UNWTO & OIV
Measuring Wine Tourism
Launching the UNWTO/OIV Working Group
Deliverables of the Working Group

- Map existing data and methodologies to measure wine tourism at national level
- Propose common indicator/s to measure wine tourism at global level
- Provide recommendations on how to measure wine tourism
- Create a global database of wine tourism data
Working Group

Argentina
Chile
France
Georgia
Germany
Hungary

Italy
Netherlands
North Macedonia
Portugal
Slovenia
Spain
Timeline

April 2022: First meeting WG

May 2022: Survey Development with the WG

August & September 2022: Questionnaire to main wine tourism destination countries.

September 2022: Second meeting
Survey on the state of the art of wine tourism measurement

Objectives
- Getting a better understanding of wine tourism and the national plans/strategies that are put in place to foster it
- Mapping wine tourism data collection (what?, who?, how?, when?)
- Obtaining a list of the most relevant researches/studies on wine tourism in each country
- Getting information on the main challenges and obstacles to data collection.

Structure of the survey: 15 questions
Target: Ministries of Tourism
Deadline: 15 October 2022
Responses received so far: 8 countries (CZ, IT, ES, LB, HU, HR, AZ, BH)
Main preliminary findings of the survey

65% of countries do not have a national policy, plan or strategy specifically dedicated to wine tourism

75% of countries do not systematically collect data on wine tourism

50% of countries do not have national programmes aimed at improving data collection on wine tourism

More than 50% of the respondents indicated there has no research or studies on wine tourism have been carried out in the last two years

70% of countries do not have indicators to measure the impact of wine tourism on SDGs

90% of respondents said that supply-side information on wine tourism is more readily available than demand side data
Main obstacles for collecting data on wine tourism

- Lack of **resources**
- Lack of **motivation** for wineries to provide data. Wineries collecting data **not** in an homogenous way.
- Highly diversified offer makes data collection even more difficult.
- «**Definition**» issue: difficult to distinguish wine tourists from other types of tourists
- Lack of **cooperation and coordination** among different national institutions
- Lack of a consistent and **systematic approach** at national level.
Next Steps

- Map of existing data and methodologies to measure wine tourism at national level: Survey + Desk Research
- Scoping paper including possible common indicator/s to measure wine tourism at global level
- Provide recommendations
- Pilot country