

Wine Tourism in Canada

November 2012

Where the Canadian wine regions are located



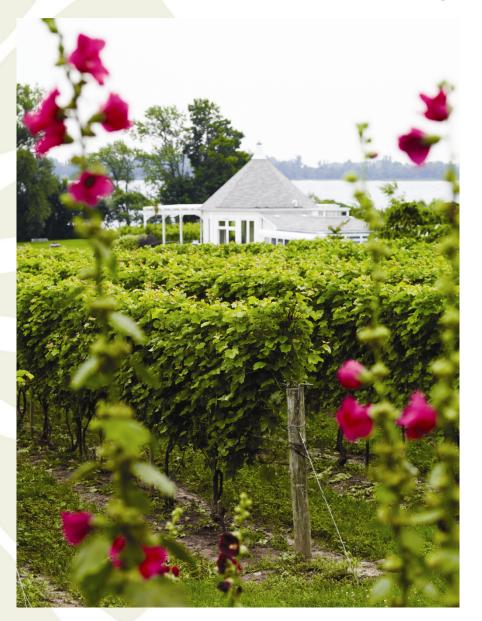
Canada's Landscape – British Columbia



Canada's Landscape- Ontario



Canada's Landscape- Ontario



Canada's Wine Industry is Evolving

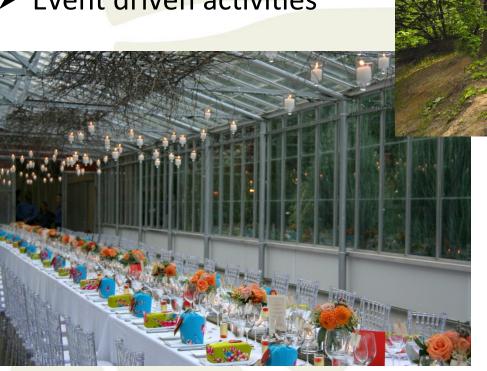


> Embrace the terroir

> Personal and Authentic

Wine as a catalyst

> Event driven activities



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





Winter experiences with Icewine



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



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



Thank you!