4th 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
We're Preparing Something Magical for You.

Welcome home to Portugal

[Design My Trip] [Visit Our Website]
Wine Tourism Experiences: From Imagination to Commercialization

DESTINATION

CONSUMER

PRODUCT
PORTUGAL
VISION
Make Portugal a must-see and sustainable wine tourism destination

PLACE
Add value to the winegrowing areas/wine tourism destinations

PRODUCT
Improve the quality of products and services

PEOPLE
Training agents

PROMOTION
Add value to wine exports
Unique Selling Proposition

PORTUGAL

- EASY ACCESS TO USA
- HOSPITABLE LOCALS
- PRICE/QUALITY RATIO
- SAFE & PEACEFUL DESTINATION
- ENGLISH LANGUAGE
- GREAT FOOD & WINE
The Consumer:

- American
- Average Salary: $85,000 USD
- Age: 35-65
- 2.5 trips
- $4,000 USD p/pax
- 8 days
- Napa & Sonoma
- No time to plan travel
- “Unique, fun, relaxing experiences”
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>When was the last time you traveled specifically to visit wineries?</td>
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<tr>
<td>WHERE did you go?</td>
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<tr>
<td>HOW LONG was your trip?</td>
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<td>HOW MANY wineries did you visit per day?</td>
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<td>Did you have a PRIVATE DRIVER for your vineyard visits?</td>
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<td>Did you purchase any wine during your trip?</td>
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<td>What is your FAVORITE WINE or wine region?</td>
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<td>How would you rate your knowledge about wine?</td>
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<td>Who are your favorite WINE PRODUCERS, if any?</td>
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<td>How would you describe the PERFECT WINE VACATION?</td>
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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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