

WINE TOURISM AROUND THE WORLD





Wendy Cheropita
Wine Country Ontario

Courtney Quinn
Our World Our Community

Sylvie Tannhauser
Brickell Travel

EUROPEAN WINE TOURISM



Sylvie Tannhauser

Brickell Travel Management

- ❖ According to the French Tourism Journal, "*L'Essentiel de L'Economie Touristique*" (1997), Wine Tourism is the overall services offered to tourists during their stay in a wine region: visits to wine cellars, wineries, wine tasting, accommodation, restaurant and annex activities linked to wine, regional products and traditions.
- ❖ Wine Tourism started in Europe in the early 20th century with the development of wine routes in Germany. In France, Alsace's wine roads (created 50 years ago) and the Classification of wines of Gironde contributed to the first steps of modern wine tourism. Precursors of European wine tourism.
- ❖ In the 80s and 90s, wine tourism gained momentum in the Old World and it has become one of the most important tourist attractions in the New World (California, New Zealand, Australia, South Africa).



❖ Wine Tourism in a new trend in Europe compared to the New World Wine producing countries

❖ Key European wine tourism organizations:

European Council of Wine Regions
(Assembleia das Regiões Europeias Vitícolas)

RECEVIN, a network of wine-producing towns (based on the Italian Citta del Vino or Cities of Wine concept), which aims to improve the standard of living of residents of wine-producing towns by promotion of wine culture and developing wine-based tourism (Dower n.d.)

Dionysus multimedia network of European wine-producing regions (Hall, Macionis 98).

❖ Investment and research in Wine Tourism in European Countries (local government, businesses, EU programs)



- ❖ European Wine Tourism is most of time combined with Cultural and Historic Tourism to preserve local Heritage
- ❖ New Wine Tourism Attractions are built and/or renovated : wine museums, Hameau Duboeuf in Beaujolais, France
- ❖ European Wineries are usually small and rural
- ❖ Many Wineries are by appointment only (In Rioja, Spain, except Marques de Riscal)
- ❖ Challenges: Languages (new multilingual wine tours), Customer Service (New training programs), Wine Tourism Information and research, Regional Wine Marketing, Regional Branding, Rural Infrastructure.



DÉGUSTATION
 HISTOIRE
 BOUTIQUE
 RENTABILITÉ
 OENOLOGIE
 ARCHITECTURE
 ROUTE DES VINS
 EXPÉRIENCE
 PARTAGE
 NOTORIÉTÉ
 VENTE
 SCÉNOGRAPHIE
WINE TOURISME
 CONSOMMATEUR
 MÉTHODE
 FIDÉLISATION

European Wine Tourism Regions

- ❖ FRANCE
- ❖ ITALY
- ❖ GERMANY
- ❖ SWITZERLAND
- ❖ SPAIN
- ❖ PORTUGAL

Emerging Wine Tourism Regions

- ❖ GREECE
- ❖ CROATIA
- ❖ BULGARIA
- ❖ HUNGARY
- ❖ TURKEY
- ❖ SLOVENIA



European Wine Tourism Experience

- ❖ Vineyard & Cellar Visits
- ❖ Cooking Classes
- ❖ Wine Tastings
- ❖ Wine Making Tour
- ❖ Wine Harvest Festival
- ❖ Wine Spa Treatment
- ❖ Gourmet Dining
- ❖ Specialty Wine & Food Tours
- ❖ Wine River Cruise



- ❖ Scenic Wine Routes
- ❖ Self-guided vineyard walk
- ❖ Local Festivals & Events
- ❖ Farmers Market Visits
- ❖ Hot Air Balloon Flights
- ❖ Cultural & Nature Sightseeing
- ❖ Villages & Towns Tours
- ❖ Wine Castle Tours
- ❖ Wine & Food Workshops



ACCESS

Wine Routes, Brochures, Signage, Wine Metro, Websites, Social Media, Local Information Desk, Wine Regional Centers

ACCOMMODATION

Wine Resorts, Bed & Breakfast, Hotels, Gites

AMENITIES

Restaurants, Wine Museums, Wine Boutiques, Golf, Spa, River barging



Offices de
Tourisme
de France



Wine Tourism Trends

- ❖ Chef or Sommelier-led Wine & Food Tours
- ❖ Wine & Cultural Tours (Local Partnerships)
- ❖ Innovative Wine Events (Marathon du Medoc)
- ❖ Wine & Spa (Caudalie Wine Resort & Spa)
- ❖ Specialty Wine Tours (Organic, Local, Collector)
- ❖ Wine & Food Seminars and Classes
- ❖ Wine Making & Blending Programs
- ❖ Wine & Culinary Festivals (Harvest, Culture)



GOOD TO KNOW

According to the Great Wine Capitals Network

- ❖ The local/domestic tourism market is huge and equates to about 40% of wine tourists
- ❖ It's still largely male dominated. Only one third of wine tourists are female
- ❖ 75% are over 36 years old
- ❖ They travel in the best times of year: 70% of tourists come in summer, 15.3% in autumn (attracted by the wine harvest). This indicates that they may be less influenced by off season rates and more likely to spend to be there in peak season
- ❖ People spend more in Italy and Napa: Average spend in Florence, Italy is €141 & Napa Valley, California at €131. Bordeaux was lower at €52.



❖ So what are vineyards offering tourists?

83% offered a tasting, 75% offered a vineyard tour or a tour related to wine production, 40% offered a pairing wine with food or similar, 29% offered accommodation (e.g. chambres d'hotes or gite).

❖ Wineries are benefiting from tourism by selling more wine

32% of total volume was sold by the winegrower on the premises

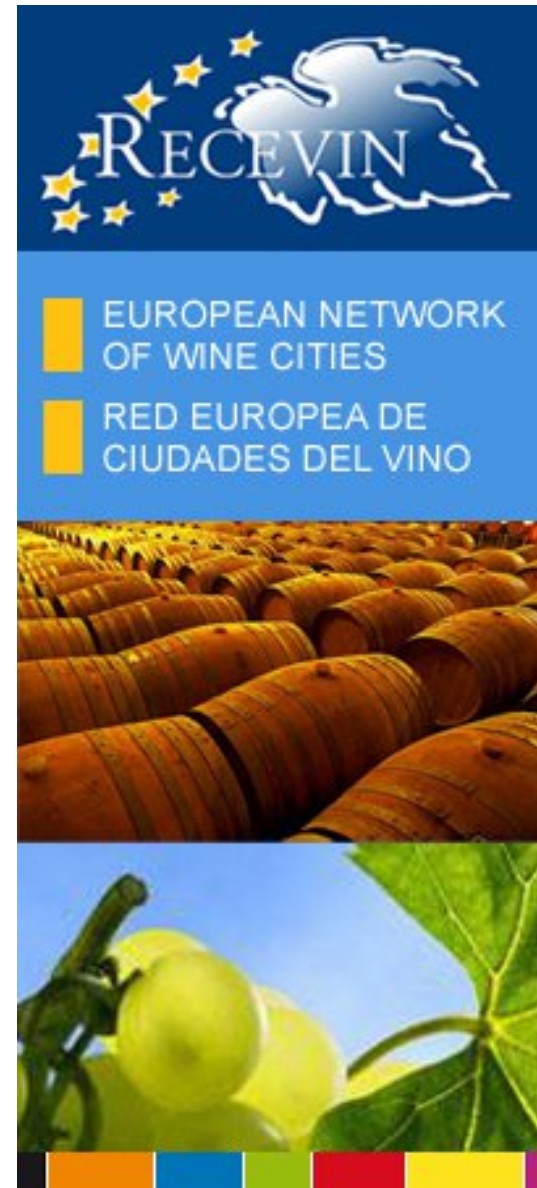
18% of local wine is sold in bars & restaurants, 16.8% at independent wine retailers (cavistes), 16% in supermarkets and 4.5% via online sales.







- ❖ **European Day of Wine Tourism:** it's a day filled with wine related activities. Free Wine tours (or at reduced price), wine tastings, wineries open all day, wine themed meals, free wine museums tours, cycling meetings and much more will be accessible to all.
- ❖ The European Network of Wine Cities established in 2009 the celebration of the European Day of Wine Tourism that will take place every second Sunday of November in each partner city belonging to the Network
- ❖ The activities are available in the following cities: Azambuja, Ferreira do Alentejo, Cartaxo, Alcochete, Beja, Sintra, Coruche, Santarém, Ourém, Montijo, Alandroal, Loures, Vidigueira, Setúbal, Barcelos, Ponte da Barca, Palmela e Oeiras.



Despite the numerous factors affecting tourism in general (global economy), the European wine community is very optimistic about the wine tourism market. Local Businesses and Government are creating innovative marketing and sales programs to attract international and domestic visitors.

The reform adopted by the EU in 2008 has the following goals:

- ❖ making EU wine producers even more competitive - enhancing the reputation of European wines and regaining market share both in the EU and outside
- ❖ making the market-management rules simpler, clearer and more effective – to achieve a better balance between supply and demand
- ❖ preserving the best traditions of European wine growing and boosting its social and environmental role in rural areas.

After 2015, current EU restrictions on planting vines will be lifted, enabling competitive producers to increase production.

For many Europeans, the future of wine tourism is already here!



Resources

EUROVELO: European Cycle Route Network
www.eurovelo.org

RECEVIN : European Wine Cities Network
www.recevin.net

MOVIMENTO TURISMO DEL VINO: Italian Wine Tourism Information
www.movimentoturismovino.it

WINES OF PORTUGAL: Portuguese Wine Tourism Information
www.winesofportugal.info

WINES FROM SPAIN: Spanish Wine Information
www.winesfromspain.com

ATOUT FRANCE: French Tourist Information
www.atout-france.fr

MY SWITZERLAND: Swiss Tourist Information
www.myswitzerland.com

GERMAN WINES: German Wine and Tourist Information
www.germanwines.de

GREAT WINE CAPITALS
www.greatwinecapitals.com

VINEST: Small European Wineries
www.vinest.net



CHEERS!

Thank you
for your attention!