

WEEKLY CEVI

Official Newsletter of the European Confederation of
Independent Winegrowers

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WINE IN MODERATION: WINE TOURISM PACKAGE



The Wine Tourism Package aims at sharing some simple and tangible tips that professionals involved in the wine tourism sector can put in practice in their day-to-day business to offer a responsible wine experience.

The development of wine tourism activities involves a large variety of actors ranging from wine production and trade but also wine communicators, educators, hospitality business and professionals, authorities, and administration. The development of wine tourism activities involves all the actors traditionally involved in the wine tourism sector. This Package is therefore destined at all those actors involved in tourism and wine tourism at every step of the way.

Today, wine regions are not only attracting wine enthusiasts or wine experts, but a new segment of visitors who are showing an increasing interest in wine regions for a variety of reasons. These range from discovering new landscapes, to the pleasure of tasting new foods and wines, being close to nature, engaging in sporting activities (bicycle, trekking, etc.), or simply looking for more authentic experiences.

Wine tourism has been part of the wine business for quite some time and can be considered as one of the most flourishing tourism segments today. It helps increase the wineries' offer while protecting the wine regions' cultural heritage and further developing it. It is safe to say that a vast majority of wineries – ranging from small to medium sized and large wine companies – are now investing resources to be a part of the adventure, seeing a lot of opportunities to increase the number of visitors.

The World Tourism Organization even recognises wine tourism as part of Gastronomy and Cultural Tourism and “as a key element for both emerging and mature tourism destinations in which tourists can experience the culture and lifestyle of destinations while fostering sustainable tourism development.”

The package includes 3 aspects:

- Added value of wine tourism activities
- Wine tourism activities in the frame of sustainability
- Offering a responsible wine tourism experience

It is available on Wine in moderation intranet and will be translated soon.



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CEVI's General Assembly 2023 is coming up and will take place on 26 April in Thessaloniki, Greece