

SCHLOSS VOLLRADS



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

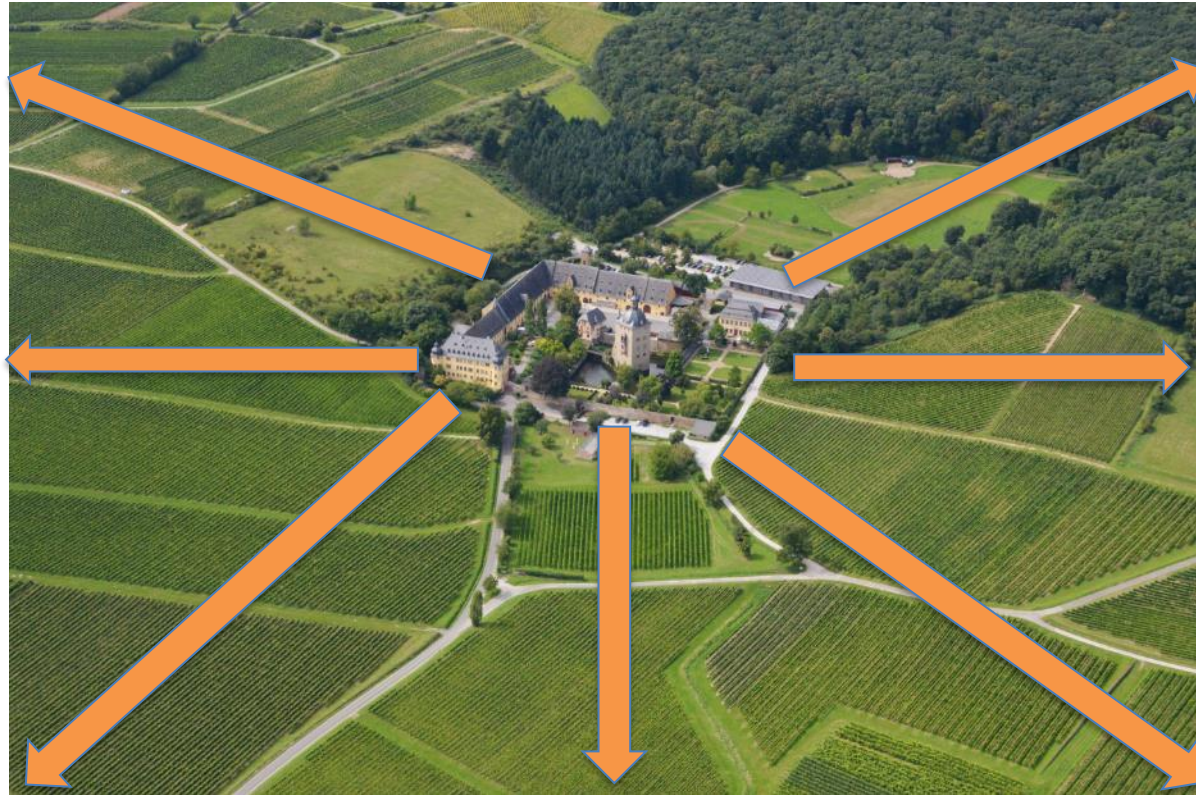


70 min to Koblenz



The Upper Rhine Valley is a UNESCO World Heritage Site

8 minutes to Rudesheim am Rhein



Right on the Rhine River bench



Direct hiking and cycling trails through the vineyards



30 min to Frankfurt Airport



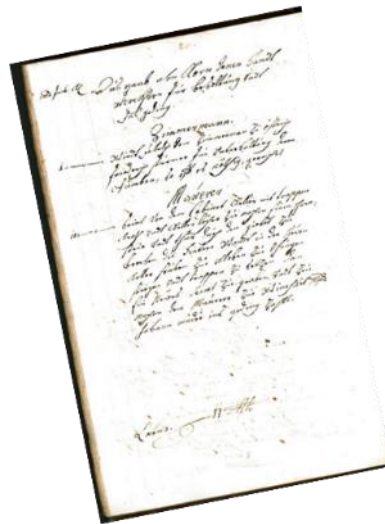
Located near main German Crossroads Motorways and Railstations close by





2. Who are we?

- Schloss Vollrads is one of the eldest wine estates and well known worldwide
- 150 (a.c.) roman foundations
- 850 (a.c) documented vineyard owner
- 1211 wine sales are documented
- 1716 Cabernet as worlds 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?





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?





6. Who organizes the events?

STAFF

S = Skilled

T = (Well)
Trained

A = Attentive

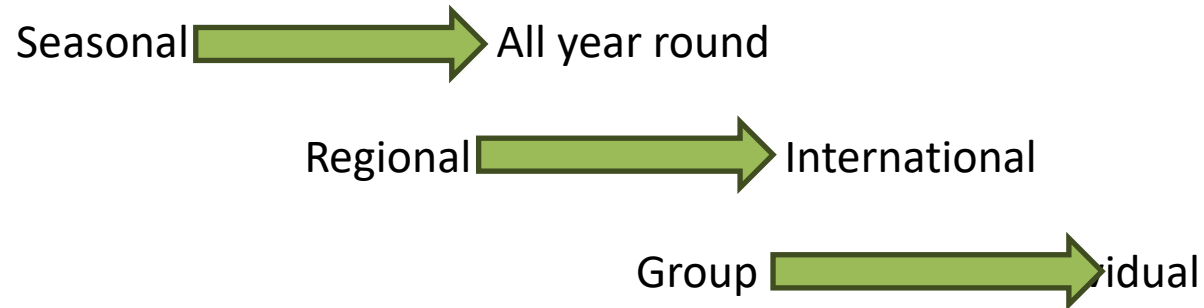
F = Focussed

F = Flexible





7. Wine Tourism – Quo Vadis?



Relevant topics and issues





8. What's the challenge?

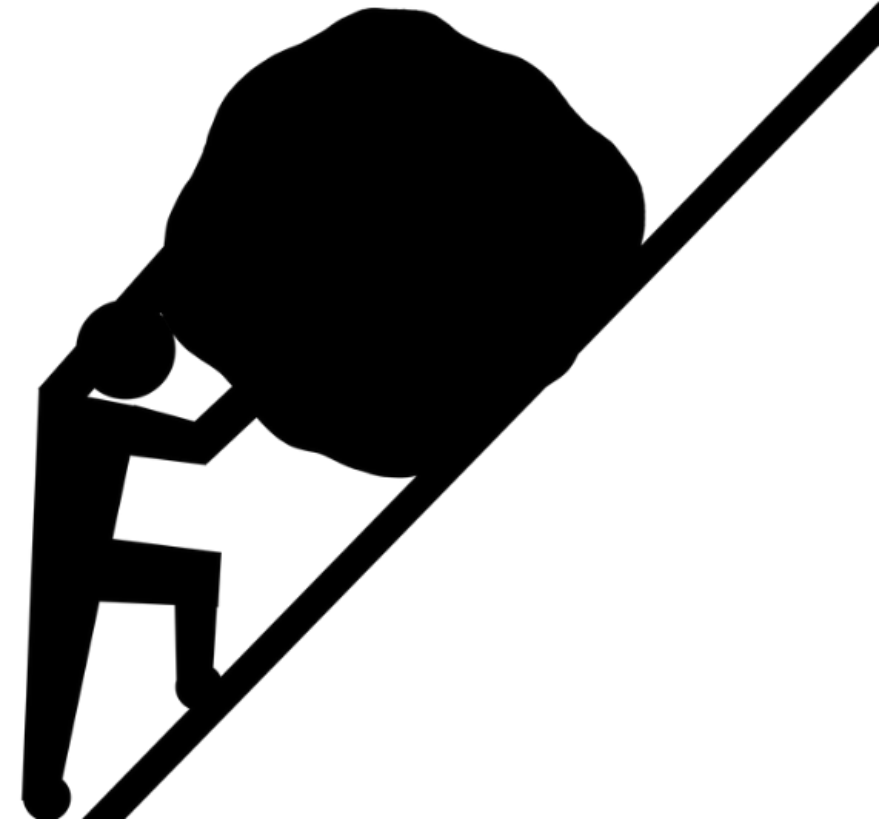
1980 it was important to own vineyards and a winery

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

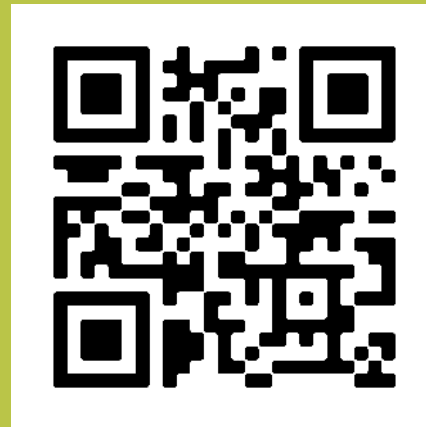




WELCOME TO RIESLING.



LinkTree



Social Media



Imagevideo

Weingutsverwaltung Schloss Vollrads KG

Schloss Vollrads 1 | D - 65375 Oestrich-Winkel

Tel. +49 6723 66 0 | Fax +49 6723 66 66

info@schlossvollrads.com | www.schlossvollrads.com

