Haven/Familiarity	Descriptions of the familiarity, comfort and safety a brewery provides.	"...Well some are just beer geeks, beer lovers and so they enjoy going to breweries and tap rooms, like I would do when I go to a city I don't know or a country I don't know" -Jopen
Satisfaction	Descriptions of how breweries measured and observed customer satisfaction.	"Our group of tourists on the on the island are our most effective marketing tool. Might be interesting to know. Yeah, and oh, yeah and sometimes we do this small little research experience. And they register between eight and nine on a scale from 0 to 10. Hmm. So we don't have it's really it's a picture. It's tough. Yea, its a brewery tour. It's not fancy but it is just honest, its authentic, its beer its a pub." -Texel
Sharing	Descriptions of the importance of sharing beer in the creation of a culture and loyalty.	"(Speaking about "growlers", jugs that can be re-filled only at the brewery) And that really kind of spreads the culture and emphasizes that community sharing. Almost like niche, like I can only get this beer at this brewery. Very special atmosphere." -Castle Danger
Social/Celebration/Fun	Descriptions of beer and breweries being used as a catalyst of creating social, celebratory and fun environments.	"Well if you want to celebrate, you need beer if you want to celebrate your history, that beer is even more appropriate because Haarlem was the main brewing city of Holland" and why not try to see if you can re-create the old city recipes and use that as the festive beer." -Jopen
Stereotypes	Stereotypes experienced by the breweries.	"..in the Dutch speaking part [of Belgium] think we are posh

		people. So we are not that popular. So for us it's sometimes more easy to sell our beer to Dutch people than to people from other cities in Belgium." -De Koninck
Brewery's Success	Attributes to the breweries' growth and success.	"There's 1 million tourists coming to Texels every year so that helped create some demand on the other side, on the mainland and after a couple of years they crossed over to the mainland started selling it." -Texel
Symbolic Meanings	Symbolic meanings breweries want visitors and drinkers to feel and experience.	"So it's like the crash of the waves. It's the the smiles from neighbors. The aura that you get in a tap room like the north would be cabin vibe." -Castle Danger "So we've been there through the Napoleonic wars to the famine through the two world wars, I think part of that resilience. And that sense of history and, um, heritage of pride and are absolutely integral to and to how people perceive Guinness and how people think of us. And definitely the sense of location St. James' Gate. And it's so important. And integral to how Guinness has developed over the years." -Guinness
Wide Audience	Descriptions of how and why breweries' attract a wider audience than solely "beer geeks".	"I think we might get more normal people in, in comparison to other micro-breweries because those would be more beer lovers. But due to the fact that we are in Lonely Planet um a lot of normal tourists but aren't beer geeks but you know will drink a beer occasionally will come here because they want to see this

		church that is converted into a brewery. It is more like an arch idea" -Jopen
Visitors Motivations	Descriptions of why breweries believe people are motivated to visit their brewery.	"I think people are really interested in in the process of how beer is brewed and and, you know, getting an opportunity to come in and see where we've been brewing beers for over 160 years. I think I think that appealing to individuals. Also we've been offering tours since the 1880s. And I think that's something that's just part of our DNA, we want to make sure people understand the quality and time we put into brewing all of our beers. And, you know, being able to see that firsthand, I think is really, really something that's of interest and definitely helps, you know, helps the consumer kind of get a better sense of what we're doing and what kinds of things or we're working on." -Anheuser-Busch

Brewery Observation Notes		
Code:	Description:	Brewery Notes:
Atmosphere	Descriptions of the atmosphere visitors experience at the brewery.	La Chouffe: Cabin and Farm type feel in the middle of the Ardennes. Landscape looks like bottles and the building from the bottles is there. Outdoor area with pond/fountain. A few restaurants around to stay longer.

Halve Maan: Cobblestone courtyard in the middle of all buildings. Feels like typical Brugge. Tap room is huge with |

| | | multiple seating options, including by a fire. You can see the beer vats through a glass and there is an old bottling machine by the door.

Jopen: Beautiful inside. Retained the stained glass windows so it still feels like a church even though the beer vats are present. Loud and social. Mixture of locals and tourists. |
|---|---|---|
| Authenticity | Specific mentions of the brewery being an authentic experience. | La Chouffe: Same imagery in the local scenery as on the bottles. Really a sense that the beer comes from the Ardennes.

Halve Maan: Old building set up for brewing. Narrow ladders and low ceilings so it didn't feel like it was built as an attraction.

Jopen: An old church in the city center. Really feels like a place to hang out with tourists and locals alike. |
| Brewery Tour/Tasting Description | Details on format of the tours/tastings provided by the brewery. | La Chouffe: Brought us to see a quick movie about the brewing process and have us smell the ingredients. Then brought us to see the brewing kettles and then to a description on the bottling process. Finished with a tasting of three beers.

Halve Maan: Brought us to see the brewing kettles, then through the building where we smelled ingredients, saw old advertisements and timelines, up onto the roof to see over the city of Brugges and see where the beer pipeline runs. Finished back in the tap room where we |

		redeemed our coupon for a free Brugse Zot blonde beer. Jopen: Visited the tap room which has a large bar in front of the brewing kettles which are situated in front of stained glass windows. Large community tables with votive candles that make you feel like you are in a church. Advertisements on the way to the toilets letting you know of other opportunities at the Jopen Kerk. Large space available for gatherings off to the side. There is also an outdoor seating area in the square that looks like it would be great on a nice day.
Buildings/Re-Use of Buildings	Descriptions of the buildings used for the brewery experience and their importance in displaying their heritage.	La Chouffe: Original brewery location. Imagery on the bottles. Halve Maan: Original brewery from when they first began. Jopen: Re-use of old church. Very iconic.
Commitment to Location	Breweries' reasonings for staying located in their original location.	La Chouffe: Remained in the Ardennes even after being purchased by Duvel-Moorgat. Said the water would make the beer taste different elsewhere. Halve Maan: Stayed in the same location for over 100 years. Built a beer pipeline so they could keep operating as the city became more congested. Beers named after Brugge. Jopen: Visuals of the logo with the church on bottles and tshirts. Get a sense that it is very important to who they are.

Commitment to Origins	Breweries' descriptions of founding principles, beers, etc. that they will retain throughout their legacy.	La Chouffe: Every new beer has its own gnome with a backstory. Halve Maan: Kept within the same family for many generations. Even bought back recipe that had been sold years ago. Jopen: Can still buy the old recipes, Koyt and Hoppenbier.
Customer Loyalty	Examples of displays of customer loyalty.	La Chouffe: Gave out postcards to send for free with the La Chouffe logo. Also gave us little glasses to bring home. Many of us bought items from the gift shop. Halve Maan: Redeemable beer included at the end. Many people I spoke to had stayed for another beer after the one they got with the tour. Jopen: Many people I spoke to return to Jopenkerk when they are in Haarlem. A group of guys who shop and end the day at Jopenkerk often. Another group of friends from all around the area who meet at the Jopenkerk because it is centralized.
Display of Culture/History/Heritage	Descriptions of how breweries portray their culture, history and heritage to visitors.	La Chouffe: Throughout tour there are gnomes and old advertisements, old beer glasses from special beers. Brief description of when they were founded. Started from men who brewed for their neighbors. Halve Maan: Many displays throughout the tour. Photos of the timeline of the family who owns the brewery. Images of

		brewery workers from the past. Moving through the old building gave you a sense it was not built to be visited, but rather for brewing. Jopen: Exterior of church retained its image other than the Jopen name on it. Votive candles and stained glass make it look very church-like. You can read about their history on the menus if you would like. I am sure more can be leared through a tasting.
Interactive Learning/Level of Involvement	Descriptions of how and why breweries create their environment of interactive learning and involvement.	La Chouffe: Brewery tour included smelling the hops, the guide making jokes about where visitors are from. Tasting with descriptions of each beer to let us know what we are tasting. Halve Maan: Brewery tour included smelling the hops and barely, the guide making jokes about where visitors are from. Jopen: Options for beer tasting and food pairing events. Other than there is interaction with servers and bartenders. Long tables encourage people to talk to others at the table.
Local Host	Descriptions and examples of how breweries' see their role as a local host for visitors in their community.	La Chouffe: Recommended restaurants on their premises for hanging out afterwords. Halve Maan: Brought us on the roof and showed us around Brugge pointing out other major points. Jopen: Leads tours with other breweries and restaurants in Haarlem.

Local Ingredients	Mentions of local ingredients and labor being used to brew and package beers.	La Chouffe: local water from Ardennes Jopen: mentions (if you look for it) of local water.
Name Origin	Stories of how the name of the breweries originated.	La Chouffe: Made up name, then tied it to the gnomes and made their own history of each, Halve Maan: From their logo of a half moon on the Staffe Hendricks' bottles, one of their original brews. Jopen: From the barrels that carried their beer down the canals back when Haarlem was the main brewing city.
Novelty/Uniqueness	Examples of novel and unique characteristics only experienced at the brewery.	La Chouffe: Whimsical feeling of the gnomes and the brewery Halve Maan: Longevity and the beer pipleline. Jopen: Brewery in a church. Many different beer offerings and pairings in the food menu.
Personalization	Descriptions of how and why breweries personalize experiences to visitors' interests and needs.	La Chouffe: Took the general tour which is possible in English, French and Dutch. The guide said they often have school groups visit as well and have little videos for kids. Halve Maan: Possible to just visit the tap room. There are also two types of tours. General tour and a VIP tour which is more in depth and has an extensive tasting. Jopen: Possible to visit tap room, or participate in tastings and events.

Role in Culture	Descriptions of how breweries' saw their role in the development of the culture and history of their city.	La Chouffe: Talked about events they put on and how they have restaurants and such around for people visiting. Halve Maan: Talked along about Belgian brewing and how they are the only city brewery since 1830s. Jopen: Started as a city celebration. They were reminding today's citizens of the long forgotten history of their city as a brewing capital of The Netherlands.
Safe Haven/Familiarity	Descriptions of the familiarity, comfort and safety a brewery provides.	La Chouffe: Feels like I am on a ranch in the mountains. Comfortable to hang out. People of all ages from all over. Halve Maan: Tap room is very cozy with a fireplace. Comfortable going up to the bar and asking for a recommendation. People of all ages from all over. Jopen: Laid back vibe experienced in other breweries. Felt welcome and like I did not stand out. Hard to determine who is local and who is a visitors because everyone looked comfortable.
Sharing/Social	Descriptions of the importance of sharing beer in the creation of a culture and loyalty.	La Chouffe: Big long tables during the tasting so we talked a lot about the beer. Had us send postcards for free to whoever we wanted. Halve Maan: Huge community tables and smaller tables close together. Most people seemed to have conversations with other visitors in the tap room.

		Jopen: Long community tables. Many people seemed to have conversations with other visitors in the church.
Symbolic Meanings	Symbolic meanings breweries want visitors and drinkers to feel and experience.	La Chouffe: Little gnomes were placed around the brewery pretending like they were the brewers. Buildings and other decorations had a very whimsical feeling. Halve Maan: Tour gave an idea of longevity and authenticity. It was apparent how long it had been around by the very functional layout and steep stairs. We were also brought on the roof to see over Bruges. Jopen: Old church in the city center of Haarlem. The beer was made for the city, so you really feel like it is in the middle for everyone to visit. Stained glass windows make it feel like a historic church.
Attracting Wide Audience	Descriptions of how and why breweries' attract a wider audience than solely "beer geeks".	La Chouffe: Different types of tours you can take. Groups from the UK and USA were also there. Seemed like other tour groups included families. Halve Maan: Different levels of tours you could take depending on interest. Or you could visit the tap room and have coffee and food. Jopen: Different events and tastings if interested. Possible to just visit and eat.

Brewery Visitor Coding Chart		
Code:	**Description:**	**Example:**
Atmosphere	Descriptions of the atmosphere visitors experience at the brewery.	"…there was no pressure to leave. So we sort of lingered for about an hour and then eventually ended up talking to people at our table that were from Greece… It is quite interesting to sort of share experiences as well." -Andrew, UK
Authenticity	Specific mentions of the brewery being an authentic experience.	"So by being in the local culture, and of course, it's setting was also you have implicit in where you were, you know, it was an old building. They were both old buildings in Bruges. I think that does add to it as well. Okay, it's been renovated old. But you feel steeped in the history of it automatically. So that's a bonus for Bruges." -David, UK
Beer as Identity	Descriptions of beers being used in the expression of the drinker's identity, the city's identity and mentions of cities being proud of brewery.	"I am sure they are really proud. It is a landmark in town. Yea, you see a lot of local people there. Drinking the Jopen beer. It is something to be proud of." -Shahin, NL "Everyone thinks of Brugse Zot. They are proud of their beer brand. For instance, another beer that I really like is Leffe. And uh, you don't ask for it in Bruges. Because it is the wrong town. So I think the people are proud to be part of Bruges. Especially in Belgium especially between the town walls they are quite proud of it. It is a big part of it, that and Bruges Football Club." -Hurby, NL

Bringing Visitors to the City	Examples of how the brewery brings tourism to the city.	"I feel like it is an important reason to go to Haarlem. There is a couple good restaurants too. But going into Haarlem, that is definitely one spot you cannot miss." -Shahin
Comparison to Other Activities	Comparison to how visiting a brewery differs from other activities when visiting a location.	" I like the town of Bruges, it was really nice. But the main event was the tour." -Hurby, NL
Cultural Experience	Descriptions of how visitors portrayed visiting breweries as being a cultural experience.	"And a small brewery too, it is not a huge international company. So this is very important for me in making, I see with better eyes the city and the culture. For me it is very important to observe them and make conclusions about that." -Fabio, Brazil
Effects on the Local Community	Descriptions and examples of breweries' commitment to their local community.	"Oh, tremendously. Tremendous employment, A. And B, I know they brew some beers for restaurants exclusively. Um and so again it gives more variety for Haarlem locals for their beer. I know there is 3 or 4 restaurants in the city that have special in-house beer brewed by Jopen. But also, they have grown. They are not only in Haarlem. But also in Hoofdorp which is a town, not the next town, but it is a great way to unite people." -Nova, NL
Entertainment	Descriptions of how visiting breweries is a source of entertainment.	"I enjoyed everybody enjoyed. I think you'd have to be weird not to, you know, so I think that that that's the type of tour where you go on and you would like to go on other ones. I have been on other ones in other countries. They've not been as good because they were too boring. Yeah, the truth you stand in front of you know, stainless steel vat and get bored

		for 15-20 minutes and then they walk you about it and then you go on get a free beer and so on but I think you I think they add some characters into some different stories in one of them anyway." - David, UK
History/Importance of the Building/Not Brewing There Anymore	Descriptions of how the building the brewery experience was held was important to the history/authenticity/ experience.	"And especially when you go to a place like Straff, it was, you know, a lot of the old like wooden architecture and the building and sort of being in the US, you know, stuff you don't have stuff that old and they're in the same location that they were. So that's what me I could go to any bar and drank their beer." -Jon, USA
Interest in Beer	Visitors' descriptions of their level of interest in beers and brewing.	"I was brought up in a pub. Um, my parents worked for a brewery that they actually were managers so they worked directly for the brewery, living in a pub, a barista there when we were, we were the brewers employees, managed house system, which is really been destroyed now that's why a lot of pubs shut down because really it was quite a community feel and the breweries supplied...they have their outlets." -Andrew, UK

"Casual drinker. I am probably more of a wine drinker than a beer drinker, so I was pleasantly surprised at how much I liked their beer." -Connie, USA |
| Local Host | Descriptions and examples of how breweries' see their role as a local host for visitors in their community. | "...if people do not do enough research when they go on holiday and they don't know the local customs, they don't know what the locals eat, they rely on places like this to it's like a it's like a |

		different information tourist bureau…" David, UK
Loyalty/Returning to the City	Examples of continued patronage and/or purchasing items to bring home and/or recommending the beers/brewery to others.	"Yea when people ask me what to do in Haarlem, I say you have to go to Jopenkerk, it is good and it is nice. Good place for beer and a good experience. Yea I tell people about it a lot." -Mischa, NL
Novelty/Uniqueness/ Innovation	Examples of novel and unique characteristics only experienced at the brewery.	"I think it's a as they did in In Bruges where they talked about the history of the city and things like that that was much that added an extra dimension because if you wanted to read how breweries brew, you could go to Wikipedia. Yeah, I think you need to in English, we would say "individualize". Happy with that? Individualize your experience. So by being in the local culture, and of course, it's setting was also you have implicit in where you were, you know, it was an old building." -David, UK

"So in Haarlem, there is a big beer culture. Different beers for different seasons being added at places like Jopenkerk. It is a great place to try those beers because it it is a brewery. Plus it is always an experience to be inside of it. Probably one of the most interesting places to have a beer." -Nova, NL |
| Personalization/Interaction /Involvement | Descriptions of how visitors felt the brewery experience to be personal, often citing interaction and involvement. | ",,,we had purchased engraved glasses as part of our experience at both places, and the Smithwick's girl engaged us in conversation and she was like "Oh! Mr and Mrs. Is that recent?" And they were very much more |

		present. Like they were engaged with their customers." -Clara, USA
Quality/Satisfaction	Descriptions of how visitors felt their experience was of good quality and value. Mentions of enjoying their experience.	"That was quite interesting. I like some of their products, um, like quite qwerky so they have quite, um, I thought they were sort of quite Belgium in the area, sort of reminiscent as well. So I thought that was quite good. Um, and it was just, it's just very nice experience. It's also a nice way they did it cause you get free beers into the price and the end" -Andrew, UK
Representing the City	Descriptions and examples of visitors felt the breweries represented their cities.	"...And it is a reflection of the city. Haarlem is known for their churches. And we have got one of the oldest churches, well Haarlem is one of the oldest cities so that makes sense, so one of the oldest churches. And that is GroteMarkt. And that sits maybe a kilometre and a half from Jopenkerk. And so I think it continues that legacy as a place of churches. Umm...in general Dutch creativity, you should call it that, they are re-using an otherwise vacant building. So it is really interesting in a city of churches. And in Haarlem, in about a 3 kilometre radius you have the GroteMarkt, and in the north there is a re-furbished church, and then within three kilometres you have the Jopenkerk, which of course is a brewery. So you have those three interesting churches" -Nova, NL
Role in History and Culture	Descriptions of how breweries' saw their role in the development of the culture and history of their city.	"It is like the core part of their history. The Smithwick family was Catholic and so they couldn't operate openly because of that so they had to hire someone to like be their front man. It was integral

		to the story of Smithwicks. They were very keen on bringing that out. My husband really liked that. And he found that to be a lot more historically accurate with more historical integrity." -Clara, USA
Self-Identification as a Traveler	How visitors described themselves as a traveler.	"I try to find out a little bit about a place. And try to go off the beaten track a little bit. Well, massive groups and tours was all sorts of being part of something. So. So you asked and even when we've been on sort of long tour holiday been cycling, so we've cycled through Cuba but we've ended up at very remote locations, stayed in people's houses, although we'd been followed by secret police. I guess the whole thing was managed, but this is more off the beaten track, you know, but people said, Oh, you guys went to Cuba, you probably went to Veradero or something and it's just a big resort and they never left that resort. No, I was cycling on my own at some points, you know, I was completely on my own." -Andrew, UK
Sharing	Descriptions of the importance of sharing beer in the creation of a culture and loyalty.	"I took pictures for friends and students of mine who really appreciate beer. So we send the pictures and make comments about the visiting and wished they were there and suggested if they went to Europe, they visit that place for sure. We did this immediately. And now for sure, I am going by myself this quarentine. We are going to be together with friends who like beer and make comments and show pictures. Even here in some

		shops we can find the beer you drink there, we can buy it and and taste with them and see how the beer is made and how good it is." -Fabio, Brazil
		(About the app Untappd) "…Well my son got me into that. And he said "c'mon, dad, you have to check the social app so I know where you are and I can say cheers or whatever" and that is how it started. Because earlier, I was just drinking the normal lager beers, and now I am more interested in trying all of the different beers. And personally just a couple of months ago, I started drinking the Belgian beers. The blonde beers and the trippels. I like them." -Hurby, NL
Social/Celebration/Fun	Descriptions of beer and breweries being used as a catalyst of creating social, celebratory and fun environments.	"And the brewery, it was quite full, the people are there eating and drinking. People from different countries. Different ages. So I could take my daughter. Sometimes there are places with only old people or only young people, but there you saw a mix of different ages. Everybody was enjoying this kind of thing. So to me this is very important. And impressive off the city and the culture. It was very good." -Fabio, Brazil
Tour Guides/Brewery Staff	Examples of how interaction with brewery staff enhanced visitors' experiences.	"…if you want to know more, you can ask and know everything. So it is more of what kind of person you are. If you want to know everything you can ask about anything. That is part of the whole experience." -Mischa, NL

Trip Description	In depth descriptions of trips surrounding the visits to the breweries.	"...we did a trip from Dublin to Kilkenny, to Cork, over to Killarney, up to Galway, looped back around to see the Cliffs of Moher, passed through Athlone to see Sean's Pub. The oldest operating pub in the world. Also probably where whiskey originated. Um, and then back to Dublin to fly out. So we saw Smithwick's, Jameson, Guinness and Sean's bar." -Clara, USA
Trying New Things	Examples of new things visitors tried and became better acquainted with.	"I found myself ordering beer more often at the restaurants." -Connie, USA
Visitor Motivations	What led the visitors to the breweries.	"...they have so many beers. Everything you want. And the guys and girls who work here have a lot of knowledge about every beer. So you can learn about the beer." -Mischa

In-Person vs. Virtual Tour Results

In Person
- Connection to Place
- Immersion
- Authenticity
- Sensory Engagement
- Social Interaction
- Fun
- Tour Guide
- Hospitality
- Personalization

Both
- Learning about Brewing Process
- Quality
- Connection to Beer
- Loyalty

Virtual
- Cost Effective
- Easy