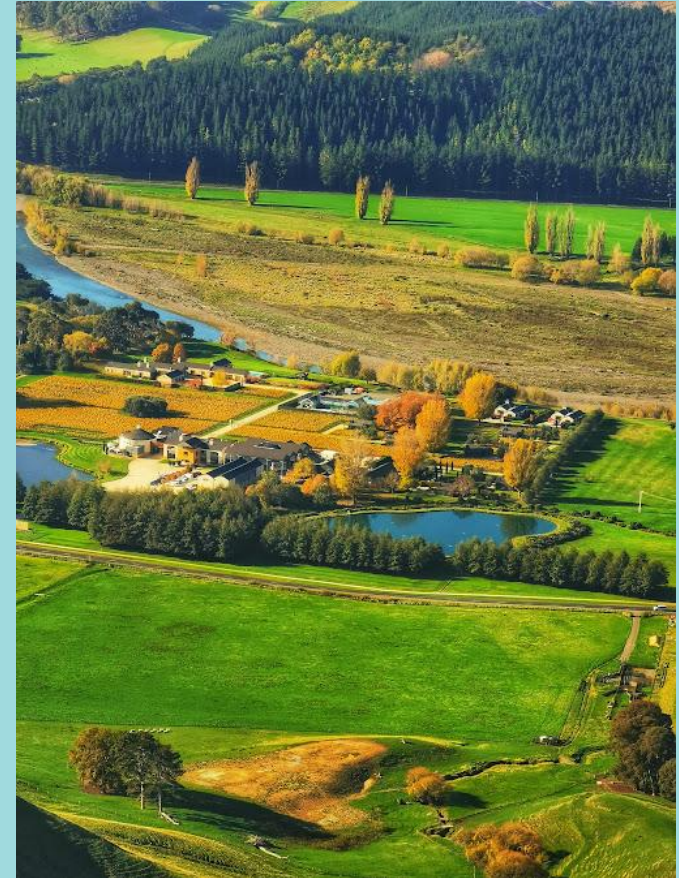


Wine Tourism

Barbara Tuche

Great Wine Capitals, Hawke's Bay





Agenda

1. The importance of Wine Tourism
2. Storytelling of Hawke's Bay
3. How to create a great wine tourism experience
 - Study Cases
4. Seasonality

Economic Contribution of Wine Tourism to Regional and National

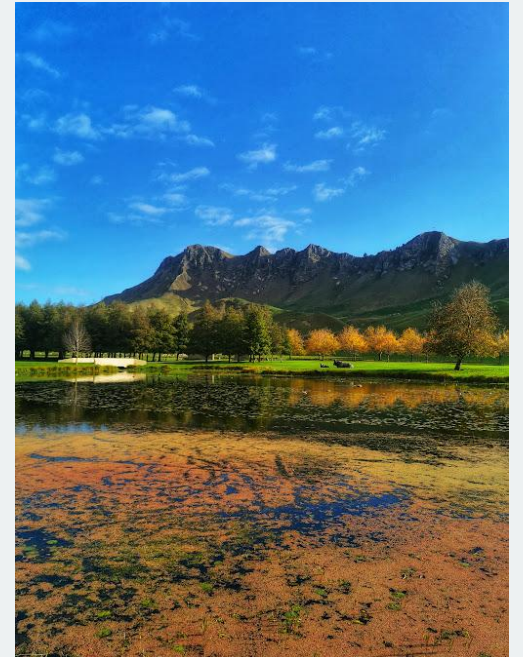
- Grand View Research estimates that the market reached US\$51.63 billion in 2024, and \$46.47 billion in 2023.
- Future Market Insights projects that the market would reach US\$95.877 million (likely billions) by 2034.



Job Creation, Rural Development, and Diversification of Local Economies



- The sector is a major job generator, both direct (in wineries, accommodation, specialised restaurants) and indirect (in transport services, tour guides).
- In South Africa, the wine tourism sector employs between 12,000 and 14,000 people, not counting jobs in viticulture.
- In Argentina, tourism in general is projected to generate almost 1.5 million jobs in 2024, representing 11.4% of the country's total employment.



Impact on Winery Revenue Streams (Direct-to-Consumer Sales, Brand Loyalty)



- Direct-to-consumer (DTC) sales at the winery itself offer considerably higher profit margins than sales through traditional distribution channels.
- In 2023, direct bookings accounted for over 38% of the revenue share in the global wine tourism market.
- An Italian study indicated that 76.5% of winery visitors purchased at least one bottle, with an average of 8.5 bottles purchased over time after the experience.
- Beyond immediate sales, the experiences tourists have at wineries are fundamental to building an emotional connection with the brand.



What business are you in ?

What are you selling?

**What is your competitive
advantage ? Quality? Price? Product?
...?**

Tsangarides Winery study case in Cyprus



People connect to people

- Communication
- Understand your visitor
- Listen
- True Connections



We sell memories

- Make the moment last forever
- Service is our competitive advantage
- We want to feel special

The Strategic Role of Storytelling in Wine Regions

If they have....

- Unique heritage
- Culture
- Identity
- Historical events
- Local traditions
- Passion of winemakers

Consequently, it will ..

- Create deeper emotional connection
- Enhance their overall experience
- Loyalty
- Perceive value and uniqueness of the region's offerings
- Effectively communicate their distinctiveness

Research indicates that tourists are more likely to be attracted to destinations that offer authentic and engaging stories.

Creating your Wine Region's Story

- **Integration of Culture and Heritage:** Storytelling allows regions to showcase their cultural richness and historical depth, offering a more immersive experience.
- **Authenticity and Emotional Connection:** Authentic storytelling resonates deeply with visitors, fostering emotional connections that enhance their overall experience. This authenticity differentiates the region and encourages repeat visitation.
- **Sustainability and Innovation:** Storytelling encourages sustainable tourism practices by highlighting local traditions and promoting responsible travel behavior. It also fosters innovation by inspiring new ways to present and experience wine tourism. **Involve local communities and producers** in delivering the narrative.

Best Wine Region Storytelling : Champagne, France

Champagne's storytelling is rooted in **heritage, prestige, and innovation**. The region masterfully blends its long winemaking history, royal connections, and the global symbolism of Champagne as a celebratory drink.

- Heritage & Legacy:** Stories of monks like Dom Pérignon and royal courts solidify Champagne's image as timeless and elite.

- Brand cohesion:** All maisons and tourism providers align with the narrative of excellence, tradition, and luxury.

- UNESCO recognition:** The inscription of "Champagne Hillsides, Houses and Cellars" reinforces the storytelling around cultural significance.

Tourism integration: Visitors experience storytelling at every level — from guided cellar tours to digital apps and high-end gastronomy paired with Champagne.

Best Wine Region Storytelling : Napa Valley, USA

Napa's story is one of **transformation, ambition, and quality elevation**. It famously went from obscurity to global fame after the 1976 Judgment of Paris wine tasting.

- **“American Dream” narrative**: The rise of Napa winemakers against the odds aligns with cultural values of success and perseverance.

- **Innovation meets luxury**: Stories often focus on sustainability, innovation, and fine living.

- **Star winemakers and wineries**: Storytelling includes personal narratives of famous vintners and family dynasties.

Tourism integration: Napa offers immersive experiences, including winemaker dinners, train tours, vineyard hikes, and well-crafted multimedia materials.

Best Wine Region Storytelling : Barossa Valley, Australia

Barossa's storytelling emphasizes **community, resilience, and intergenerational legacy**. It's a story of European immigrants (mainly German settlers) turning an arid landscape into one of the world's great wine regions.

- **Pioneering narrative:** Stories of early settlers and their vineyards (some still producing today) build authenticity.
- **Cultural immersion:** Events like the Barossa Vintage Festival allow visitors to live the local story.
- **Wine and personality:** The region is known for bold Shiraz and bold winemakers—personalities are front and center in storytelling (e.g., the “Artisans of Barossa”).
- **Tourism integration:** Storytelling is delivered through personal cellar-door conversations, museum exhibits, immersive tours, and local food experiences.



How to create a great wine tourism experience?

Absorption

Entertainment

Tourists are engaged by performances.

- Wine museum & heritage site visits
- Wine shops
- Wine blending demonstration
- Farm & food demonstrations
- Wine festivals & galleries
- Cellar concerts, music in vineyard

Educational

Tourists enhance their knowledge or skills.

- Wine tastings & seminars
- Home wine making seminars
- Culinary-wine pairing events
- Cooking & craft making classes

Sweet spot

Active participation

Escapist

Tourists become engrossed by participating in a different time or place.

- Vineyard tour by horse & carriage
- Vineyard hiking, cycling tours
- Hot air ballooning over vineyards
- Harvesting grapes, riding a grape picker

Immersion

Esthetic

Tourists are enriched by sensual environments.

- Consuming the "winescape"
- Enjoying typical restaurants, bars, cafes
- Signage and information about wine attractions
- Enjoying unique lodging (B&B) and wines
- Driving rural roads lined with vineyards
- Art & craft fairs at wineries

Passive participation

Moët et Chandon and the 4 Es



Education: Scripted, Wine production, visually supported



Esthetics: Immaculate setting, luxury feel



Entertainment: Interactive stops, questions, structured activities



Escapism: High (immersive branding, cinematic experience)



Quinta do Soalheiro Study Case in Portugal

Storytelling and Heritage

Founded in 1982 by João António Cerdeira, Soalheiro began as a **small garage winery** and has since evolved into a symbol of **innovation and tradition**. The family's dedication to Alvarinho and the region's terroir is evident in their storytelling, which emphasizes their journey from humble beginnings to becoming pioneers in the Vinho Verde region

- **Vineyard and Cellar Tours:** Interesting insights into their organic and sustainable farming practices.
- **Tasting Experiences:** often paired with local delicacies.
- **Herbal Tea Tastings:** Their unique herbal infusions, reflecting the region's traditions.
- **Gastronomic Experiences:** traditional Melgaço smokehouse.
- **Accommodation:** The Casa das Infusões provides rustic lodging.



2024 winner of Best of Wine Tourism in
People's Choice category
2022 and 2021 Winner in World's Best
Vineyard

Quinta do Soalheiro and the 4 Es



Education:

Organic viticulture explanations, Alvarinho history, tasting sessions, herbal infusions and sustainable farming practices



Esthetics:

Vineyard views, rustic-modern architecture, and thoughtful design elements provide a calming, immersive atmosphere. Their facilities are eco-conscious and visually appealing. Rustic accommodation.



Entertainment:

Culinary pairings, and seasonal events (fairs, markets or food workshops). Herbal tea and wine pairings add creative flair. Wine tasting from the barrels and blending.



Escapism:

Harvesting—including tastings in the vineyard, gastronomy, nature immersion, and optional rural stays.

Seasonality

1. **Brand Repositioning with a Focus on the Cold Season**
2. **Educational and Professional Training Tourism**
3. **Wellness Tourism Integrated with Wine Tourism**
4. **Micro-events and Personalised Luxury Experiences**
5. **Strategic Segmentation of Nearby Markets**
6. **Creative and Interactive Tourism**



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Thank you