New Reality, New Wine Tourism?

Perspectives from Spain
Spanish Tourism science before the Covid-19
SUSTAINED GROWTH:
83.7 million foreigners in 2019
30% more in the last 10 years
The second global destination

ECONOMIC IMPORTANCE OF TOURISM:
176.000 millions
14.6% of GDP
More than 2.8 millions of workers

EXTERNAL MARKETS - TOP TEN:
UK, Germany, France, Nordic Countries, Italy,
Netherlands, USA, Belgium, Portugal, Ireland

ARRIVALS - TOP FIVE:
Catalonia, Balearic Islands, Canary Islands,
Andalusia, Valencian Community

VOLUME MODEL:
Beach & sun
TTOO
All inclusive
Spanish Wine Tourism scence before the Covid-19
WINE TOURISM IN 2019:
3 millions
+ 3.9%

ECONOMIC DATAS:
More than 6,000 wineries
700 wineries in Spanish Wine Routes
775 municipalities

WINE TOURIST PROFILE:
47% winelovers
52% women
79% by car

WINE TOURISM VS WINE HIKERS:
74.7% nationals VS 25.3 % internacionales
Sherry: 58% -42%.  Ronda: 46% 54%
Penedes: 48% -52%.  Alicante: 50%-50%

DESTINATIONS - TOP 3:
Sherry & Brandy Route : 568,997 pax  - Andalusia
Ribera of Douro: 389,377 pax
Penedes: 370,556 pax - Catalonia
3 routes of Rioja: 517,601 pax

WINE TOURIST EXPERIENCE:
Tours ------- AAVV/ TTOO/FIT
Tailor Made events
MICE
Spanish Wine & Food Trends during the lockdown
### WINE EDUCATION:
Elearning about wine and wine tourism: RIOJA WINE ACADEMY

### ONLINE TASTING:
- Wineries and Governing bodies
- Like knowledge and socialization spaces

### MASTER CHEF:
Everybody cook

### CONSUMER TRENDS:
- Online wine buyers
- Wine consume outside of lunch or dinners

### WINE TOURISM ON LINE PROMOTION:
- Wine Tourism for health personnel
- Destination promotion
  - Valencian Community: Siente tus raíces / Feel your roots
  - Catalonia: Gaudeix de les vinyes
  - Rioja: Go Spain

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**More Wine and Food Lovers**

**New expectatives**
New reality? Or welcome to the past?
SAFETY STAMPS & PROTOCOLS:
- GLOBAL SAFE STAMP - WTTC
- SAFE TOURISM CERTIFIED - ICTE
- REGIONAL STAMPS

PROXIMITY DESTINATIONS:
- By car
- Last Minute
- Short trips

RURAL DESTINATIONS:
- Natural spaces
- Non-crowded destinations
- Back to town

WITH FAMILY & FRIENDS:
- Second residences
- Little groups

Opportunities

Challenges
Spanish Wine Tourism before the Covid-19: "Steel tank & barrel wine tourism"
Any barrel room of any winery in Spain... or anywhere...

25 pax

15 €

90 min/ 20min
Spanish Wine Tourism model in the new reality...

“Landscapes with soul wine tourism”
Landscapes as a cultural identity and a differentiating factor of the destination...
Red colors of october in Rioja...tells to you that climatic and edafic conditions are different...
When you smell the atlantic brezee in Rías Baixas you understand the tipicity of Albariño...
When you discover the heroic agriculture in Ribera Sacra, you value more its people and its wines....
When you live sunsets rocked by the west wind in Cadiz, you konw why sherries are unique...
Or when you visit the “volcanic heart” of Lanzarote you appreciate more the power and the tenacity its winemakers
New challenges... and ways to engage with the visitors...
New spaces... and new ways to immerse yourself in the wine culture...
New opening hours...and new moments to enjoy our wineries...
New intergenerational experiences...new targets of visitors...
Abadía Retuerta LeDomaine

New tools...to attract the traveler...
New tasting rooms...and more time to tasting...
New food pairings experiences... new brand & destination ambassadors
New points of view...and new wine experiences based in landscape recourses...
The differentiation of wine tourism offer does not lie in the winery or in the production, if with the hand of spaces and experiences that bring to the traveler closer to their living landscapes and their people.
Thank you so much & Cheers!

Zaida Semprun
www.makers@worldshoppingtourism.com