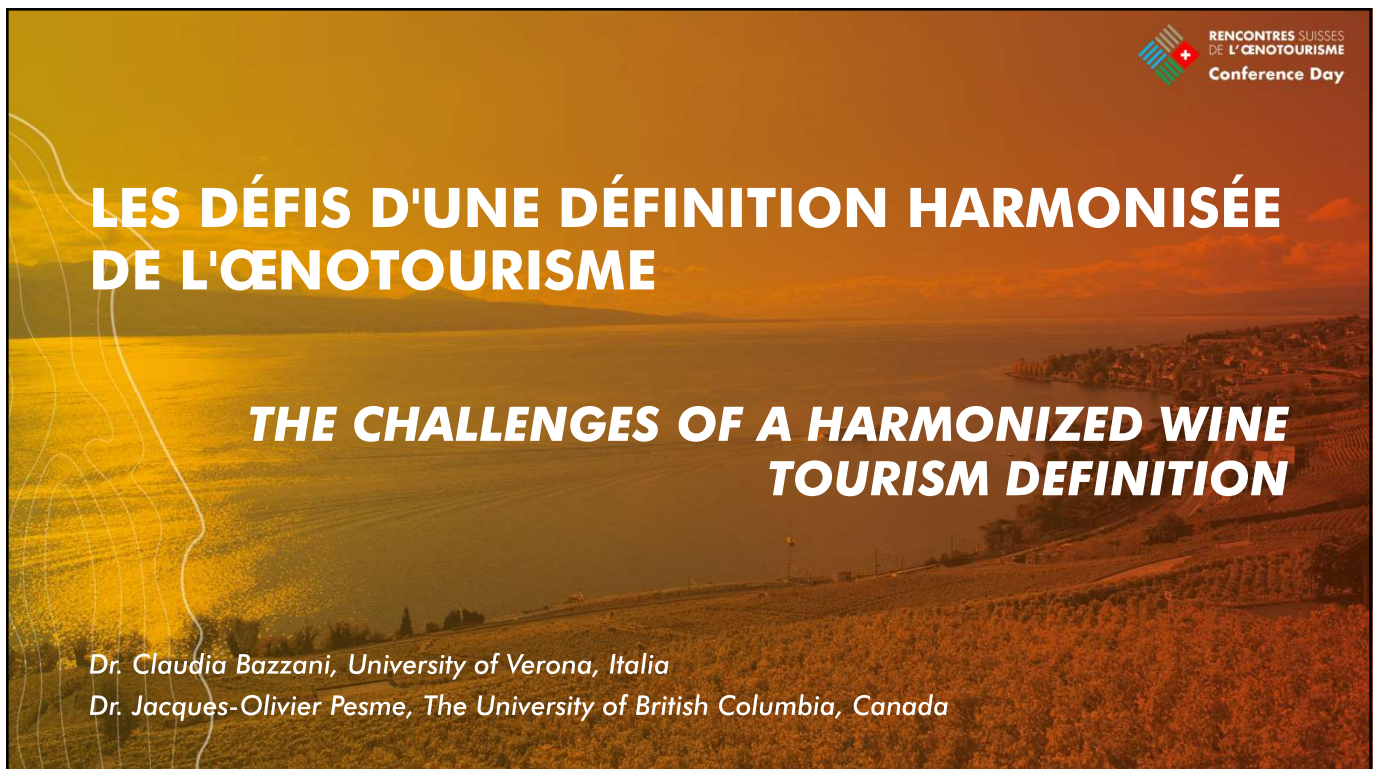
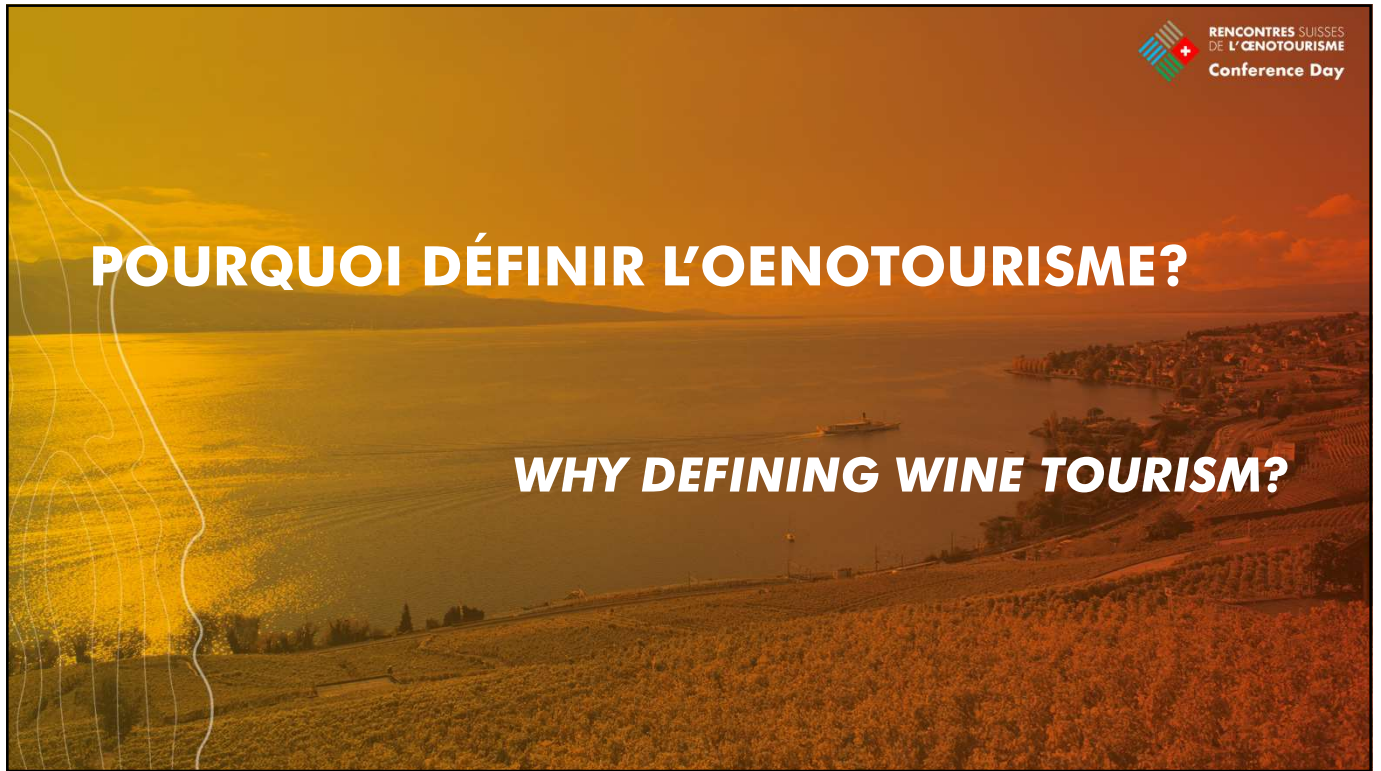




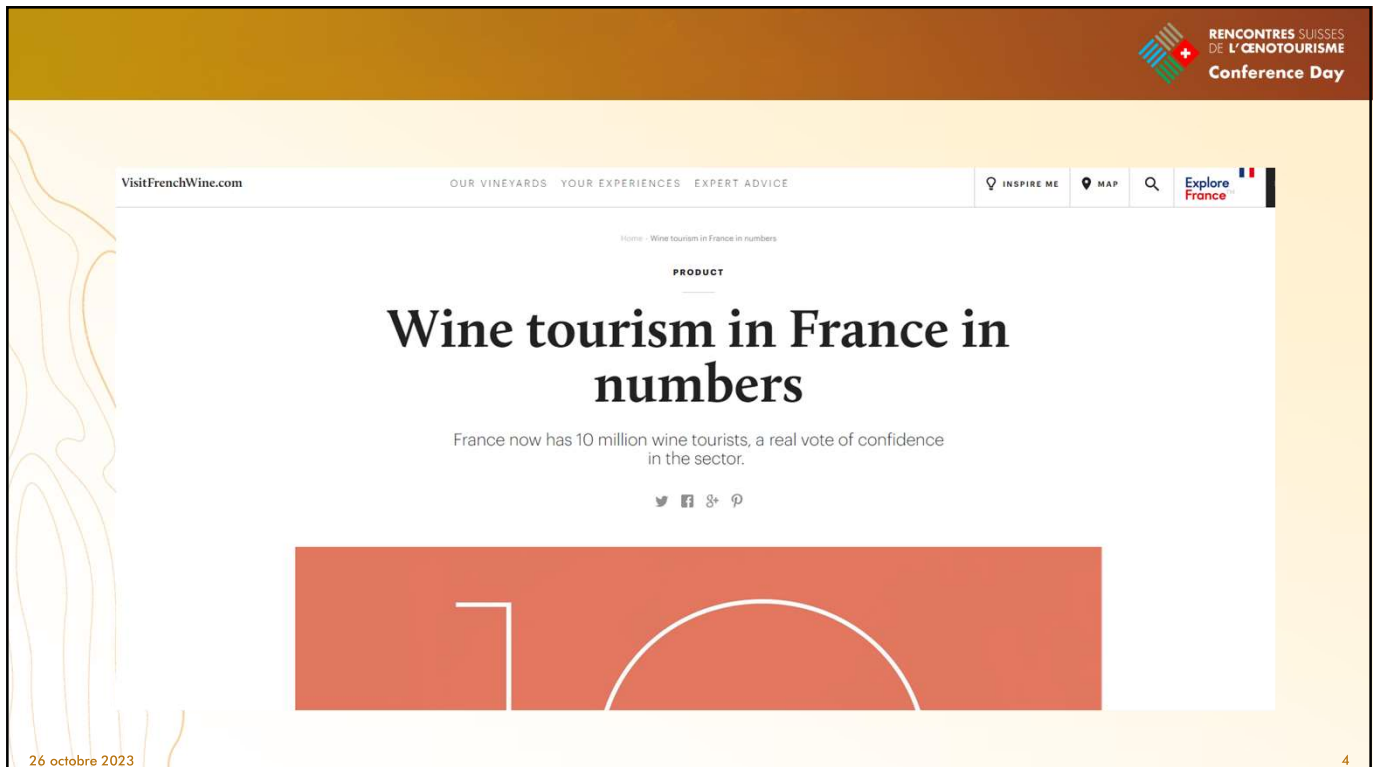
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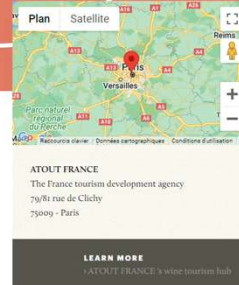


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There were 7,5 million in 2009, but it is now estimated that 10 million came in 2016 to discover French wines and vineyards. This represents a growth of more than 30% and a total spend of 5,2 billion euros.

This success is the result of a growing desire to discover the treasures and expertise of our terroirs. It is also due to the efforts of key players in the industry to offer a more professional and enriching experience through recently opened new amenities.

Even though visits to wine cellars remain a vital part of the business, today wine tourists can choose from a multitude of experiences: wine-making workshops, overnight stays in vineyards or chateaus, itineraries such as the Route des vins, walks and easy hikes through the vineyards, courses and conferences in wine academies, etc.

This range of products attracts French visitors (58%) as much as foreigners (42%). It is in this latter group however that the increase in visits has been the most spectacular: +40% since 2009, as opposed to +29% for the French clientele. Belgian and British tourists make up the largest groups of wine tourists in France (almost half of the international visitors) but a new clientele from more distant markets, in particular from Asia, are showing a growing interest in the sector and are also contributing to the dynamic.

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## Several attempts

- Vintur (2003-2006): delineation of a charter of the European Wine Tourism in order to establish "guidelines to meet the requirements of tourists and consumers"

- Academia: Hall et al., 1997; Getz, 2000; Carlsen, 2004; Hall et al., 2009; Marzo-Navarro, & Pedraja-Iglesias, 2010, Faugere et al., 2013, etc.

- Several empirical initiatives

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## Unclarity drives to confusion...



- According to an Australian research who tried to give an overall general profile of the wine tourist (Chartersa & Ali-Knightb,2002), wine tourists are usually "couples with no children and those with higher education and incomes in professional occupations," (South Australian Tourism Commission, 1997)
- According to Alebaki & Iakovidou (2011), about the wine tourist profile there is a general perspective that "the ideal wine tourist is male, professional and middle -aged, because they will spend most". However, although younger wine tourists have limited knowledge about wine compared to older ones, they may be more important in the long term

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## UN World Tourism Organization (WTO) Committee on Tourism and Competitiveness (CTC)



Gastronomy Tourism as a "type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while traveling. (...) Wine Tourism or Eno-tourism, as a subtype of Gastronomy Tourism, refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source."

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# Wine tourism



- **“Wine tourism is a subset of food tourism being defined as visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall, 1996).**

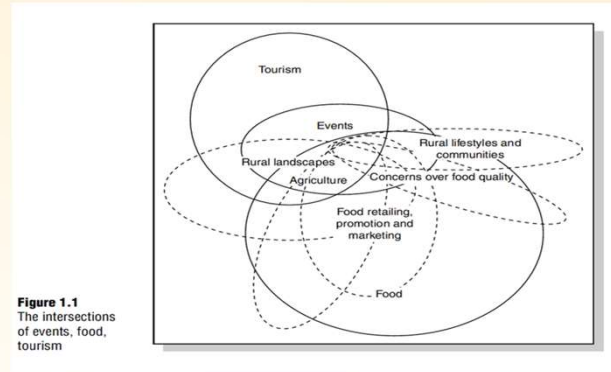


Figure 1.1  
The intersections of events, food, tourism



# MÉTHODE : SÉLECTION DES REGIONS, GREAT WINE CAPITALS

## SELECTING REGIONS FROM THE GREAT WINE CAPITALS





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- 1) General definition of wine tourism, taking as a reference the ones proposed by Hall et al. (1997) and Getz (2000), and
- 2) List of the activities that can legitimately be associated with wine tourism

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## General definition of wine tourism



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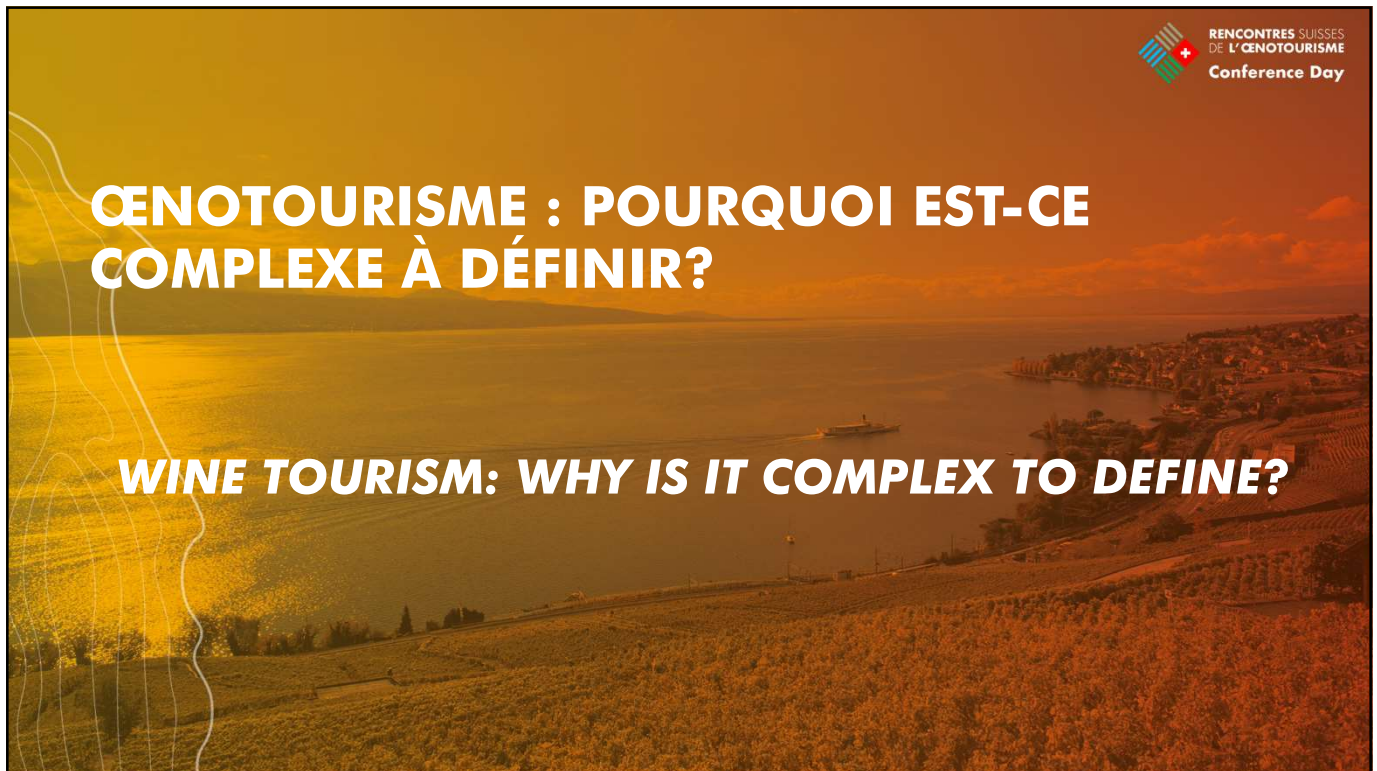
## List of the activities

- Importance of wine tasting
- Relevance of Merchandizing and Communication activities
- Heterogeneity among countries regarding the definition and significance attributed to the "role" of food, hospitality and recreational activities


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**International harmonization: a complex task**  **RENCONTRES SUISSES  
DE L'ŒNOTOURISME**  
Conference Day

- Diverse range of experiences offered by wine regions worldwide
- Specific national and/or regional regulations
- Food and hospitality?
- Defining the border of a wine territory?

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## Next

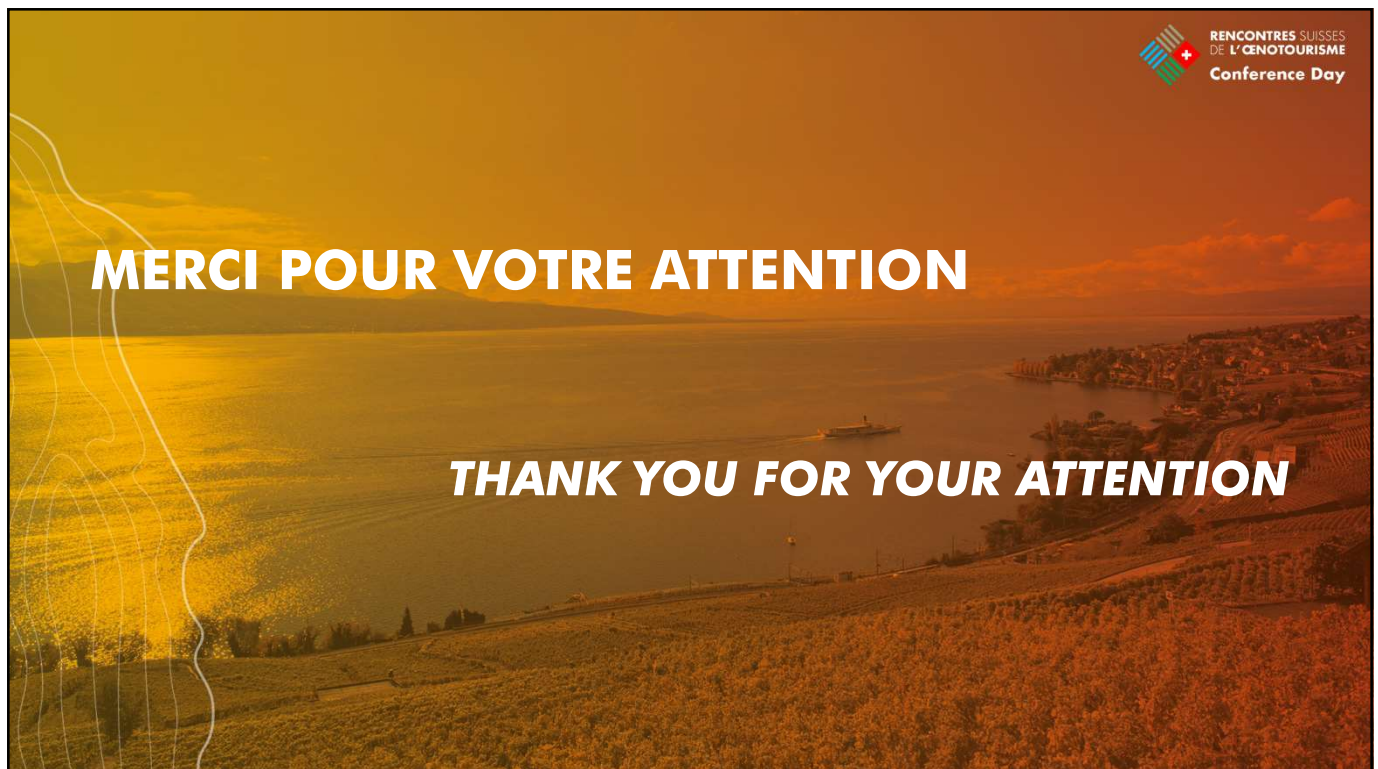
Establish a dedicated **working group** comprised of a group of experts in wine tourism in charge of

- **Collecting data** and fostering international research & collaboration
- Identifying **best practices** and Guidelines
- Providing recommendations on **Standardization and Harmonization**

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