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WINE TOURISM PACKAGE





WHAT IS THIS PACKAGE ABOUT?

This Wine Tourism Package is based on literature, experience and best practices and is designed to inspire a responsible wine tourism experience.

WHO IS THIS GUIDE FOR?

This Package is destined at all those actors involved in tourism and wine tourism at every step of the way.

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.

Introduction

WINE IN MODERATION

Wine in Moderation is the programme created by the wine sector that aims to inspire an active respect for wine as a product of culture among people who choose to drink, thereby contributing to healthy lifestyles and the reduction of alcohol related harm. The programme seeks to empower wine professionals with the information and tools to responsibly present wine, raising awareness and knowledge about responsible drinking patterns and moderate wine consumption and inspiring consumers to enjoy wine and its culture in a healthy, positive, and convivial way.

WINE TOURISM

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 UNWTO 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.”[1]

[1] UNWTO GEORGIA DECLARATION ON WINE TOURISM, UNITED NATION WORLD TOURISM ORGANISATION, TBILISI (2016)



Added value of wine tourism activities

The usual wine tourism offer includes a guided tour of the winery, with a short explanation of the wine making process as well as the wine's tasting profile followed by a wine tasting. However, there are an increasing number of companies that want to increase their wine tourism offer by going beyond the product per se and also allowing the visitor to have a complete wine experience. This can be linked to the vineyard by including the visitor in the making and bottling of the wine, or through education by helping the visitor understand aromas and taste through wine and food pairing for example. Emotional values are also being increasingly considered, for example tastings & gastronomy in the middle of the vineyards, wellness, entertainment, physical activities; these include spas, yoga classes, open air cinemas, cooking classes, family activities, etc.



These additional activities increase the value proposition of a winery and offer the possibility to diversify from next door's competition.

Reasons why wineries should invest in wine tourism activities?[1]

- Increasing their visitor's satisfaction
- Gaining a competitive advantage compared to the neighbouring companies
- Reducing costs
- Encouraging a good public image
- Demonstrating corporate social responsibility

There are also a number of benefits to offering well-developed wine tourism activities[2]:

- More sales directly to the consumer
- Establishing a good relationship with the customers which might lead to more sales in the future
- Visitors returning to the winery & destination loyalty
- Word of mouth recommendations
- Brand loyalty & brand recognition

[1]To be checked

[2] Development of a best practice manual in wine tourism in Portugal, Vinka Woldarsky & Laurence Geny-Denis, OIV Congress 2018

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Wine tourism activities in the frame of sustainability

Wineries around the globe are also increasingly including sustainability in their overall strategies and applying this concept in their strategies 360°, including in their wine tourism operations.

Some examples of other sustainable actions that can be taken in addition to social sustainability can be found in the table below[1]:

Environmental sustainability	Economic sustainability	Social sustainability
Supporting biodiversity	Using new technology in the production process	Collaborating with regional companies/ actors
Using regional products	Integrating ecological practices in the supply chain	Respecting labour protection law, human rights
Using energy carefully (water, electricity, fuel)	Developing ecological products or services	Monitoring the satisfaction of visitors
Organic production methods		Focusing on regional tourism
Separating waste and reducing waste		Hiring local residents
Using recyclable resources		Providing flexible working hours
Using green energy		Providing professional training for employees
Keeping the CO ₂ footprint small		

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Offering a responsible wine tourism experience

So, whether you think lack of time or lack of resources would impede you from taking action, we strongly believe there are simple things you can put in place to offer your visitors a responsible wine experience.

The next pages provide a list of actions that you can implement in your daily wine tourism activities in the form of a check list.

Happy reading!

[1] *Sustainable wine tourism, A global survey*; Prof. Dr. Gergely Szolnoki, Dr. Maximilian Tafel, Anne-Christin Stelter – Geisenheim University; Niklas Ridoff & Calle Nilsson, WineTourism.com.

Before the visit

Include information about responsible and moderate consumption of wine on your website, for example:

- Encouraging visitors to identify a designated driver
 - Guidelines on responsible consumption
 - Food pairings tips based on your menu
 - Promotion of services (for example availability of breathalysers, etc.)
-

Get in touch with the local tourism operators: preparing a tour with a bus or a minivan with a driver. Wineries are often far apart from each other, if you are not part of a tour, get in touch with regional organisations to set it up.

Train your staff to have a friendly professional and resolute attitude in encouraging responsible drinking.

Booking of visit: When future guests book a visit in the winery, check before how many people will participate and among them how many people will participate to the tasting and how many will not (underage, etc.).

Wine tastings & gastronomy

WINE TASTINGS

Check the ID of participants of the tastings & potential buyers and make sure they are of minimum age.

Identify and provide alternatives for people in risk groups (pregnant women and/or breastfeeding, intoxicated individuals, underage, etc.)

Ask the group if they have identified a driver who is not drinking and offer them a reward for driving the group home safely: it can be anything from a goodie, to a souvenir, to something local.

▶ *This will not only show you care about your customers, but it will also lead to customer loyalty.*

Serve small portions and explain to your visitors that they do not have to drink everything that is in the glass, they are allowed and encouraged to pour the remaining amount of wine in the spittoon.

Use spittoons during your tasting, and educate your visitors on how to use them:

- show them how to spit, it's not that difficult once you have the trick.
- explain that neither you, nor the winemaker will be offended, quite the contrary; it will allow them to taste more wines and appreciate their differences during the tasting.
- explain that using spittoons will allow them to discover the different flavours in the wine.

Always accompany your tastings with some light snacks & water

▶ *encourage visitors to rinse their mouths with some water between each wine*

Provide breathalysers to visitors who wish to test their breath alcohol level before leaving but specify that these are for reference only and should not be used as a guarantee for driving.

Wine tastings & gastronomy

Include a poster of Wine in Moderation in your tasting areas with tips on how to taste responsibly

GASTRONOMY

If you have a restaurant, allow your customers to bring home unfinished bottles of wine.

▶ *This will prevent them from finishing the whole bottle if they do not wish to, while allowing them to enjoy the rest of the wine at home.*

Encourage wine by the glass on your menu

Make smaller size bottles available on the menu

Adjust the price and offer gap between glass and bottle prices

Inform customers about the conservation of opened bottles of wine and its use in the kitchen

If you own a wine shop, provide a small recipe book along with the purchase

Offer cooking classes and teach your visitors to identify the right food and wine pairings

Accommodating customers who do not drink alcoholic beverages

ADOLESCENTS & CHILDREN

Make non-alcoholic beverages available in your winery for underage children/adolescents, for example grape juice.

Include a space in your winery to accommodate younger individuals thus allowing your customers of legal age to enjoy their experience:

- For children: set up a table with drawings, pencils, etc. focusing on the agricultural aspect, for example the vineyards, the nature, the grape, etc.
- For adolescents: why not include a space for virtual reality (if you can), where they will have the opportunity to discover more about the vineyards, the activities around the vineyard (for example biking, wine making), etc.

▶ *Include educational videos on the cultivation of vines which has been part of the agricultural activities since ancient time.*

ADULTS WHO CHOOSE NOT TO DRINK

Make non-alcoholic beverages available in your winery: for example, if you have them in your portfolio, make them discover no-alcohol wines, grape juice, or any other soft drink.

Educate them on the different flavours that can be found in wine through their noses.

Sharing the culture of wine & promoting physical activities to discover the estate

Explain the winery's history; the history of the family, the terroir, etc.

Organise field trips to show how the grape is grown and how the wine is made.

By showing the production process, consumers will gain even more respect for the product they are consuming.

Offer the possibility to hold workshops to let participants make their own blend.

By taking part in such an exercise, visitors will discover their own palate and better choose the wines that they drink.

Link wine to elements such as heritage, culture, land, people, history, etc.

If you have the space, set up a wine museum where you can give more details about the history of wine and all the related aspects.

Organise walking/sightseeing tours around the estate and take the opportunity to talk about the land, the winemaking process, the grape varieties that you plant, etc. Biodiversity trails are also increasingly popular to understand the care the company has for the sustainability of the land and its ecosystem to preserve the local biodiversity.

Organise yoga classes, bike rides, cinema evenings or concerts with local actors to promote your region and position your winery within the larger spectrum of sustainability.

Communication about responsible drinking around the winery

Include a slide about responsibility and moderation in the winery's presentation to visitors (whether it is in videos, leaflets, etc.)

Put up posters about tasting wine in your tasting areas (you can find them in the Wine in Moderation intranet).

Disseminate Wine in Moderation leaflets during your events and in reception areas.

Hang the certificate showing you are a proud supporter of the Wine in Moderation programme at the front of your winery and explain to your customers and visitors why you care.

Make informational posters and brochures visible to your customers across your premises e.g.: alcohol & minors; drink & drive; drinking guidelines, etc.

Align all your communication with the Wine Communication Standards (WCS) principles

Include the WCS in advertising and promotion agency briefings and make sure the principles are applied on your brand guidelines and communication and promotional materials without prejudice of full compliance with the existing regulations and self-regulatory codes in force whatever content, dissemination medium or form that they take.

Use of the Wine in Moderation logo on your communication material and on the back labels of your product.

This will support your strategy and reinforce your commitment to encouraging a moderate and responsible consumption of wine.

At the end of the / After the visit

Make available information about public transportation and taxi services, include a service for booking a Taxi / Uber, etc.

Are your visitors driving back by themselves? Don't forget to reward the driver!

Send a follow up survey to the visitors (gather their contact details if you plan on doing so): ask them feedback not only about their visit, but also on their overall experience.

Offer a flyer of Wine in Moderation with the the responsible message either in paper (you can download it from the intranet), or send it in digital form together with a thank you note.

Invite visitors to share their experience on social media

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**Thank you for your commitment to offer a
responsible wine tourism experience !**

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