Wine Tourism Pairs With Sustainability

6th UNWTO Global Conference on Wine Tourism
20 sep 2022

Niklas Ridoff, CEO WineTourism.com
niklas.ridoff@winetourism.com
Main topics

→ How are wine tourism sustainability issues being addressed today?
→ How are issues being pursued by travellers, destinations and providers?
→ what are the challenges that the wine tourism sector is currently facing?
What country are you from?
Is it important that a winery works with sustainability when you are choosing a wine experience to book?
Is it important that a winery works with sustainability when you are choosing a wine experience to book?

Results from own polling, sep 2022

81% Yes
19% No

Go to www.menti.com and use the code 2313 7112
How is sustainability being addressed today?

The 3-pillar model

1. Environmental
2. Economic
3. Social
How is sustainability being addressed today?

UN Sustainable Development Goals

https://tourism4sdgs.org/?
How is sustainability being addressed today?

GSTC Criteria

1. Sustainable management
2. Socioeconomic impacts
3. Cultural impacts
4. Environmental impacts

https://www.gstcouncil.org/gstc-criteria/
How familiar are you with these frameworks?

I am very unfamiliar

UN Sustainable Development Goals

3-pillar model

GSTC Criteria

I am extremely familiar
How are sustainability issues being pursued by travellers, destinations and providers?

https://www.unwto.org/glossary-tourism-terms
Which of these groups can have the most impact on sustainability of wine tourism?

1st Travellers
2nd Destinations
3rd Providers
What sustainability challenges is wine tourism currently facing?
SUSTAINABLE WINE TOURISM

A GLOBAL SURVEY

Prof. Dr. Gergely Szolnoki
Dr. Maximilian Tafel
Anne-Christin Stelter

Geisenheim University
Geisenheim, Germany

Niklas Ridoff
Calle Nilsson

WineTourism.com
Stockholm, Sweden
Most effective measures contributing to sustainable wine tourism

Environmental
- Biodiversity
- Regionality
- Energy
- Organic

Economic
- Strategy
- Profitability
- Technology

Social
- Employees
- Regionality
- Protection
- Satisfaction

Supporting biodiversity: 46%
Using regional products: 42%
Using energy carefully: 40%
Organic production methods: 38%
Separating and reducing waste: 36%
Using recyclable resources: 32%
Using green energy: 32%
Keeping the CO₂ footprint small: 25%
Other measures: 15%

Developing a long-term strategy: 54%
Using wine tourism as profitable business: 52%
Using new technology in the production: 50%
Integrating ecological practices - supply chain: 46%
Developing ecological products or services: 35%
Earning / loss calculation regularly: 34%
Other measures: 30%

Dealing openly and honestly with employees: 46%
Collaborating with regional companies/actors: 40%
Respecting labour protection law/human...: 38%
Monitoring the satisfaction of visitors: 34%
Focusing on regional tourism: 31%
Hiring local residents: 29%
Providing flexible working hours: 28%
Providing professional training for employees: 25%
Other measures: 15%
Drivers and barriers to sustainable wine tourism

Main drivers towards sustainable wine tourism:

- To build trust and reputation
- To make the world a better place
- To increase visitor satisfaction
- To demonstrate corporate social responsibility

Main barriers to sustainable wine tourism:

- Lack of financial resources
- Lack of infrastructure
- Lack of human resources
- Lack of information and guidelines
What do YOU think are the biggest challenges facing sustainability in wine tourism?

1st | Lack of demand (from travellers)
2nd | Lack of concrete ideas and best practices
3rd | Lack of data, information and guidelines
4th | Financial constraints
5th | Something else
What action do YOU think will have the most impact on wine tourism sustainability?
2 words you associate with sustainability
Bring up your questions!

No questions from the audience!
Incoming questions will show up here so that you can answer them one by one.
Thank you and have a great day!

I will be sharing the results with all those interested. Drop me a line!

6th UNWTO Global Conference on Wine Tourism
20 sep 2022

Niklas Ridoff, CEO WineTourism.com
niklas.ridoff@winetourism.com