



UNWTO & OIV Measuring Wine Tourism



Launching the UNWTO/OIV
Working Group

#RESTART
TOURISM

ism - A Driver
Development



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





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