Organizing & managing outdoor experiences

Wine tourism from a French perspective
Summer Season with Covid in France

• 94% of French travellers travelled... in France
  ➢ 37% stayed on the coast
  ➢ 30% stayed in the countryside

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Main teachings of the Summer season

• International travellers:
  • Belgium / Netherlands / Switzerland
  • NO tourists from outside Europe

• Urban tourism in decline

• Small capacity accommodations more successful than international hotels

• Sports, leisure and outdoor activities were the most popular
Wine Tourism

These trends have benefited wine tourism

- Great amount of space in the countryside
- Beautiful views
- Outdoor playful activities
- Welcoming of small groups
- Boutique-type accommodation
Innovative wine tourism

• Wine tourism today is much more than a technical visit of the cellars and a wine tasting.

• The sector has been innovating to offer many different kinds of experiences, including outdoor experiences, immersed in nature

• Wine tourism is an art of living
Outdoor Wine Tourism experiences

Hiking, biking

Horse Riding

Outdoor Wine Tourism experiences

Foodie experiences

Art curiosities
Outdoor Wine Tourism experiences

Introduction to terroirs

Biodiversity awareness
Outdoor Wine Tourism experiences

Wellness activities

Slow tourism
Outdoor Wine Tourism experiences

Fun & playful Activities

Festive events
So what has changed with the Covid Crisis?

- More wine tastings outside
- Covid information displays
- Social distancing marks
- Wine tasting kits
Holiday season outcomes

• Less visitors than 2019

• Mainly French visitors

• Smaller groups / families

• **Average basket higher** than previous years
• Since early September, holiday season is over
• Outdoor activities will slow down
• Business tourism has not recovered yet and may not before 2021
• Digital tastings, on-line cooking classes, innovative ways of communicating will start again!
Thank you!

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