

SYMPOSIUM

THE WINE TOURISM ISSUE

November 2017 / Issue 1



WINE TOURISM TRENDS

The international trends and on-line secrets you need to know

WINE TOURISM AS CULTURAL HERITAGE

Passing a culture of appreciation from one generation to the other

SUSTAINABLE WINE CULTURE

How we encourage sustainable and responsible services

WINE IN MODERATION SYMPOSIUM

"Responsible wine tourism for a sustainable wine culture"

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EVERY SYMPOSIUM HAS A HOST & EVERY PUBLICATION ITS EDITOR

A NOTE FROM THE EDITOR AND THE
HOST OF THE SANTORINI SYMPOSIUM



Nadia Frittella
Communication & Event Manager
WiM Association

As remote as some islands are, our daily work can sometimes make us forget how important it is to work together to achieve greater results.

Since the creation of Wine in Moderation in 2008, it has been one of our main objectives. Committed to making a difference, we bring people together to reach common goals, whether it is in consumer communication, empowerment of professionals but also informing those working in the field and who are directly in contact with the wine consumer. During this Symposium, we will therefore be taking a closer look at wine tourism and how Wine in Moderation fits in the whole picture.

According to Wikipedia "Enotourism, oenotourism, wine tourism, or vinitourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Where other types of tourism are often passive in nature, enotourism can consist of visits to wineries, tasting wines, vineyard walks, or even taking an active part in the harvest."

Oenotourism has increasingly caught the interest of wine consumers and tourists alike, growing into a popular holiday highlight. As a source of revenue for wine regions, for the sector and for local populations, wine tourism plays an important role in revealing and safeguarding the great cultural heritage of wine.

In parallel, sustainability has also been at the centre of discussions; its importance rising at all levels of our society and hence also in the frame of the wine sector and wine tourism.

We like to consider that Wine in Moderation is a good place to support upcoming discussions, bring ideas and foster actions. We are therefore very excited to organise this Wine in Moderation symposium on the beautiful island of Santorini to have interesting discussions and try to find the answers to a number of questions among which how will wine tourism develop in a socially responsible and sustainable way.

Enjoy !

PROGRAMME

09.00 – 11.00 SESSION 1

EXPERIENCE SANTORINI'S WINE TOURISM OFFER

What is the interest of the tourist? What is the offer? How is the winery organised for receiving visitors? What is the impact for the local community and for the region?

11.30 – 11.50 WELCOME GREETINGS

*Mr. George Sandeman, President, WiM Association
Prof. Dr. Monika Christmann, President, OIV
Dr. Yannis Voyatzis, Vice-President, Wines of Greece & CEO, Boutari Winery
Mr. José Calixto, President, RECEVIN*

WINE TOURISM AS CULTURAL HERITAGE

11.50 – 13.00 SESSION 2

Moderator: Dr. Yannis Voyatzis

- "Sustaining and spreading a sustainable and responsible culture of wine and the role of wine brotherhoods", Alan Bryden, President, The International Federation of Wine Brotherhoods

- "Wine from a regional perspective – how important is it?", Emanuela Panke, Secretary General, RECEVIN

- "Wine Routes in Greece, Mixing Cultural and Wine roads: the case of Crete and Northern Greece", G. Albanis (Director, Wine Roads of Northern Greece) & N. Miliarakis (President Wines of Crete)

13.00-14.00 LIGHT LUNCH

14.00 – 15.00 SESSION 3

INTERNATIONAL TRENDS IN WINE TOURISM

Moderator: Konstantinos Lazarakis MW

- "Digital integration in wine travel & tourism: strategies for success", Judith Lewis, SEO Expert, Decabbit

- "Wine tourism: where are the trends?", Felicity Carter, Editor-in-Chief, Meininger's Wine Business International

15.00 – 17.45 SESSION 4

GOOD PRACTICES IN FACILITATING A SUSTAINABLE/RESPONSIBLE WINE EXPERIENCE

Introduction: Sustainability, Wine in Moderation and wine tourism. WiM messaging in the sphere of oenotourism – rotating discussion in 3 working groups:

- 1. How are national authorities (regional, local level) involved with the wine tourism & where can Wine in Moderation be involved in the process? Alan Bryden, President, The International Federation of Wine Brotherhoods*
- 2. How to get the wine value chain involved with Wine in Moderation when offering wine tourism related services? Felicity Carter, Editor-in-Chief, Meininger's Wine Business International*
- 3. How to get wineries involved with Wine in Moderation when receiving visitors? Konstantinos Lazarakis MW*

Conclusions: What are the key elements that should be remembered while implementing Wine in Moderation in the frame of wine tourism?

17.45 – 18.00 CLOSING REMARKS

George Sandeman, WiM Association President

20.00 – 22.30 GALA DINNER

Key speaker on the Art de Vivre of the Ancient Greek Symposium; SANTO WINES (see logistics)

WELCOME !



George Sandeman
President, WiM Association

"As we approach the 10th anniversary of Wine in Moderation, we reflect on the journey so far and the path ahead. We harnessed our heritage, our territories and people to encourage the moderation associated with the culture of wine, the Mediterranean diet and to respond to the challenge for the wine filière to be active in a strategy to reduce alcohol related harm.

Wine tourism is a great way to celebrate the unique and long-standing relation of wine with the land, the people and culture."

Prof. Dr. Monika Christmann
President, International Organisation of Vine and Wine

"Wine counts for only 8% of total world alcohol consumption. In comparison to beer, spirits, etc. this is a decreasing figure (WHO). Wine is an important part of our style of life, civilization and culture. It is not consumed in the same manner as other alcoholic beverages. All economic, societal and environmental concerns are taken in consideration by OIV and are integrated in the OIV strategic plan.

Wine is and needs to remain a cultural exception to be preserved. Initiatives like Wine in Moderation take an important role in educating consumers on the benefits of a moderate wine consumption."



José Calixto,
President, RECEVIN

"Through its 600 associates, the European Wine Cities Network – RECEVIN has been seeking over the last years to reinforce networking, allowing wine to become a boost for the promotion of our territories and our agricultural sector.

As a sector in full expansion, wine tourism involves two of the most important industries for the development of countries with wine traditions, tourism and viticulture. While promoting cooperation, RECEVIN has brought together the various actors active in wine tourism, seeking a joint and coordinated strategy. It is also in this frame that we have partnered with Wine in Moderation to support our efforts in social sustainability."



LOGISTICS



Symposium

The Symposium (02/11) and the information session (03/11) will be held at Boutari Winery: Megalochori 847 00 Santorini, Cyclades.



Taxi

You can reach Santorini Taxi +30 22860 22555.



Gala Dinner

A bus will pick you up in front of the Heliotopos Hotel at 7.45pm to take you to the Gala Dinner that will be kindly hosted by Santowines.
Dress code: casual chic.



Sunset

Viewing the sunset in Santorini is a unique experience. If you have the chance of staying a little bit longer, it will take place at 17.20.



Join us on Twitter

We'll be tweeting throughout the Symposium. Feel free to join the discussion and use #WineTourism #WineinModeration



For any information

Please ask Nadia or Sofia if you need any information related to the Symposium or the logistics.

SESSION 2

WINE TOURISM AS A CULTURAL HERITAGE

- "Sustaining and spreading a sustainable and responsible culture of wine and the role of wine brotherhoods"
Alan Bryden, President, The International Federation of Wine Brotherhoods
- "Wine from a regional perspective – how important is it?"
Emanuela Panke, Secretary General, RECEVIN
- "Wine Routes in Greece, Mixing Cultural and Wine roads: the case of Crete and Northern Greece"
Giannis Albanis (Director, Wine Roads of Northern Greece) & Nikos Miliarakis (President Wines of Crete)



By Dr. Yannis Voyatzis

A WORD FROM THE MODERATOR

We are honored and very happy to welcome in Greece the WiM Associations' Autumn Symposium. The theme of the Symposium is at the heart of the wine sector's interests as wine tourism is a growing trend worldwide. In Greece as well we are facing an increase in tourism and a flourishing wine tourism activity. It is of significant importance to discuss the valorization of our very rich wine heritage and culture as well as its integration together with moderation and responsibility to our educational approach to visitors.



SUSTAINING AND SPREADING A SUSTAINABLE & RESPONSIBLE CULTURE OF WINE

THE ROLE OF WINE BROTHERHOODS



By Alan Bryden
President
The International
Federation of Wine
Brotherhoods

Since the first developments of wine making on the slopes of the Caucasus Mountains some 8000 years ago, wine has been closely associated to the life, economy and culture of related human communities. The combination of climate, soil, topography, water resource and know-how constituting a “terroir” has led to the formation of “wine brotherhoods”. They communicate and defend the tradition and quality of the wine production of the terroir and promote its reasonable and convivial consumption. While many wine brotherhoods trace their origin to the Middle Ages or the Renaissance, the concept of “wine brotherhood” has been reinstated and modernized since the middle of the XXth century and many exist nowadays in wine producing regions, contributing to maintaining the local wine culture. Similar wine societies have also developed in regions which do not produce wine but wish to develop expert and reasonable consumption, e.g. in Scandinavia or Asia. By organizing regular “Chapters” with ceremonial intronizations, enhanced by colourful attires and targeting wine amateurs, professionals and V.I.P.s, wine festivals, wine tasting contests and sessions and other wine related cultural events, including supporting wine museums, the wine brotherhoods are major actors to be mobilized for spreading a sustainable and responsible culture of wine. Their “International Charter” under F.I.C.B. and the partnership concluded in 2016 with Wine in Moderation illustrate their commitment.

WINE FROM A REGIONAL PERSPECTIVE

HOW IMPORTANT IS IT?



By Emanuela Panke
Secretary General
RECEVIN

The European Union's rural development policy has a central importance for the development of agriculture in the member states. The reform of these interventions has placed the role of the Regions in the definition and implementation of these measures at the forefront. In accordance with EU-defined principles, Regions are called upon to identify the distinctive features of the individual territories and the consequent rural development measures designed to achieve a growth model which sets among the primary objectives the improvement of the competitiveness of the agricultural sectors and forestry, environment and quality of life in rural areas, along with the promotion of diversification and local capacity building. Viticulture plays a primary role in almost all countries, both from an agricultural point of view and from a tourist and cultural point of view.

The culture of vines and wine, as well as the wine-growing landscape, constitute a patrimony - material and intangible - of the community, an essential component of the European continent's history.

Viticulture and wine preserve the landscapes of many regions of Europe. And beyond the mere dimension of nature itself, the methods of winemaking are very diverse in Europe

"The culture of vines and wine, constitute a patrimony of the community, an essential component of the European continent's history"

and the fruit of long traditions. The regional policy has to be the red thread that unites these places, the representation of the vine and its millenary history which crosses any geographical border, the road carrying to the discovery of evocative places, changing each season, made of material and immaterial patrimonies of extraordinary charm.

The regions leaving the nationalist dimension must be able to cooperate together in order to increase the competitiveness of European wine-making from a productive, tourist and cultural point of view vis-à-vis third-country new producers whose productive, tourist and cultural heritage is infinitely less significant.



Launched by the Council of Europe in 1987, the Cultural Routes programme aims to demonstrate, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared and living cultural heritage. Since 2009, the Council of Europe has recognised Iter Vitis Les Chemins de La Vigne as one of the 31 certificated paths. Iter Vitis Route's purpose is to affirm how the wine production has always been a European symbol of identity. The technical knowledge, which underlies this production, has greatly contributed over the centuries to the construction of a European citizenship, common to the regions and peoples, and of national identities. Several countries of the Mediterranean region share the same common denominator: their cultural landscape. One of the main aims of the route is to safeguard the wine's biodiversity, highlighting its uniqueness in a globalized world.

WINE ROUTES IN GREECE, MIXING

THE CASE OF CRETE & NORTHERN GREECE

Wines of Crete



By Nikos Miliarakis
President
Wines of Crete

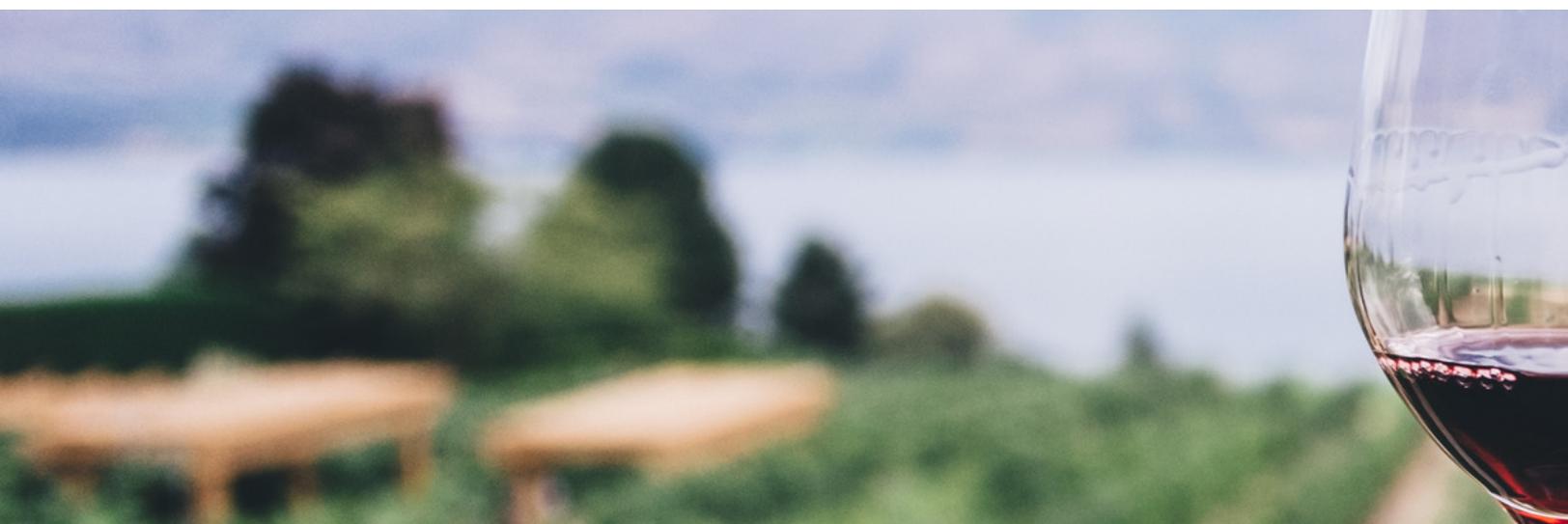
Mediterranean Sea, Greece, CRETE.

A wine industry coping with a difficult economic environment for more than 8 years but at the same time, invests in new technologies, accurate farming work, expanding the market and most importantly, developing a high level of awareness through its special characteristics.

Indigenous varieties, soil diversity, climatological characteristics, hilly wine areas, new generation of winemakers and at the same time, one of the longest wine histories in the globe, the only vineyard in the world that never stopped being cultivated, a gastronomic paradise based on authentic and natural ingredients, the whole puzzle is in Crete. And a beautiful one.

It goes without saying that wine tourism is a tool to extend economic growth, developing touristic income, giving an additional reason to visit that island and especially the inland part of Crete which can easily be a 12-month destination. Wine and Wineries can play their role in that, for their own benefit but also for the island's one.

Wines of Crete are aiming exactly to do that. Highlight the extremely interesting wines of the island and invite travelers to experience the oenogastronomic part of that destination. Breathe the place, get in contact with the population, live the authenticity. Wine routes settled in that occasion are trying to give a ready to go mapping, but most of all, give the starting point to explore the world of Crete. Wines can be the line leading us to new places, new experiences, new senses, keeping "moderation" always at the top of the list.



CULTURAL AND WINE ROADS

Wine Roads of Northern Greece

By **Giannis Albanis**

Director

Wine Roads of Northern Greece



The Wine Roads of northern Greece are the first organised Wine Roads in Greece. They were outlined in 1993 by the Wine Producers Association of the Northern Greece Vineyard (Wines of North Greece).

It is an innovative way for any visitor, Greek or foreign, to discover wineries open to visitors and explore the lush vine-growing areas of this part of Greece, in conjunction with a host of local cultural activities.

Wine Roads of northern Greece has 8 different Wine – Routes: Leading from Mount Olympus, home of the gods, and Zitsa in Epirus to Byzantine Thessaloniki and from Amyntaion in the north to the Aegean playground of Halkidiki, the Dionysiac heartland of Mount Pangaio and delightful, distant Thrace.

Today, Wine Roads of Northern Greece have 25 wineries-members and 60 collaborated companies (hotels, restaurants, producers of local products) and the main aims are:

- Open Cellars: the last weekend of May and
- European Wine Day: the second Sunday of November

Wine Roads of northern Greece, with collaboration with all the Winemakers Associations in Greece, organize two famous annual wine tourism events:

- To offer visitors an all-round wine tourism proposal around the vineyards and the beautiful landscapes of Northern Greece.
- To build up the image of the wines of the Northern Greece Vineyard and promoting them in Greece and abroad.
- To support of the Greek cultural heritage, focusing primarily on grape growing and wine and on local cultural activities, and gastronomic tradition.





WILL YOUR CITY BE THE NEXT ONE ?

MUNSKÄNKARNA'S WINE CITY OF THE YEAR

Elected every year by Munskänkarna, the wine city of the year celebrates the land, the culture and the unique taste of a region.

PAST WINNERS INCLUDE

- | | |
|------------------------------------|-----------------------------|
| 2017: Istria, Croatia | 2002: Deidesheim, Germany |
| 2016: Montsant & Priorat, Spain | 2001: Rivesaltes, France |
| 2015: Niederösterreich, Austria | 2000: Chinon, Loire, France |
| 2014: Napa/Sonoma, California, USA | 1999: Durbach, Germany |
| 2013: Porto/Douro, Portugal | 1998: Tain-Tournon, France |
| 2012: Chianti Classico, Italy | 1997: Jerez, Spain |
| 2011: Stellenbosch, South Africa | 1996: Vienna, Austria |
| 2010: Châteauneuf-du-Pape, France | 1995: Montalcino, Italy |
| 2009: Würzburg, Franconia, Germany | 1994: Kaysersberg, France |
| 2004: Haro, Rioja, Spain | |



SESSION 3

TRENDS IN WINE TOURISM

- “Digital integration in wine travel & tourism: strategies for success”
Judith Lewis, SEO Expert, Decabbitt
- “Wine tourism: where are the trends?”
Felicity Carter, Editor-in-Chief, Meininger’s Wine Business International



By **Konstantinos Lazarakis MW**

A WORD FROM THE MODERATOR

Wine Tourism, for most people involved in it, is a misconception. Wine Tourism is not something that wine producers develop in their wineries or in their wine regions to compete with other wineries and other regions. People trying to build up Wine Destinations are in direct competition with any sector, any industry that wants the consumers' money and time, from plastic surgeons, to real estate, to yoga classes.

So, there is only one way around it. Identify best practices, relate them to your business and adapt, in an integrated, coherent way, at all levels, and be aware of the emerging trends that will define the market tomorrow.

So, it will be fascinating to have with us Judith, talking us through the digital aspect of these actions and Felicity, presenting the ways ahead.

DIGITAL INTEGRATION IN WINE TRAVEL & TOURISM: STRATEGIES FOR SUCCESS



by Judith Lewis
SEO Expert
Decabbit



In order to target people to gain visibility for a business, we need to turn to data to understand how to target them by more effectively addressing their needs and answering their questions. We also need to ensure we are communicating to the potential customer using language in the way they do. If you are a winery looking to target people wanting to tour wineries and taste wines, knowing that “wine tourism” has around 1,000 articles recently published globally with under 50,000 shares compared to “wine tasting” which has over 17,000 articles recently published boasting 771, 462 shares (according to Buzzsumo) may make you rethink your content strategy.

Understanding what resonates is an important first step in ensuring increased visibility. People turn to search engines increasingly to find answers to questions, using sophisticated queries, spoken or typed, in order to find what they are looking for. Google can give us some insight in to this searcher behaviour. The Keyword Planner tool from Google reports 60,500 searches monthly (5,400 in the UK alone) for “wine tasting” and globally Google shows 1,000 searches monthly (50 in the UK) for “wine tourism”. Google can also give insight in to related searches. For example, Google reports high synergy with “wine tasting near me” (22,200 searches per month globally), “wineries near me” (165,000 searches per month globally), “best wine” (22,200 searches per month globally), and “wine tasting experience” (1,600 searches per month globally) making those possible content targets.

We understand from research what users are searching for, the kind of questions they are asking of search engines, what they share and therefore how to gain better visibility at the point at which the searcher is open and receptive to serendipitous discovery. We can also use tools to uncover what keywords other wineries are ranking for, what time of the day and week it is best to publish content to social media, which social media channels perform best for our content and we can also schedule updates and make social media do the hard work for us in an automated way.

I will be giving practical tips and techniques for success during my talk at the symposium to help you focus on the right content, save time, and become more effective at marketing online.

WINE TOURISM: WHERE ARE THE TRENDS?



by Felicity Carter
Editor-in-Chief
Meininger's Wine Business International

Research has shown that happiness comes from experiences rather than consumption, and it's a message that consumers are taking seriously. Experiential tourism is on the rise globally, as people seek to make authentic connections with the landscapes, cultures and people who are responsible for food and wine production.

This is a boom for the wine trade, as it offers wine producers a completely new way to connect with wine lovers and to share their passion for wine. Wine tourism also offers producers another route to market, which will become increasingly important as distribution bottlenecks get even tighter and margins get squeezed.

But the regions and producers who will succeed need to look beyond a traditional cellar door, where employees simply pour wine for passersby. Contemporary experiential tourism demands a new way of thinking about hospitality, whether it's finding things for the whole family to do, providing an immersive, multi-dimensional experience or simply taking the time to show people around. At its best, wine tourism is about connecting with people. Managed well, it can also provide a much needed revenue stream. In this talk, Felicity Carter will give an overview of trends in wine tourism and show how different individuals and regions have turned them to their advantage.





**"A SUSTAINABLE
WINE CULTURE
THAT INSPIRES HEALTHY
LIFESTYLES & WELL-BEING"**



3RD NOVEMBER 2017

WINE IN MODERATION: GETTING STARTED
WITH THE PROGRAMME

1 WINE IN MODERATION: WHERE DO I START?

10.00 - 11.00, Boutari Winery

Ask Nadia on how to become a WiM supporter and how to take WiM actions? What tools to use? What steps to take?

COFFEE BREAK

11.00 - 11.30, Boutari Winery

2 EXCHANGING GOOD PRACTICES: IMPLEMENTATION OF WINE IN MODERATION AT NATIONAL LEVEL

11.30 - 12.30, Boutari Winery

A “speed-dating” session to learn more about the implementation of Wine in Moderation from the implementers directly and on different aspects (communication campaigns, logo labeling, training, or responsible wine tastings)

BOUTARI

The Boutari company, an ambassador of Greek wine all over the world

Boutari wine-makers give great emphasis to making quality wines with a distinct character that represents fully the potential of the variety they come from. Through its wineries, Boutari Company played a crucial role in the preservation and modernization of viticulture in Greece, and in the evolution of Greek winemaking through the establishment of international winemaking techniques. The Boutari Wineries are much more than areas where wine is produced, they are destinations which bring the visitor closer to the culture of the region in which they are situated.

Wondering about Boutari's investment in CSR? Or how they are implementing the Wine in Moderation programme in their wineries ?

"Joining Wine in Moderation, reflects Boutari Company's commitment to organize actions and encourage moderation and responsibility in how people appreciate wine. We feel responsible towards wine consumers to sustain a wine culture of appreciation and well-being.

We are committed to spread the Wine in Moderation message of responsibility through our activities: carrying the Wine in Moderation logo in our communication materials, promoting the principles of responsible drinking to all our target groups starting with our employees who will be educated in moderate consumption and responsible drinking, etc.

Reaching and activating wine tourists is included in our plans. Every year, Boutari wineries welcome thousands of wine tourists who are interested in Greek wine culture and Greek gastronomy. By promoting responsible drinking through our wineries, we encourage moderation and promote well-being. Some of the activities will include: distributing leaflets on safe consumption, offering breathalyzer tests to customers, verifying the age of our wine consumers, discouraging drink driving, educating pregnant women about the risks associated with alcohol consumption, informing about the amounts of alcohol contained in a standard glass and the drinking guidelines recommended by health authorities.

These activities will reinforce Boutari Company's aim to encourage best practices and Corporate Social Responsibility (CSR) initiatives."

Sophia Apostolaki
PR Manager
Boutari Winery



B O U T A R I



SANTOWINES

UNION OF SANTORINI COOPERATIVES

SantoWines is committed to safeguarding the local traditional cultivation and promoting sustainable agriculture development. What about a sustainable wine tourism?

"At SantoWines, we welcome every year more than 400,000 guests from all over the world as the proud owners of one of the most popular wine tourism centers in Greece. That is to say we have the amazing opportunity to promote the celebrated Santorini wines to broader audiences that go far beyond the wine savvies. A great challenge indeed, yet one we undertake with both enthusiasm and responsibility.

If one asked what was our goal behind the huge and ongoing investment in wine tourism, the answer would be to offer a profound appreciation of Santorini. To that extent our approach follows a more holistic philosophy where wine is cherished not as a fragment, but as a part of a sui generis Santorinian experience.

To everyone who visits our winery we want to deliver a unique 'escapade', a memorable journey in local tradition, culture and gastronomy through high quality services. Our multi-awarded Santorini wines are in the limelight as an extraordinary piece of the mosaic. We narrate their story in time, reveal the heroic efforts needed in order to grow the vines in the extreme conditions met in our island, highlight their intriguing volcanic character, while offering the best Caldera views.

We promote the idea of wine appreciation as the best way to fully enjoy a pour and treasure the experience. Therefore, fostering responsible drinking is so much more to us than just the right thing to do; it is an essential part of embracing the art of living."

Stela Kasiola
Marketing Manager
SantoWines



SantoWines, The power of team work

Collectiveness, Quality, Authenticity, Sustainability
The Union of Santorini Cooperatives, SantoWines was founded in 1947. Today, it consists of the largest organization of the island representing all the cultivators and counting 1.200 active members. SantoWines is committed to safeguarding the local traditional cultivations, producing highest quality Protected Designation of Origin (PDO) Santorini wines and products as well as promoting sustainable agriculture development.

ORGANISED BY



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AN INITIATIVE OF



UNDER THE HIGH PATRONAGE OF THE
INTERNATIONAL ORGANISATION OF VINE AND WINE



WITH THE SUPPORT OF

