**Supplementary files**

Appendix 1

Table A1: Categories of photographs on winegrower’s and touristic information office’s websites (see Fig. 3). The categories are exclusive: each photograph belongs only to one of them. A photograph was assigned to one category if it presented at least one of the criteria outlined.

|  |  |
| --- | --- |
| Category | Criteria for assignment to the category |
| Portrait | Person/Family/Staff posing |
| Conviviality | At least one person eating/drinking during an event involving a group of people during a private moment (spontaneous photographs, special light, part of a larger group or shared moment...) |
| Gastronomy | Food and wine, plates |
| Tourism | People during a touristic activity (wine tasting, cellar or vineyard visits), event posters |
| Historical heritage | Historical buildings (mill, manor, castle, well) |
| Vine | Vineyard or vine (leaf, grape...) |
| Landscape | Important depth of field on the photograph showing more landscape elements than just one vine-field |
| Craftwork | Hand harvesting of grapes |
| Technology | People working with machines in a vineyard |
| Cellar | People or elements related to winemaking (cellar, barrels, grape press) |
| Wine | Wine product, in a bottle, in a glass or in a jug |

Appendix 2

Table A2: Analysis of landscape composition on photographs extracted from websites of winegrowers and touristic information offices (see Fig. 5). SNE = Semi-natural elements (flowering crops, woods and forests, hedges, prairies).

|  |  |  |
| --- | --- | --- |
| Parameter | Parameter values | Description of parameter |
| Sky | 1-25; 25-50; 50-75; 75-100; absent | Estimated part of the picture representing sky |
| Vine | 1-25; 25-50; 50-75; 75-100; absent | Estimated part of the picture representing vines |
| SNE | 1-25; 25-50; > 50; absent | Estimated part of the picture representing SNE |
| Water | 1-25; 25-50; 50-75; 75-100; absent | Estimated part of the picture representing water bodies |
| NFcrops | 1-25; absent | Estimated part of the picture representing non-flowering crops |
| Inter-row vegetation | Pres; Abs | Presence/absence of vegetation in the inter-row of vineyard (extensive soil management, only if it is visible) |
| GrassStrip | Pres; Abs | Presence/absence of grass strips on the margins of vineyard |
| Historical heritage | Pres; Abs | Presence/absence of historical building(s) |
| Light | NL; LE | Natural light/light effect |
| Distance | depth; close | General point of view on the landscape: depth (large point of view, without people, with a standard light) *versus* close (close point of view, showing details or specific elements) |
| Foreground | water; build; NFcrops; SNE; vine; vine\_SNE; vine\_hum | Element seen in the foreground: water, buildings or monuments, non-flowering crops, SNE, vine, vine and SNE, vine and at least one human |

Appendix 3

Table A3: Categories of reasons used by the respondents to explain their photograph choices for the three questions (see Fig. 4). One answer can include reasons corresponding to more than one category.

|  |  |  |
| --- | --- | --- |
| Category | | Description of reasons category |
| Question 1: “Which photograph is the most inviting to buy wine?” | | |
| Wine | presence of wine | |
| Fruit | visibility of the fruits | |
| Vine | presence of vine (plant) | |
| Vineyard | presence of vineyard (cultivated area) | |
| Aesthetics | general picture's aesthetic quality (including colors, light, contrast, shapes, position of the elements) | |
| Heritage | old buildings or small villages visible, idea of tradition | |
| Practices | soil management practices visible on the picture | |
| Craftwork | hand harvesting, respecting the DGO requirements | |
| Wine trade | economic activity increasing the DGO attractiveness | |
| Tourism | touristic activities | |
| Family | idea of a family enterprise | |
| Sunny/friendly moment | idea of holidays, family or friendly meals | |
| Question 2: “Which photograph could illustrate a postcard of the region to send to relatives or friends?” | | |
| Wine | presence of wine | |
| Fruit | visibility of the fruits | |
| Vine | presence of vine (plant) | |
| Landscape | representation of a landscape | |
| Representativeness | subject of the picture considered as representative of the region or of activities practiced in the region | |
| Layon | presence of the Layon river | |
| Vineyard | presence of vineyard (cultivated area) | |
| Human | human presence visible in the landscape as a part of the whole biodiversity | |
| Sunny/friendly moment | idea of holidays, family or friendly meals | |
| Aesthetics | general picture's aesthetic quality (including colors, light, contrast, shapes, position of the elements) | |
| Question 3: “Which photograph represents biodiversity that could be beneficial for vineyards?” | | |
| Practices | soil management practices visible on the picture | |
| Craftwork | hand harvesting, respecting the DGO requirements | |
| Complexity | landscape diversity in terms of composition as well as organization of the different elements composing land use pattern | |
| Abiotic factors | abiotic elements like water, climate, slope or geology | |
| Fauna | wild fauna only | |
| Fauna not visible | evokes a lack of visible animals considered as beneficial for vineyards (*e. g.* micro-wasps, ladybugs or lacewings) | |
| Human | Human presence visible in the landscape as a part of the whole biodiversity | |
| Don't know | when the respondents explained, that they have no knowledge about biodiversity | |
| Other | other reasons (*e. g.* representative photograph) | |

Appendix 4

Table A4: Categories of socio-demographic parameters in the questionnaire.

|  |  |  |
| --- | --- | --- |
| Variables | Modalities | Explanation |
| Age | 18-29 | The respondent is between 18 and 29 years old. |
| 30-44 | The respondent is between 30 and 44 years old. |
| 45-59 | The respondent is between 45 and 59 years old. |
| >60 | The respondent is more than 60 years old. |
| Education level | < or = Bac | None, professional certification or Baccalauréat diploma (French equivalent of A-Level). |
| A-Levels 2/3 | Two or three years after Baccalauréat diploma. |
| A-Levels 5 | Five years after Baccalauréat diploma. |
| A-Levels 7 | Seven years after Baccalauréat diploma. |
| Region of origin | Department or bordering department | The respondent comes from the department of Maine-et-Loire or one of the seven border departments |
| Other parts in France or Europe | The respondent comes from a non-bordering department or another country. |
| Social connections | Family ties/ Professional reason | The respondent is present in the study area to visit family, friends or for professional reasons. |
| Touristic reason only | The respondent visits the region for touristic reasons only. |
| Touristic interest | Historical heritage | Activities related to history or history and nature. |
| Natural heritage | Activities related only to nature (naturalism, hiking) |
| Eno tourism | Activities related to eno tourism only (vineyard visits, wine tasting for example). |
| Terroir | Activities related to eno tourism and either history or nature or history and nature |
| Wine | Wine purchasing only (no eno tourism) |
| No touristic reason | No touristic activities |

Appendix 5

Table A5: Matrix of transformed and diagonalized data (number of photographs in each category; see Tab. S1) for the four Tourism Information Offices's (TIO) websites of the study area. The photograph composition of the TIO's websites does not contribute to the Correspondance Analysis performed on winegrowers' websites composition, but was used to be projected on the same axes (see Fig. 3) and to be compared with the communication strategy on the winegrowers' websites. In bold are the most important categories for each TIO.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Portrait | Conviviality | Gastronomy | Tourism | Historical heritage | Vine | Craftwork | Technology | Cellar | Wine | Landscape |  |
| Beaulieu sur Layon | 0,80 | **1,31** | -1,00 | -0,13 | **5,63** | 0,22 | -1,00 | -1,00 | -0,81 | -0,74 | 0,56 |  |
| Loire Layon | -0,19 | -1,00 | -1,00 | 0,57 | **3,50** | -0,60 | -0,54 | -1,00 | -1,00 | -0,53 | **2,63** |  |
| Vihiersois Haut Layon | -1,00 | -1,00 | -1,00 | -1,00 | **15,68** | -1,00 | -1,00 | -1,00 | -1,00 | -1,00 | **2,99** |  |
| Doué la Fontaine | -1,00 | -1,00 | -1,00 | 0,77 | **17,00** | **-0,85** | -1,00 | -1,00 | -0,75 | -1,00 | 0,21 |  |

Appendix 6

Fig_Fisher_PURCH.png

Fig. A1: Distribution of photograph choices (see Fig. 2 for photographs available to choose) as answers for question 1 for different touristic interest groups (see Tab. S 4 for grouping criteria) visiting the DGO “Coteaux du Layon”. Significant differences between groups (two-by-two Fisher's exact tests) are indicated by one or several “\*” according to the value of *p* with Bonferroni correction: \* *p* < 2,38.10-3; \*\*: *p* < 2,38.10-4; \*\*\*: *p* < 2,38.10-5. Only photographs chosen with a frequency higher than 10% in at least one of the seven touristic interest groups were included in the test. The difference between the groups "Terroir" and "Unspecified" (people who did not indicate their touristic interests in the questionnaire) is not represented as the second group is meaningless. Categories of reasons are indicated for the two most chosen photographs.

Appendix 7

Fig_Fisher_BIOD_AGE.png

Fig. A2. Distribution of photograph choices (see Fig. 2 for photographs disponible to choose) as answers for question 3 between different age groups (see Tab. S4 for grouping criteria) visiting the DGO “Coteaux du Layon”. Significant differences between age groups (two-by-two Fisher's exact tests) are indicated by one or several “\*” according to the value of *p* with Bonferroni correction: \* *p* < 8,33.10-3; \*\*: *p* < 8,33.10-4; \*\*\*: *p* < 8,33.10-5. Only photographs chosen with a frequency higher than 10% in at least one of the four groups were included in the test.

Appendix 8

Fig_Fisher_BIOD_TOURACT.png

Fig. A3. Distribution of photograph choices (see Fig. 2 for photographs disponible to choose) as answers for question 3 between different touristic interest groups (see Tab. S4 for grouping criteria) visiting the DGO “Coteaux du Layon”. Significant differences between sociodemographic groups (two-by-two Fisher's exact tests) are indicated by one or several “\*” according to the value of *p* with Bonferroni correction: \* *p* < 2,38.10-3; \*\*: *p* < 2,38.10-4; \*\*\*: *p* < 2,38.10-5. Only photographs chosen with a frequency higher than 10% in at least one of the 7 groups were included in the test. The difference between "Unspecified" (people who did not indicate their touristic interests in the questionnaire) and other groups are not represented as this group is meaningless.