Tourism, gastronomy and wine: Learning to build innovative local product

Yerevan, June 3rd, 2022
Presentation of the lecturer

Over 25 years working in tourism:
- Front desk agent
- Tourspain’s representative in Poland
- Tourist consultant since 1999
- Tourism lecturer since 2013
- Coordinator of Masters degree on Food Tourism at Basque Culinary Center

Education
- Master in European Tourism Management (University of Bournemouth)
- B.A. in Tourism (Universidad de Nebrija)
- Diploma in Tourism (Universidad de Deusto)

Website: www.emoturismo.com
Mail: david@emoturismo.com
Twitter: @David_mora
LinkedIn: https://www.linkedin.com/in/davidmoragomez/
Go to www.menti.com and use the code 20 24 22 4
The relationship between Tourism and Gastronomy
A parallel story: tourism/gastronomy

The Word “Tourism” derives of the French term “tourist”, and it starts being used in the UK in the 19th Century.

The Word **gastronomy** also appears in France in the 19th century (Grimod de la Reynière).

Trip to Italy by Richard Lassels (1670)

Grimod de La Reynière
GASTRONOMY, A STRATEGIC SECTOR
The most famous cuisine in the world?

### The most famous cuisine in the world?

<table>
<thead>
<tr>
<th>Cuisine</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italian cuisine</td>
<td>80</td>
</tr>
<tr>
<td>Chinese cuisine</td>
<td>85</td>
</tr>
<tr>
<td>Japanese cuisine</td>
<td>75</td>
</tr>
<tr>
<td>Thai cuisine</td>
<td>60</td>
</tr>
<tr>
<td>French cuisine</td>
<td>80</td>
</tr>
<tr>
<td>Spanish cuisine</td>
<td>75</td>
</tr>
<tr>
<td>American cuisine</td>
<td>65</td>
</tr>
<tr>
<td>Mexican cuisine</td>
<td>50</td>
</tr>
<tr>
<td>Indian cuisine</td>
<td>45</td>
</tr>
<tr>
<td>Turkish cuisine</td>
<td>50</td>
</tr>
<tr>
<td>Korean cuisine</td>
<td>35</td>
</tr>
<tr>
<td>Greek cuisine</td>
<td>25</td>
</tr>
<tr>
<td>Vietnamese cuisine</td>
<td>15</td>
</tr>
<tr>
<td>Hong Kong cuisine</td>
<td>10</td>
</tr>
<tr>
<td>German cuisine</td>
<td>50</td>
</tr>
<tr>
<td>British cuisine</td>
<td>35</td>
</tr>
<tr>
<td>Taiwanese cuisine</td>
<td>15</td>
</tr>
<tr>
<td>Singaporean cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Indonesian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Malaysian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Australian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Moroccan cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Lebanese cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Caribbean cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Brazilian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Swedish cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Argentinian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Danish cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Emirati cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Norwegian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Filipino cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Saudi Arabian cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Finnish cuisine</td>
<td>10</td>
</tr>
<tr>
<td>Persian cuisine</td>
<td>10</td>
</tr>
</tbody>
</table>

### 67th Meeting of the UNWTO Commission for Europe

1-3 June 2022, Yerevan, Armenia

Source: [https://yougov.co.uk/topics/food/articles-reports/2019/03/12/italian-cuisine-worlds-most-popular](https://yougov.co.uk/topics/food/articles-reports/2019/03/12/italian-cuisine-worlds-most-popular)
Nations’ brand equity

Public opinion about national government competency and ‘fairness’, as well as its perceived commitment to global issues.

The population’s reputation for competence, openness and friendliness and other qualities such as tolerance.

Global perceptions of each nation’s heritage and appreciation for its contemporary culture.

The power to attract people to live, work or study in each country and how people perceive a country’s quality of life and business environment.

The public’s image of products and services from each country.

The level of interest in visiting a country and the draw of natural and man-made tourist attractions.


67TH MEETING OF THE UNWTO COMMISSION FOR EUROPE
1-3 JUNE 2022, YEREVAN, ARMENIA
Key concepts

GASTRONOMY

IDENTITY

PRODUCE

TERRITORY
What is Food tourism?

“Food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers’ markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.”

THE FOOD TOURISM INDUSTRY CLUSTER

TRAVEL & HOSPITALITY
- Culinary Activities
- DMOs
- Tour Operators
- Tourist Guides
- Tourist Boards
- Lodging
- Transportation

FOOD & BEVERAGE
- Farms
- Markets
- Producers & Makers
- Cooking Classes & Schools
- Food & Beverage Events
- Retail & Grocery
- Restaurants, Bars, Cafes, Etc.
- Distributors/Importers/Exporters

OTHER
- Government
- Academia
- Media
- Technology Platforms
- Trade Groups
- NGOs
- Suppliers
- Consumers

WORLD FOOD TRAVEL ASSOCIATION
The world is a flavor map
Top cities for food tourism?
15. Bologna
14. Lyon
13. NY
12. Paris
11. Singapore
10. San Miguel de Allende
9. Tokyo
8. Charleston

Source: https://www.travelandleisure.com/food-drink/worlds-best-cities-for-food
1. Oaxaca (MX)
Top country for food tourism?

World's Leading Culinary Destination 2021

And the winner is...

**Peru**

PromPeru

World's Leading Culinary Destination 2021
World's Leading Cultural Destination 2021
World's Leading Tourist Attraction 2021

Peru
Machu Picchu
Life-cycle of gastronomy tourism destinations

<table>
<thead>
<tr>
<th>Step 1 Exploration</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Food appears in brochures</td>
</tr>
<tr>
<td>• Mainly restaurants are involved</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 2 Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Destinations try to enhance quality</td>
</tr>
<tr>
<td>• Companies and gastronomic traditions are seen as a tourist resource</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 3 Gastronomy as a tourist experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “Non-touristic” companies and institutions take part of the strategy (markets, museums, shops, food industries...)</td>
</tr>
<tr>
<td>• New tourist products start to be built around gastronomy and its resources</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 4 Food Tourism and a valued knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Knowledge generation</td>
</tr>
<tr>
<td>• Recovery of food-related traditions</td>
</tr>
<tr>
<td>• Training and education around gastronomy and food tourism</td>
</tr>
</tbody>
</table>
Go to www.menti.com and use the code 20 24 22 4
Why some destinations lead in this field?

1. There is a **genuine gastronomic culture**, local population enjoys gastronomy as an important part of their lives
2. **Close cooperation** among different stakeholders
3. **Local produce** is a key element
4. Combination of **tradition, avant-garde and innovation**
5. Beautiful, attractive and **well-preserved destinations**
6. **Events and activities** along the year, to attract demand beyond high season
7. The **territory** as the perfect wallpaper for structuring the destination offer
8. Ongoing research and development of **food Tourism experiences**
9. Well-known **Chefs** endorse them
10. Also, the **global culinary guides** reflect their attractiveness
Guidelines by UNWTO & BCC

Source: UNWTO and BASQUE CULINARY CENTER (2019), Guía para el desarrollo del turismo gastronómico, OMT, Madrid, DOI: https://doi.org/10.18111/9789284420995
WORLD TOURISM ORGANIZATION (2012), Affiliate Members Global Report, Volume 4 - Global Report on Food Tourism, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284414819
DON'T YOU FIND IT STRANGE THAT BOB NEVER CAME BACK FROM FLORIDA?!
What is a resource?

What is a tourist product?

What’s the difference between a product and an experience?
As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels, and it has a life-cycle".
THE FOOD TOURISM VALUE CHAIN

Source: https://www.culinarytourismalliance.com/food-tourism-101
Components of food tourism offer

- Neo-taverns
- Open kitchen
- Food to share
- New structures of menus
- Non-stop opening hours
- Do it yourself
- Healthy, sustainable, biodynamic food

New business models
Components of food tourism offer
Components of food tourism offer

Street food/Food trucks
Components of food tourism offer

Theme Hotels
Casa Cacao (Girona)
Components of food tourism offer

Industrial/food tourism
Components of food tourism offer

Culinary hands-on activities

Masterchef Kids Summercamps
Components of food tourism offer

Mercado Tsukiji.
Tokyo

Markets
Components of food tourism offer

La Boquería, Barcelona

Markets
Components of food tourism offer

Producers’ Markets

Ordizia Market (Basque Country)
Components of food tourism offer

Food halls
Components of food tourism offer

Food tours
Components of food tourism offer
Museums / Knowledge / research centers

Cite du Vin (Bordeaux)
BRUNCH ELECTRONIC
ROCACORBA CAFÉ
DIUMENGE 6 D’OCTUBRE  A PARTIR DE LES 12H
RESERVA LA TEVA TAULA
Components of food tourism offer

Food-related Events
Components of food tourism offer

FOOD RELATED FAIRS AND FIESTAS
What’s an experience?
“An experience is something we don’t regularly live and whose remembrance lingers into something memorable”

Walter Benjamin
“Memorable experiences can be designed by stimulating all the human senses, leading to personal engagement (Pine & Gilmore, 1998; Schmitt, 1999).”

“A tourist experience is a past personal travel-related event strong enough to have entered long-term memory.”
5 Stages of Travel

Travel journey according to Google
TOURIST  TRAVELLER
The traveler sees what he sees, the tourist sees what he has come to see.

Gilbert K. Chesterton
What should and experience generate in ourselves?
THE HAPPIEST EVENT IN THE TRAVEL INDUSTRY

EMOTIONS
Thoughts
What we THINK affects how we act and feel

Emotions
How we FEEL affects what we think and do

Behaviour
What we DO affects how we think and feel
Impact of emotions in our body

“We are not rational beings, but emotional beings who reason.”

Dr. Daniel López Rosetti
Experience > Emotion = Memorability > Loyalty
Savvy travellers are looking even beyond that
At the Transformational Travel Council, we define transformational travel as:

“Intentionally traveling to stretch, learn, and grow into new ways of being and engaging with the world.”
I never know which restroom to use in Scotland.
Characteristics of experiential services and products
Ideas for creating a memorable tourist experience
1. Personal growth and development
67TH MEETING OF THE
UNWTO COMMISSION FOR EUROPE
1-3 JUNE 2022, YEREVAN, ARMENIA
2. Contact with locals
Avoid the Crowds
Book private tours & activities with locals worldwide

Withlocals experiences are always

1 | Always private & personal
No strangers, just you. Fully customize your

2 | Guided by local experts
From historical facts to the most up-to-date

3 | Without crowds
Experiences designed to take you away from the crowds towards
3. Social interactions with other customers
4. Be nice, helpful, generous
5. Professionality and integrity

I’m Professional!
6. Positive surprises
7. Positive emotions

Amusement
Trust
Serenity
Gratitude
Interest
Joy
Pride
Inspiration
Love
Awe
Hope
8. Uniqueness
9. Engage the senses
Which one prevails?

**Figure 1 – Importance of the five senses to the tourist’s experience**

- **Sight**: 58.0% strongly agree, 36.5% agree
- **Hearing**: 41.4% strongly agree, 44.8% agree
- **Smell**: 35.9% strongly agree, 47.5% agree
- **Taste**: 39.2% strongly agree, 42.5% agree
- **Touch**: 28.7% strongly agree, 51.4% agree

10. The story, narrative
11. Personalization

- Personal Preferences in Air Travel
- Memorable Experiences by Sea
- Surprise and Delight in Hospitality
- Personalize the Entire Customer Journey
12. Memorabilia
MY TRAVEL PLANS 2021
Expectations

Reality

67TH MEETING OF THE UNWTO COMMISSION FOR EUROPE
1-3 JUNE 2022, YEREVAN, ARMENIA
Main destinations for wine tourism

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Production per 100,000 people (millions of hectolitres)</th>
<th>Average consumption per 100,000 people (millions of hectolitres)</th>
<th>Vineyards as surface area of country (thousands of hectares)</th>
<th>Wine tours per 100,000 people</th>
<th>Cost of Bottle of Wine</th>
<th>Weighted Ranking Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>38.5</td>
<td>82</td>
<td>705</td>
<td>3,978</td>
<td>$5.64</td>
<td>8.28</td>
</tr>
<tr>
<td>Portugal</td>
<td>47.0</td>
<td>62</td>
<td>194</td>
<td>5,531</td>
<td>$4.51</td>
<td>7.88</td>
</tr>
<tr>
<td>Spain</td>
<td>21.6</td>
<td>81</td>
<td>968</td>
<td>1,157</td>
<td>$5.64</td>
<td>7.16</td>
</tr>
<tr>
<td>France</td>
<td>39.3</td>
<td>65</td>
<td>791</td>
<td>1,199</td>
<td>$7.90</td>
<td>6.86</td>
</tr>
<tr>
<td>New Zealand</td>
<td>-</td>
<td>60</td>
<td>40</td>
<td>4,602</td>
<td>$10.15</td>
<td>5.53</td>
</tr>
<tr>
<td>Greece</td>
<td>21.5</td>
<td>22</td>
<td>107</td>
<td>4,685</td>
<td>$6.77</td>
<td>5.24</td>
</tr>
<tr>
<td>Chile</td>
<td>12.6</td>
<td>57</td>
<td>208</td>
<td>1,193</td>
<td>$4.73</td>
<td>5.01</td>
</tr>
<tr>
<td>Argentina</td>
<td>19.8</td>
<td>26</td>
<td>219</td>
<td>436</td>
<td>$3.00</td>
<td>4.65</td>
</tr>
<tr>
<td>Australia</td>
<td>22.5</td>
<td>48</td>
<td>146</td>
<td>2,176</td>
<td>$10.62</td>
<td>4.54</td>
</tr>
<tr>
<td>Hungary</td>
<td>18.5</td>
<td>28</td>
<td>67</td>
<td>667</td>
<td>$4.32</td>
<td>4.23</td>
</tr>
<tr>
<td>Romania</td>
<td>20.2</td>
<td>21</td>
<td>191</td>
<td>296</td>
<td>$4.56</td>
<td>4.21</td>
</tr>
<tr>
<td>Netherlands</td>
<td>20.5</td>
<td>46</td>
<td>0.2</td>
<td>86</td>
<td>$6.76</td>
<td>4.03</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>19.8</td>
<td>-</td>
<td>17</td>
<td>290</td>
<td>$5.33</td>
<td>3.89</td>
</tr>
<tr>
<td>Austria</td>
<td>26.5</td>
<td>27</td>
<td>48</td>
<td>348</td>
<td>$7.90</td>
<td>3.86</td>
</tr>
<tr>
<td>Germany</td>
<td>23.9</td>
<td>10</td>
<td>103</td>
<td>43</td>
<td>$5.64</td>
<td>3.72</td>
</tr>
<tr>
<td>South Africa</td>
<td>6.8</td>
<td>17</td>
<td>125</td>
<td>733</td>
<td>$4.73</td>
<td>3.60</td>
</tr>
<tr>
<td>Belgium</td>
<td>23.5</td>
<td>-</td>
<td>0.2</td>
<td>17</td>
<td>$7.90</td>
<td>3.45</td>
</tr>
<tr>
<td>Sweden</td>
<td>22.2</td>
<td>-</td>
<td>0.1</td>
<td>29</td>
<td>$9.91</td>
<td>3.01</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>19.4</td>
<td>-</td>
<td>3</td>
<td>54</td>
<td>$9.30</td>
<td>3.01</td>
</tr>
<tr>
<td>China</td>
<td>1.2</td>
<td>1</td>
<td>775</td>
<td>1</td>
<td>$11.93</td>
<td>2.92</td>
</tr>
<tr>
<td>United States</td>
<td>9.8</td>
<td>8</td>
<td>419</td>
<td>162</td>
<td>$12.00</td>
<td>2.78</td>
</tr>
<tr>
<td>Switzerland</td>
<td>30.8</td>
<td>-</td>
<td>15</td>
<td>509</td>
<td>$15.14</td>
<td>2.70</td>
</tr>
<tr>
<td>Russia</td>
<td>7.0</td>
<td>3</td>
<td>93</td>
<td>9</td>
<td>$6.75</td>
<td>2.70</td>
</tr>
<tr>
<td>Brazil</td>
<td>1.7</td>
<td>1</td>
<td>83</td>
<td>9</td>
<td>$6.15</td>
<td>2.52</td>
</tr>
<tr>
<td>Canada</td>
<td>12.6</td>
<td>-</td>
<td>12</td>
<td>547</td>
<td>$11.78</td>
<td>2.44</td>
</tr>
</tbody>
</table>
Best wineries worldwide

1. Zuccardi Valle de Uco
   Mendoza, Argentina

2. Bodegas de los Herederos del Marqués de Riscal
   Rioja, Spain

3. Château Margaux
   Bordeaux, France

4. Bodega Garzón
   Maldonado, Uruguay

5. Montes
   Colchagua Valley, Chile

6. Antinori nel Chianti Classico (Marchesi Antinori)
   Tuscany, Italy
Ever visited a winery?

WINE TASTING ONLY ON DAYS ENDING WITH Y
Usual structure of a guided tour at a winery

1. Reception
2. Vineyard
3. Grape reception
4. Destem / Press
5. Deposits
6. Ageing Barrels/Eggs/Carafe
7. Bottling area
8. Tasting / Wine bar
9. Sale and farewell
### A collection of wine tourism products and attractions

<table>
<thead>
<tr>
<th>Wine and art</th>
<th>Activities for companies</th>
<th>Services for meetings and conventions</th>
<th>Nature</th>
<th>Guided visit</th>
<th>Tasting courses</th>
<th>Enologist for a day</th>
<th>Spiritualism, astrology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astronomy</td>
<td>History and theatrical tours</td>
<td>Ephemeral events</td>
<td>Photography</td>
<td>Family activities</td>
<td>Activities for schools</td>
<td>Pairings</td>
<td>Parties and soirees</td>
</tr>
<tr>
<td>Concerts, cinema, theater</td>
<td>Music festivals</td>
<td>Old handcrafts</td>
<td>Sport, bicycle tours</td>
<td>Grape Harvest time</td>
<td>Relax, rest, chill-out</td>
<td>Museum</td>
<td>Footages</td>
</tr>
<tr>
<td>Aromas</td>
<td>Theme routes</td>
<td>Overflight, remote controlled flying</td>
<td>Meals</td>
<td>Cluedos, scape rooms, scavenger hunt</td>
<td>Mythology</td>
<td>Circus</td>
<td>Romantic activities</td>
</tr>
<tr>
<td>Accommodation</td>
<td>Animals, farm</td>
<td>Mindful tourism</td>
<td>Competitions</td>
<td>Yoga, tai chi, ayurveda, reiki</td>
<td>Parks and historic gardens</td>
<td>Regenerative activities</td>
<td>Wine train / bus</td>
</tr>
<tr>
<td>Motorbike cellar tours (wine rider)</td>
<td>Pick up party</td>
<td>Wine flight</td>
<td>Sunset/wine bar</td>
<td>Wine/watercolor workshop</td>
<td>Luxurious visits</td>
<td>Poetry recital</td>
<td>Wine fountain</td>
</tr>
</tbody>
</table>

- **3D visits**
- **Classic Cars Rally**
- **Swing**
- **Glamping**
- **Drive in cinema**

---

1-3 JUNE 2022, YEREVAN, ARMENIA
The Wine Train
Classic cars’ rally at Bodegas Bressia (Mendoza)
The Wine swing
Drive in cinema (Mendoza)
Wine and Circus in Valle de Uco (Argentina)
Wine fountain
Wine and poetry

VI + POESIA
a càrrec de Maria Miró Ferré i Pili Sanmartín Ferrer,
tast de vins del celler Bárbara Forés.

18 MAIG
20.00h

ESPÀI SAURINES
C/Sant Antoni, 17 · Valls
Inscripcions a: espaisaurines@saurines.cat
preu: 7€

petjada i llavor
poesia i vins

5 i 12 de juny
11:00h
Obaga de Tomaset
Gandesa - Terra Alta

15€
AMB
RESERVA PRÈVIA

passeig guiat per la finca recital poètic
tast dels 4 vins
Bàrbara Forés
EN MOVIMENT

PER A MÉS INFORMACIÓ
669 67 50 38 - 620 13 08 14
pili.sanmartinfernandez@gmail.com

67TH MEETING OF THE UNWTO COMMISSION FOR EUROPE
1-3 JUNE 2022, YEREVAN, ARMENIA

UNWTO
SUSTAINABLE GOALS
TOURISM COMMITTEE MINISTRY OF CULTURE REPUBLIC OF ARMENIA
Visita Premium y Cata de las Estrellas

Se trata de profundizar en la cultura del vino bajo la perspectiva de integración en el Cosmos de la viña, de las personas y de sus manifestaciones culturales, como es el vino en nuestra región mediterránea. El recorrido va a permitirnos conocer la vinculación de la agricultura del viñedo y de los procesos de elaboración del vino (fermentación, decantación, maduración,...) con los ciclos y ritmos de la luna y estrellas.

Recreamos en la auténtica vinculación del tiempo con el vino, sin sustituir los ritmos naturales por divisiones uniformes e inflexibles de horas, meses, jóvenes, crianzas, reservas, etc. para descubrir la auténtica “Artesanía del Tiempo en el vino” que recupera a maestros agricultores y bodegueros que transforman sus oficios en Arte.

http://labodegadelasestrellas.com/es/content/16
Winemaker for a day in Portugal
Scavenger hunt

SOMMOS ESCAPE ROOM

Nuestro enólogo lleva 11 años de investigación intentando descubrir el elixir de la vida. Una bebida que, al tomarla, te devolvería la juventud eterna. Sus resultados demostraban que estaba muy cerca de conseguirlo, pero hace una semana que desapareció de su laboratorio y nadie sabe qué le ha pasado.

Os necesitamos para descubrir qué le ha sucedido al enólogo e investigar si consiguió elaborar el elixir de la vida.

Para consultar disponibilidad, por favor, rellene el formulario y le contestaremos lo antes posible.

Nombre (requerido)

Correo electrónico (requerido)  Teléfono (requerido)

Fecha (requerido)  Número de personas

d/m/a

https://www.bodegasommos.com/producto/sommos-escape-room/
3D virtual visit
Horse riding in Argentina

Cabalgata en Finca San Pablo

Cabalgata conducida por nuestro guía baquiano. Esta finca está ubicada a 1700 m sobre el nivel del mar y rodeada de un marco imponente en el medio de la cordillera de los Andes.

Incluye:
- Traslado desde Posada Salentein o Killka hasta Finca San Pablo (7 km) y regreso.
- Duración: de 1 a 2 horas.

Notas:
- Días y horarios de atención: todos los días de 10 a 15 hs.
- Requiere reserva previa con 48 hs de anticipación.
- Mínimo 2 pac. Grupos de más de 10 personas, consultar telefónicamente.
- Contacto: reservas.posada@mp-wines.com o Tel: +54 (02622) 429090 / 429500.

Valor por persona: AR$ 650.-
Yoga retreat in Napa

Start the day on a healthy foot at Farmstead and join our fitness experts on the lawn for eye opening Yoga, Pilates or Piyo.

MORNING GLOW YOGA

FOR EUROPE

1-3 JUNE 2022, YEREVAN, ARMENIA

Dog friendly wine tourism
Wine bars
Historical reenactments
Murales de Guido van Helten at Bodega Solar de Samaniego
Wrapping up:

How do we create the experience?

1. LOOK THROUGH THE CUSTOMERS’ EYES
2. SHOWCASE OUR CULINARY CULTURE FROM AUTHENTICITY AND RESPECT
3. HAVE LOYAL PROVIDERS
4. HAVE A BEAUTIFUL “STOREFRONT” (WEB, SOCIAL MEDIA, FACILITIES, APPEARANCE, ETC.)
5. GOOD MARKETING STRATEGY
6. MEASURE SUCCESS
7. REPEAT
Thank you!

Большое спасибо
Contact

1  dmora@bculinary.com

2  Twitter @david_mora