1. Where are we?
2. Who are we?
3. What is our relation to Wine Events and Tourism?
4. Why is sustainability so essential?
5. How do we advertise, communicate and emotionalize the events?
6. Who organizes the events?
7. Wine Tourism – Quo Vadis?
8. What’s the challenge?

Sustainable Wine Tourism
Dr. Rowald Hepp
1. Where we are?

Schloss Vollrads has got a beautiful and ideal location in the middle of Germany.

- **70 min to Koblenz**
- **The Upper Rhine Valley is a UNESCO World Heritage Site**
- **8 minutes to Rüdesheim am Rhein**
- **Right on the Rhine River bench**
- **Direct hiking and cycling trails through the vineyards**
- **30 min to Frankfurt Airport**
- **Located near main German Crossroads Motorways and Railstations close by**
- **8 minutes to Rüdesheim am Rhein**
- **70 min to Koblenz**
2. Who are we?

-Schloss Vollrads is one of the eldest wine estates worldwide and well known worldwide.
-150 (a.c.) Roman foundations
-850 (a.c.) documented vineyard owner
-1211 wine sales are documented
-1716 Cabinet as world's FIRST CLASSIFICATION
-2023 Certified Bio/Organic farming.
-Our Forest next to the vines is Birds Sanctuary (since 1934) and Nature Reserve (since 1954)
3. What is our relation to Wine Events and Tourism?

We have an estimated 550 wine events a year.
4. Why is sustainability so essential?

Wine history + tradition implements to give content to „SUSTAINABILITY“ and not use it as a phrase

So it’ll be essential to learn from each other and share best practice models.

here are a few examples:

- No disposable tableware and cutlery
- Reduce paper for business communication – and if paper, then recycled
- Reduce post service and related carbon footprint
- No plastic bottles for water and non-alcoholic beverages, no plastic straws
- Only large glass water bottles (1,0 liter) – no small bottles
- Use existing buildings and capacity as well as outdoor options for touristic events – no outdoor heating
- Own production of related products such as marmalades, jams, preserved food (game meat, sausages from our own restaurant)
- Long term customer relationship to develop common strategies for sustainability
- Long term staff relationship
5. How do we advertise, communicate and emotionalize the events?

- PR to advertise and to cover touristic events
- Mailings to invite customers and attract potentials
- Social Media – to spread the word of mouth and to sell
- Emotional videos (drone) to create desire
- ZOOM invitations and activities to give real experiences
- Link all channels – not to miss a chance
6. Who organizes the events?

**STAFF**

S = Skilled  
T = (Well) Trained  
A = Attentive  
F = Focussed  
F = Flexible
7. Wine Tourism – Quo Vadis?

Seasomal ➔ All year round
Regional ➔ International
Group ➔ Individual

Relevant topics and issues

- Logistics
- Legal requirements
- Number of participants
- Marketing
- Quality assurance
- Weather
8. What’s the challenge?

1980 it was important to own vineyards and a winery
2000 it was important to win accolades and have a good wine journalist network
2020 it was important to hire an architect for a unique design in a state-of-the-art building
2030 **it will be important to have the best staff**

- Staff Qualification essential
- Fast and attractive marketing
- Effective communication
- Digital formats can support but not substitute
- Some impacts of Covid-19 will stay for long (ever)
- Wine Industry needs to become more attractive financially otherwise staff will leave
- QUALITY-SUSTAINABILITY-AUTHENTICITY-UNIQUENESS
WELCOME TO RIESLING.