KEYS TO REINVENT IN WINE TOURISM
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• Wine tourism has always contributed to deseasonalise destinations often in addition a wide range of activities linked to the territory and its culture.

• Wine tourism is an innovative and different way of delings deeper into the culture, history, traditions and landscape of a territory, this offering authentic experiences with a Deep look at the sustainability of the destination and preservation of its surroundings.

• Now there is an opportunity of aligning offer with the tourist trends that already demanded.
• More personalized and individualized experiences.
• Ad-hoc experiences
• More authentic
• Wight even integrate the complementary offer of the destination

This will help to inspect closely our visitors to increase engagement and loyalty, through leisure, enjoyment and memorable memories.
The result of the intangible will necessarily mean an effort in digitization:

- In the way of communicating
- In our databases
- In e-commerce
- In direct sales and wine clubs
- In booking process
- And even some of the experiences

That will provide a better conversión into tangible
It also opens a great important opportunity to rescue and promote domestic and nearby tourism turning then into prescribers and fans of their own destinatory and of our wines.

A significant effort will here to be made to manage the day-to-day, make the offer more flexible and be more creative in addition to working together on the destination and all its services.
The wine tourism offer is wide and diversified, increasing the income obtained from current customers, and capturing new demand segments.
Integrated wine tourism offer

Touristic offer + Winery + Experience

Positioning through experience – Brand destination

Integrated Tourist Offer  An extensive tourist offer that meets the requirements and needs of a wide range of segments:

- Cultural offer (edutainment)
- Accommodation
- Experiential and emotional service
- Event facilities
- Meeting facilities
- Gastronomic offer
- Service capacity for groups of different sizes.
- Wide range of complementary services

Leisure-cultural (edutainment):
- Visit and walk around the winery
- Tasting, technical courses, etc,…
- Visit and specialised services
- Music and artistic offer (exhibitions, events, celebrations…)
- Shop
- Other options: artisan crafts, cultural classes etc.

Activities in the vineyards:
- Hiking, horse riding, cycling and segway
- Breakfasts, meals, events, etc
- Music events in vineyards
- Other options to develop:
  - Art in the vineyards (sculpture, painting exhibitions)
  - Harvest activities (viticulture experencie)

Include valuable experiences offered by the destination as part of the overall offer.
THE KEY TO WINE TOURISM

It is the **TANGIBLE** way of disclosing the **INTANGIBLE** of our brands

1. **Why** do we make wines?
   - Be happy
   - Sharing
   - Enjoying
   - Celebrating
   - Having fun

2. **How** do we make it?
   - Formative

3. **What** wines do we make?
   - Informative

To INSPIRE and EXCITE
Get fans from our brands.
CASE:
Royal Scholl of Equestrian Art Experience

Enjoy a harmony of contrasts, a harmonious pairing of flavors and unique sensations. The Pure Spanish Horse ridden by the expert riders of the Royal Andalusian School of Equestrian Art, performs some of the most recognized high school gaitsthe world, to the rhythm of a select choice of “premium” wines by González Byass, commented by an experienced winemaker and in five representative spaces of the first:

Spanish Walk - Tio Pepe from the cask
Passage- Amontillado del Duque VORS
Halt- Alfonso 2/6
Piaffe-Apóstoles VORS
Bucking- Viña Duke Nombre

Then, and as a culmination there will be a private lunch at the Recreo de las Cadenas Palace.
Activity aimed at previously organized groups with a minimum of 15 people and a maximum of 20, always subject to availability.

Opening time: Wednesday and Friday from 12 a.m. to 3:30 p.m.
PRICE PER PERSON: 140 € + 21% VAT
INFORMATION AND RESERVATIONS: TE: +34 956318008
EMAIL: reservas@realescuela.org
CASE:
Summer time at the wine cellar