

4<sup>th</sup> UNWTO  
Global  
Conference  
on Wine  
Tourism  
Dec. 4-6, 2019

***Wine Tourism Experiences – From  
Imagination to Commercialization***

Sheree M. Mitchell

President & Founder

Immersa Global

Portugal

DESIGN YOUR OWN DREAM TRIP TO PORTUGAL

# We're Preparing Something Magical for You.

Welcome home to Portugal

DESIGN MY TRIP

VISIT OUR WEBSITE



IMMERSA GLOBAL

# Wine Tourism Experiences:

*From Imagination to Commercialization*



DESTINATION



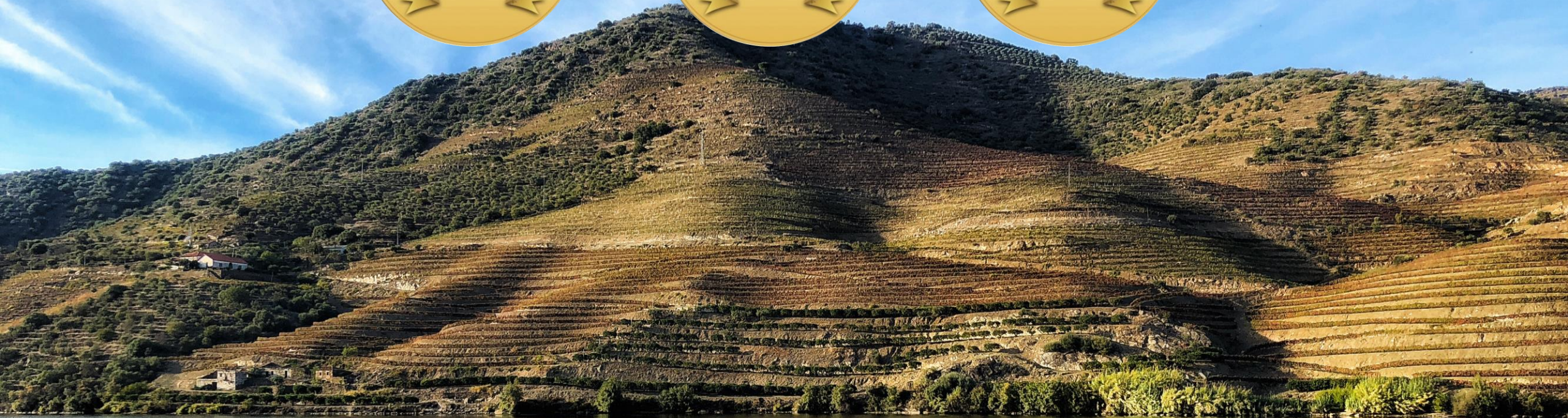
CONSUMER



PRODUCT







PORTUGAL





Make Portugal a must-see  
and sustainable wine  
tourism destination

## PLACE

Add value to the winegrowing  
areas/wine tourism destinations

## PROMOTION

Add value to wine exports

## PRODUCT

Improve the quality of products  
and services

## PEOPLE

Training agents





PORTUGAL

# Unique Selling Proposition



**EASY ACCESS  
TO USA**



**HOSPITABLE  
LOCALS**



**PRICE/QUALITY  
RATIO**



**SAFE & PEACEFUL  
DESTINATION**

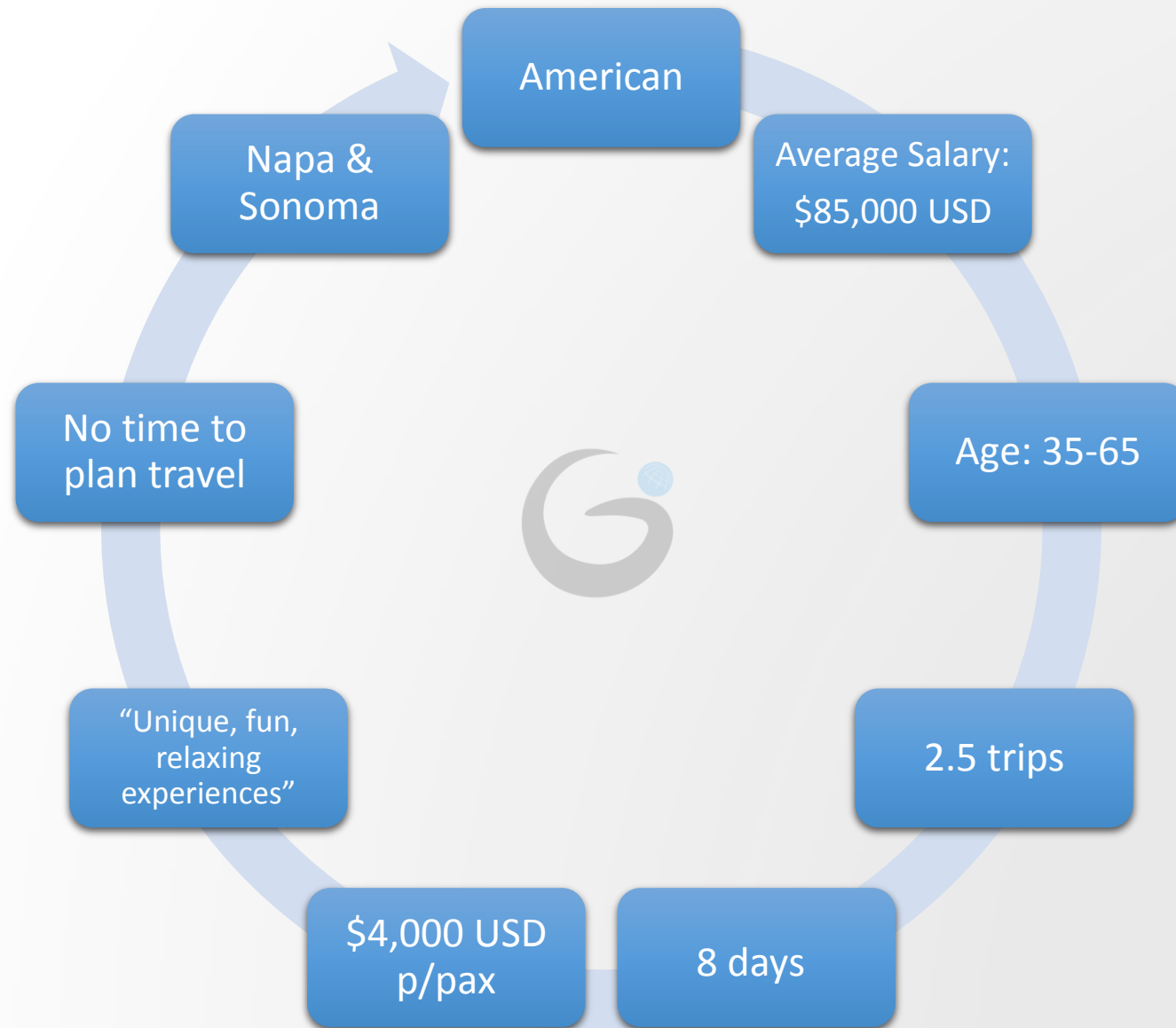


**ENGLISH  
LANGUAGE**



**GREAT FOOD &  
WINE**

# The Consumer:





# CONSUMERS: *What Do They Want?*

When was the last time you traveled specifically to visit wineries?

WHERE did you go?

HOW LONG was your



HOW MANY wineries did you visit per day?

Did you have a PRIVATE DRIVER for your vineyard visits?

Did you purchase any wine during your trip?



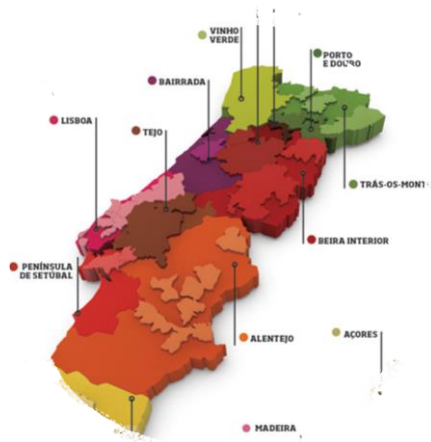
What is your FAVORITE WINE or wine region?

How would you rate your knowledge about wine?

Who are your favorite WINE TASTERS or any?



How would you describe the PERFECT WINE VACATION?



# PRODUCT:

## PORTUGAL'S WINE TOURISM

- Grape Stomping (Treading)
- Price/Quality Ratio
- Amphora Wine
- 250 Grape Varieties
- Variety in Short Distance





*Muito Obrigada e  
até breve!*

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