



Wine  
Country  
Ontario™

# Wine Tourism in Canada

November 2012



# Where the Canadian wine regions are located



# Canada's Landscape– British Columbia





# Canada's Landscape— Ontario





# Canada's Landscape– Ontario



# Canada's Wine Industry is Evolving

- The industry is still young.
- It's developing.
- Infrastructure is improving.
- Ontario is developed - Niagara.
  - Primary driver for tourism next to Niagara Falls.
- British Columbia wine tourism is one driver
- Canada's wine regions are starting to become recognized globally.
- Made investments in research.



# Wine Tourism Experience in Canada

- Embrace the terroir
- Personal and Authentic
- Wine as a catalyst
- Event driven activities



# Wine Tourism Experience in Canada

- Adventure tours
- Blending sessions
- Vineyard experiences
- Culinary experiences
- Music events





# Wine Tourism Experience in Canada

## ➤ Winter experiences with Icewine





# Wine Tourism Experience in Canada

- Winter festival attracting 50,000 wine lovers





# Some challenges we face

- Provincial Liquor Boards
  - Limitations shipping wine inter-provincially
  - Discounts on wine not allowed at cellar door
- Wine Club's focus on added value
  - Not as evolved as other countries



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Tourism is growing in Canada.  
In Ontario alone we estimate that we  
receive 2 million visitors.





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*Thank you!*