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MARKET TRENDS, PRODUCT DEVELOPMENT AND OPERATIONAL MARKETING IN WINE AND GASTRO TOURISM

Naut Kusters

10 December 2019

OVERALL OBJECTIVE

Understand the **scope of the wine and gastro tourism sector** within Europe and globally; identifying within it the main forecasts, market trends, business and market opportunities.



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SPECIFIC OBJECTIVES

- Understand the process of wine and gastro tourism **products conception**, design, development, quality control and performance.
- Understand the role of **market information** within the wine and gastro tourism conception, design, planning and marketing.
- Understand the role of the **private sector stakeholders**
- Understand the **role public organisations**



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SPECIFIC OBJECTIVES

- Understand the key **elements for the competitiveness** for the wine and gastro tourism destinations and products.
- Identify the key **synergies between the tourism public and private sectors** within for planning, marketing and performance.
- Incorporate **sustainability** within the wine and gastro tourism product development and marketing.



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SPECIFIC OBJECTIVES

- **Identify synergies** between the wine and gastro tourism and other tourism forms: rural tourism/ agrotourism, cultural tourism, ecotourism...
- Identify options and possibilities of the wine and gastro tourism within the sector of business/ events/ meetings/ conventions and incentives tourism (**MICE**).



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DEFINITION

Food, culinary, gastro tourim

Euro-Toques, a group of 3500 European food professionals, has defined food (culinary) tourism as:

“food based on the diversity of traditions and regions, quality products, local products of the land and traditional recipes.”



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Market trends in wine and gastro tourism



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Main trends tourism

- **Experiential tourism** (senses and emotions)
- **Value** for money
- Short **breaks** (rural, city)
- **Low cost**
- **Story telling**



Main trends tourism

- **Family oriented** products and services
- Adaptation to **new segments**
- Attention to ecological production, **sustainability** and environmentally friendly services



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MAIN TRENDS IN TOURISM

- Continuous **reduction of the average age** of tourists
- Use of technologies and **social media** to get informed, reserve, contract, share experiences and memories



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MAIN TRENDS IN WINE AND GASTRO TOURISM

- **Combination** with other activities: rural tourism/ agrotourism, cultural tourism, active tourism, bike tourism, ecotourism.
- More interest of **business and events sector** to use cellars and wine museums as event locations
- Development regional and national **routes** (car, cycle)
- More **specialized trade fairs**
- **Events:** cooking shows, master classes, festivals, tastings...



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MARKET TRENDS

- **Increase** for the wine and gastro offer in the tourism demand
- In **Spain**, food was thought to attract as many as 5.6 Million visitors last year, an increase of 4% from 2017. Tourists were estimated to spend € 2.4 billion on food and wine, a 6 % increase from 2017.
- The food and wine experience market **in Italy** alone generated 53 million overnight stays in 2018, and the share of these experiences in the tourism increased from **4.7% in 2008 to 6.4% in 2018**.



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Foodies

- People who are **passionated** (obsesed...) by healty and sustainable (low carbon, environmentally friendly) food
- Generation X, Y and Millenials (15-35)
- Foodies travel to **experience new food**, but...



FOODIES

- ..take their **likes and dislikes** with them.
- Expect to get what they find at home (often **metropolitan cities**)
- **Demand quality** (no bad coffee...)
- **Diets** to be respected (e.g. allergies)
- Food **allergies**: dairy, nut, mustard, soy and more.
- **Gluten** intolerance: use rice, easier in Asian countries
- **Low carbon** diet (no bread, rice).
- **Vegan**: no meat and dairy products. “plant-based”

FOODIES

- Restaurants that **offer choices** gain more customers.
- The secret to **acceptance** for concerned and unconcerned customers alike
- Not necessarily promote “gluten-free dining” or a “gluten free menu” (if gluten is the allergy in question). These labels definitely carry a **stigma** that might alienate your **regular customers**.
- Create half of the menu items that are **tasty dishes** that also happen to be **gluten-free**. In other words, don't put the gluten-free first, unless your target market is 100% gluten-free.

SLOW FOOD

- Reaction to **fast food** → political movement
- Emerged in **Italy** 15 years ago
- **Traditional**, locally made
- Healthy and **sustainable**
- Food with a story
- Slow food **logo** for companies complying to the criteri



Ovaj projekt je financiran
od strane Europske unije



VLADA REPUBLIKE
HRVATSKE

Ured za udruge

Ovaj projekt je sufinanciran od strane
Ureda Vlade Republike Hrvatske za udruge



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Intrepid Travel has also tapped into this desire to eat locally and authentically. The company offers “**food adventures**” across the globe.

*“Forget Michelin Stars and 10-course meals – our local leaders will help you get behind the scenes of a local food culture, track down the freshest **street food** and most **authentic** local restaurants.”*



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DATA ON MARKET TRENDS

- Regions such as **Catalonia** have placed themselves at the gastronomic and wine tourism leading edge through by creating innovative gastronomic experiences.
- For **Georgia** combining wine, cheese, bread and other traditional features offers huge opportunities as of its unique identities.
- **Tourism** will increase the quality and value of local products, raising the incomes of those involved in agricultural production and also those whose livelihoods are linked to the countryside.
- The **branding** from tourism helps to sell more product at a higher price.
- While the **high-end market** is important, it is **by no means the norm** for food travellers. Research by the World Food Travel Association revealed that only 8.1% of all food tourists can be identified with the “gourmet” label.
- Most travellers are more interested in **sampling “authentic” food** and drink of a region.
- In **Ireland**, for example, **tourists choose pubs** over popular restaurants, looking for a “real” experience of the country’s food.

SOME DATA ON MARKET TRENDS

- Eating and drinking are about more than base survival. Rituals and customs around food **identify culture** and, as such, can be a good way to get to know a country.
- In **London**, Fox And Squirrel offer **food walks** through Brixton, one of the city's most diverse neighbourhoods, providing meetings with traders and chefs, sampling of street food and visits to interesting shops.
- That **locally produced** food tends to be sustainable is clearly a bonus for the environment but it also feeds nicely into the increasing focus on ethical, responsible travel.
- Small businesses and food producers can capitalise on people's desire to travel and eat sustainably. In **Wales**, a new campaign by tourism chiefs aims to **reposition the region** as a **top foodie destination**, relying on the appeal of small, sustainable businesses such as local butchers, bakers, brewers, buffalo herders and bee-keepers to attract new visitors.



MARKET TRENDS - The future of food tourism

- According to the **UNWTO report** 2012, 88.2% of respondents consider **gastronomy is a strategic element** in defining the brand and image of their destination.
- The **country** that markets itself as having a **unique gastronomy** creates huge opportunities for small businesses to offer food-related travel experiences.
- Food tourism offers one of the travel industry's most **sustainable**, local and **inclusive** sectors, one in which small businesses can thrive.



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Travel fairs

- At the recent **ITB Berlin** travel fair where there was plenty of evidence of the growing convergence between gastronomy, culture and tourism.
- A vast number of national and regional tourism stands were offering **gastronomy-related products**
- Many were of course also **handing out samples** of the local gastronomy as an incentive).



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Food as (recognized) cultural heritage

- With the designation of the “**gastronomic meal of the French**” as world **intangible heritage by UNESCO**, recognition of the importance of historic food cultures seems to have arrived.
- A number of other countries and regions have tried to emulate the French model, with Traditional **Mexican** cuisine and **Peruvian** cuisine having been listed as UNESCO intangible heritage, and **Catalunya** trying to gain recognition for Catalan gastronomy in 2013.
- What about Georgia? Is the unique **qvevri wine making** already a UNESCO Word Cultural Heritage recognition?



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Product development



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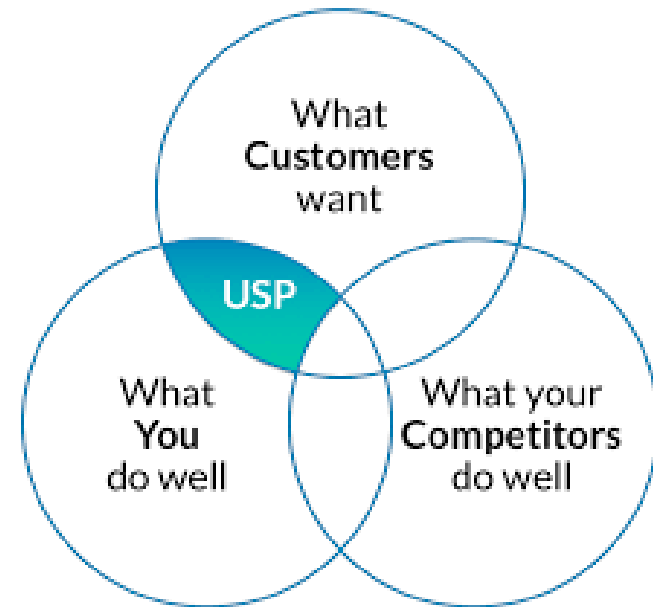
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Unique Selling Points (USP's)

A **unique selling point** is a factor that differentiates a product from its competitors, such as the lowest cost, the highest quality or the first-ever product of its kind. A USP could be thought of as “*what you have that competitors don't*”.

- No direct competition..
- More clients
- Higher prices, higher margins



Georgia USP's

- Wine combined with a strong **culinary and hospitality culture**.
- The **cradle of wine and cheese** making
- The **best wines** of Asia / Former Sowjet Union
- Unique qvevri **production process** (refer to benefits in terms of taste, etc.)
- Unique historic and undiscovered **wine varieties** (500)
- Perfect **cool summer climate** for regional tourists (United Arabic Emirares, Iran, Turkey, Russia, India)
- **Easy accessible**, relatively small, diverse landscape (sea, mountains, historic cities)



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OPERATIONAL CONDITIONS

Operational conditions are key in wine and gastro tourism:

- Accessibility
- Visitability
- External connectivity
- Internal mobility
- Access (sign posting)
- Skilled personnel
- Training
- Information services
- Service standards
- Security



OPERATIONAL CONDITIONS

- Services and supplies
- Telecommunications
- Security
- External image
- Carrying capacity of the resources, sites, spaces
- Influence of the carrying capacity and operational capacity in the quality of the experience
- Climate



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BENCHMARK TOURISM PRODUCTS

Benchmarking with other wine and gastro tourism regions and products to see what works:

- Price
- Length
- Structure
- Kind of group
- Size of group
- Kind of services
- Type and level of information provided to tourists
- Level of use of heritage interpretation techniques
- Communication channels
- Promotion channels



→ Travel abroad and get inspiration and ideas



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BENCHMARKING

- Duration
- Prices
- Services
- Materials
- Ways to get and keep in touch
- Level of information required
- Itineraries
- Quality
- References or brands
- Level of insurances required
- and so on...



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BENCHMARKING

If we do a product completely different and innovative, we need the capacity to justify it in front of the market

- Why more expensive?
- Why more difficult?
- Why more time in the visits, resources, events?
- We need to be strong to mark the differences and to communicate them!



PRODUCT DIVERSIFICATION

We can develop options to the classical products and circuits adapted to different segments of the demand:

- Eco
- Family
- Business
- Incentive
- Educational
- Research
- Solidary
- Responsible
- Volunteer
- Gay friendly
- Accesible
- ect.



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Market research and segmentation



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Market Research

- Market information
- Market observation
- Benchmarking
- Demand (tourist) profile
- Demand (tourist) behavior
- Integration with current marketing activities



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MARKET INTELLIGENCE

- **Market segmentation:** based on motivational factors and social factors.
- **Tourist profiles:** relate to the kind of tourism products they will and can buy.
- **Product segmentation:** complements the segmentation and profiling of the demand.



Market Segmentations – Social

- DINKs: Double Income No Kids
- One parent families
- Millennials
- Baby Boomers
- Gay (high spending, looking for the extraordinary)



WHOPs: Wealthy Heathy Old People



Growing strongly in Western Europe

Other social factors to consider

- age
- gender
- family status
- kind and size of group
- cultural level
- gastro and wine knowledge
- health
- disabilities
- mobility
- religion
- nationality
- food preference
- economic level
- diets
- sexual orientation



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Market Segmentations – Motivational

- Ecotourists (birth watching!)
- (Soft) adventure tourists (walking, canou, paragliding, climbing, horse riding)
- Meeting, Incentives, Congresses and Events (MICE)
- Students, Academics, Volunteers and Educational (SAVE)
- Industrial tourists
- City breaks
- Party tourists
- Sun and beach
- Gastro tourist



Product segmentation – motivational

- Mass (volume) tourism
- Standard/ packages
- Individual trips
- Specialties
- Singular events

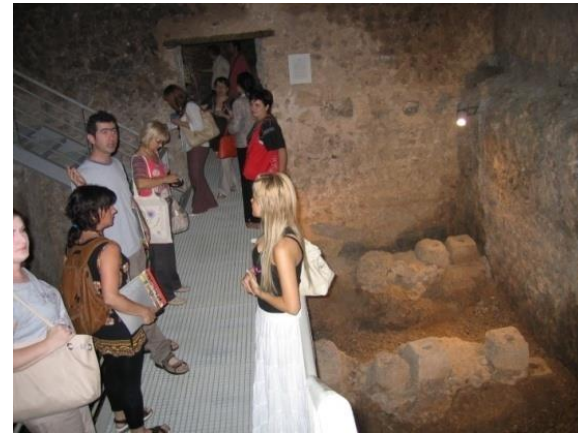


MARKET INTELLIGENCE

WINE AND GASTRO TOURISTS

Motivational factors

- Primary motivation/ secondary or side motivations
- Grade of specialization (general interest, special interest)
- Academic/ scientific/ professional interest
- Previous experience



Product design – the motivational factor

- Main motivation
 - Side motivations
 - The ensemble of motivations influences directly in the product design: time available for each activity, options, extensions, pre-tours, excursions
-
- Fashion and trends influences the expectation
 - Understand the motivation (ask feedback)
 - What defines us as persons defines us as tourists



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PRODUCT - MARKET SEGMENTATION

- Go beyond the segmentation to the **hypersegmentation**, so your products can be more specialized.
- The more specializations covered, the more **business opportunities** for your company.
- Attention to different segments can be **seasonality**.
- This has to be considered in the flexibility and capacity of production by the company (e.g. quick answer to quotations and to specialized and tailormade demands).



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Cultural heritage



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Tangible and intangible heritage

Tangible

- Cultural monuments
- Agricultural systems
- Landscape
- Protected areas



Intangible

- Traditions
- Gastronomy



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Heritage interpretation

- Heritage **information** (facts)
- Heritage **interpretation** (relations, context)
- Heritage **demonstration** (show)
- Heritage **participation** (cooking class)
- **Story telling** (use the story of an individual, or one specific remarkable event, myths)
- People have attention for and remember **personal** stories and the unexpected (**news**)



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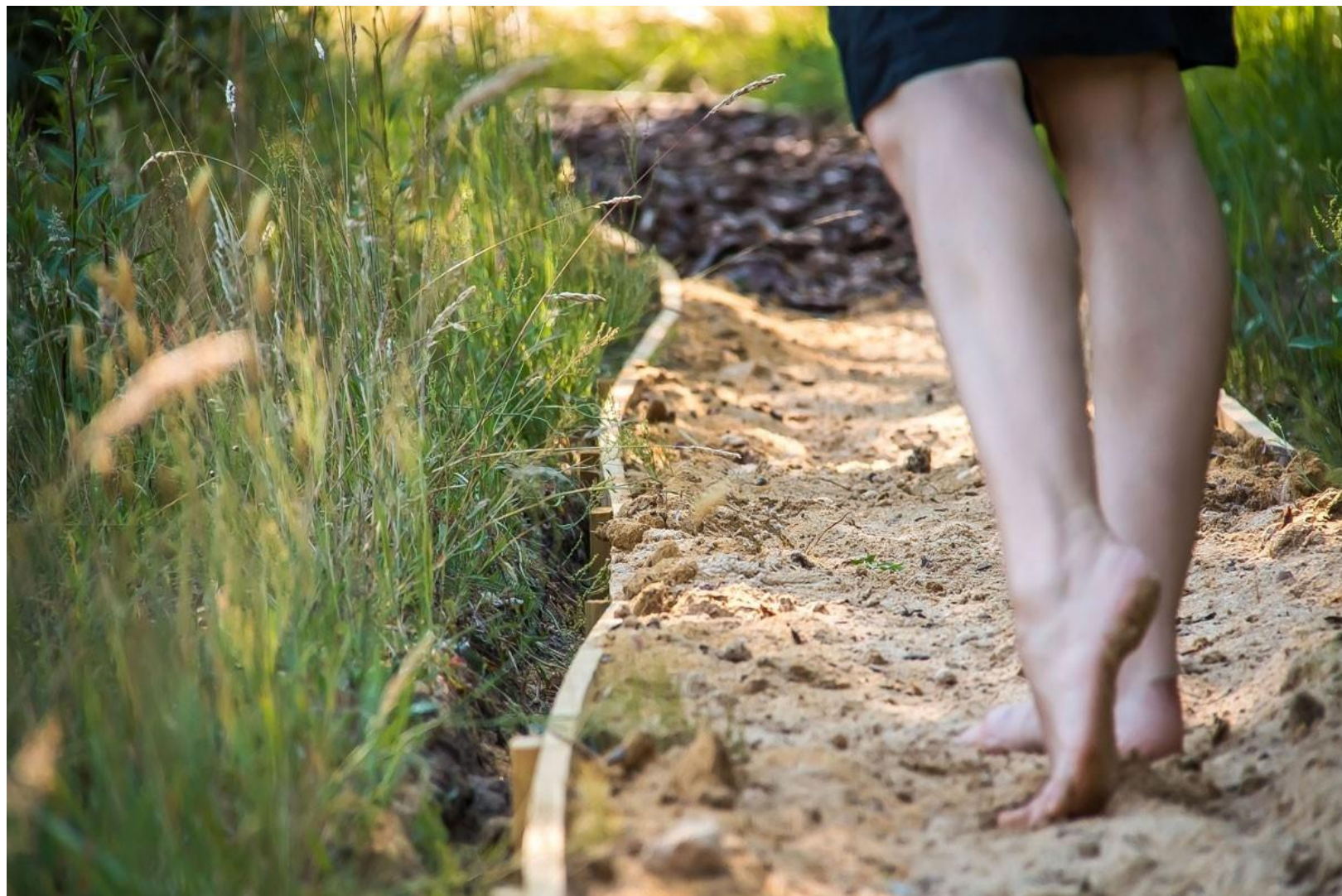


Heritage interpretation

- Revealing the deep significance of heritage
- Interactivity
- Relation to core values
- Relation to the identity
- Privileged access to the heritage
- Experiential / emotional
- Intense use of senses



Уникальность создает ощущения



Inland fishing Norway



Vulcano museum Poland



WINE AND GASTRO SMART DESTINATIONS

- **Experiential** tourism
- **Sustainability** management
- Use of advanced **information and communication** technologies
- **Product Market Combination:** base the products on the specific expectations of your target group



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Wine tourism product development and innovation in Austria

Examples



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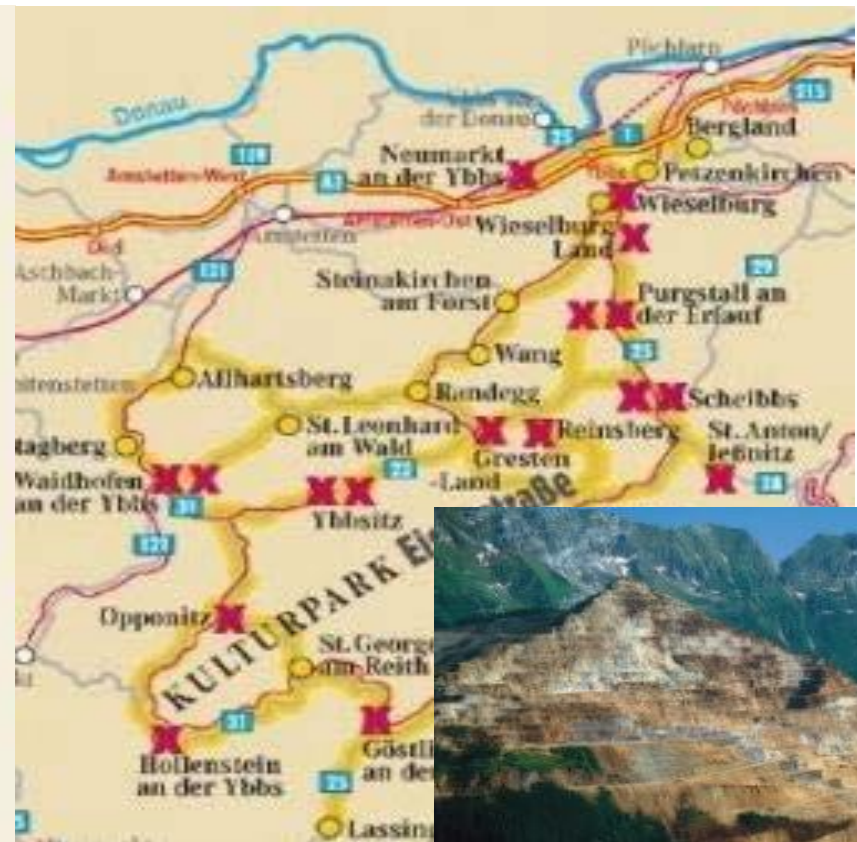
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Regional Product supply chain



Linear and thematic Concept



Wine party events - Region Neusiedlersee

- **April 2014**

- **Wine Opening in Purbach** – Kellergassen-Heurigen mit Führung und Verkostung (jeden ersten SA im Monat!)
- **Ruster Weinschätze** – Tag der offenen Kellertüren

- **Mai 2014**

- **„Keller-Küche-Kunst“** (Oggauer Weinglück)
- **Mörbisch zur Weinblüte**

- **Juni 2014**

- **Kleinhöfleiner Winzerkirtag**

- **Juli 2014**

- **Mörbischer Weinfesttage** – Straßenfest zum Verkosten und Genießen der Mörbischer Weine
- **Oggauer Weinfest**
- **Ruster Goldene Weinwoche**

- **September 2014**

- **Oggauer „Lueg ins Land“** – Weinwanderung und – Verköstigung, mit 30 versch. Stationen rundum das Thema Wein
- **Weinlesefest Mörbisch** – Festumzug, Weingenuss, Ernennung Weinlese-Königin

- **November 2014**

- **Martiniloben**

Existing wine offer Neusiedlersee

- **Weinerlebnis & Gaudiwagerl**

- Traktorfahrt durch Weingärten mit Erläuterung zur Entstehung des Weines, Besonderheiten der Region
- Kommentierte Weinverkostung
- Jeden zweiten Mittwoch im Juli/August
- Mindestteilnehmeranzahl: 10

- **Vinothek Mörbisch**

- Weinseminare (mind. 6, max.15 Personen)
- Juli/August (jeden Mi), Gruppen jederzeit möglich!
- 15 Weine von Weinakademikern verkostet

- **Weinlehrpfad Jois**

- 10 Stationen mit
 - Wissenswertes zur Region
 - über die Arbeit der Winzer früher und heute
 - Beschreibung der wichtigsten Weinsorten
- **Regelmäßige Weinverkostungen und Führungen**



Packages Wine Neusiedlersee

- **Wein und Radeln im Nationalpark**
(Hotel Wende)
 - 4 Übernachtungen HP
 - **Weinverkostung bei einem Weinbauern**
 - Leihfahrrad und Radwanderkarte
- **Pannonien im 3-viertel Takt**
 - 3 Übernachtungen
 - **Weinverkostung mit Junior Chefin**
- **Golser Wein – Genuss – Erlebnis**
 - 3 Übernachtungen
 - 3*Abendmenü mit **Weinbegleitung**
 - **Fahrt durch die Weingärten und anschließende Weinverkostung im urigen Gewölbekeller**
- **Weingeheimnis Viteus**
 - 3 Übernachtungen HP
 - 3* Abendkulinarium mit Wahlmenü, dazu serviert köstliche Weine aus dem Eigenanbau:
 - 3* Aperitif
 - 9* passende Weinbegleitung
 - 3* Digestif
 - 1* **regionaltypische Weinspezialitäten-Verkostung**
 - 1 pflegendes **Weinbad**
 - 1 entschlackende VITEUS-Weißweingeläger-Ganzkörperpackung

Wein Architecture tour - Burgenland

- Geführte Bauvisiten mit Weinverkostung

- 10.00 Weingut Pittnauer, Gols
- 11.15 Weingut Beck, Gols
- 12.30 Mittagessen
- 14.00 Weingut Preisinger, Gols
- 15.15 Weingut Heinrich, Gols
- 17.30 Weingut Esterházy, Trausdorf an der Wulka



Wine and Nature – Walking and Cycling

- **Weinwanderung mit Weinguide**
inkl. Verkostung, Essen und Weinseminar während der Wanderung
sowie fachliche Diskussion mit Winzern
- **Mit dem Rad von Winzer zu Winzer**
 - Weinverkostung in 2-3 Weingütern
 - Mietfahrrad
 - Weinguide
 - Pannonische Schmankerln
- **Kellerparcours**
 - Versch. Arten von Weinkellern (Mittelalter-Neuzeit)
 - Verkostung und Führung
- **Weinverkostung am Ausflugsschiff**
 - Verkostung der besten Weine von regionalen Winzern
<http://www.neusiedlersee.com/>
 - Regionale Schmankerl



Example – Cycling theme



- Kombination von Weinkultur und Radgenuss
- 9 geführte Radtouren von speziell ausgebildeten Radguides
- Weinfachwissen
- Regionales Fachwissen
- Reparaturen

- Radreiseveranstalter „Weinradel“ Wein & Rad
- Geführte Radreisen mit viel Service und gehobenem Hotel – und Restaurantniveau
- In Österreich bereits 3 Reisen angeboten Donauradweg, Tauern, Steiermark (Thermen-Weinland)

2h 10€/Person

5h 20€/Person



Weinstraße (wine route) in Weinviertel

• Tafeln im Weinviertel

- Regionale Produkte und Wein
- Ausgezeichnete Köche
- Regionstypische Landschaften



• Picknick im Weinviertel

- Picknickkörbe mit regionalen Köstlichkeiten bei 11 Weinstraßen Wirten erhältlich



• Wein.Kultur.Wochenende

- Kombination von Wein und Kultur



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WEINmobil – Weinstraße Südsteierma



- **Wann:** ab 1. April täglich von 10.00 bis (letzter Anruf) 23.30 Uhr
- **Ort:** in allen 14 Gemeinden der Tourismusregion Südsteirische Weinstraße und zu 12 ausgesuchten Betrieben
- **Wie:** telefonisch gewünschte Fahrtroute bestellen
- **Preis:** siehe Bild



... die Südsteirische
Weinstraße

WEINmobil Tel.: 03 4549 4127

Preis: pro Kleinbus (bis zu 8 Personen!!!!)

Zone 1	bis 5 km	€ 9.-
Zone 2	5 bis 10 km	€ 13.-
Zone 3	10 bis 15 km	€ 18.-
Zone 4	15 bis 20 km	€ 23.-
Zone 5	ab 20 km	€ 30.-

- **Mobil beim Wein**
 - e-Bike Verleih
 - e-Roller Verleih

Example: Südtiroler Weinstraße „Weinsafari“

- **Weinsafari** – *Ein Tag rund um den Südtiroler Wein*
- Beispiel:
 - **9 Uhr** Besichtigung Sekt- und Weinkellerei
 - **11 Uhr** Weinbergbegehung
 - **12:30 Uhr** Mittagessen
 - **14 Uhr** Stadtführung durch Weinstadt Bozen
 - **16:30 Uhr** Kellerführung
 - **18:30 Uhr** Ausklang bei Bruschetta und Wein mit Weinexperten und Bustransfer



Example: Südtiroler Weinstraße „Weinpass“

- **Weinpass**

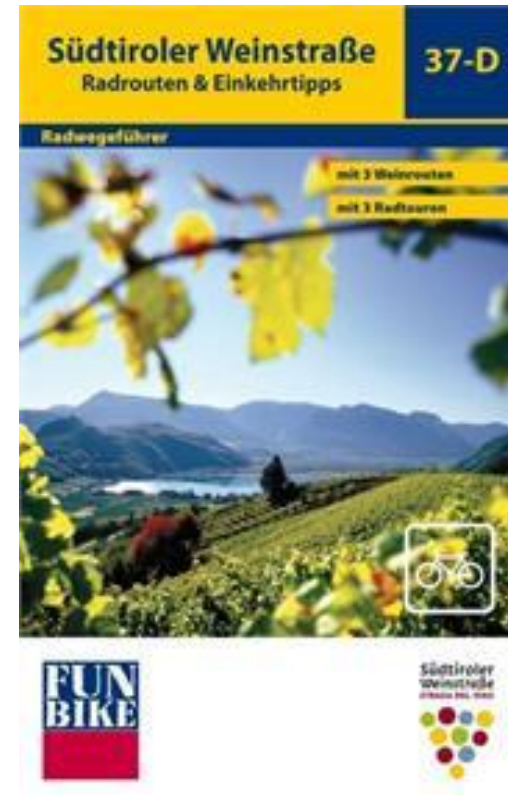
- **Attraktives Weinprogramm**
 - Kellerführungen
 - Weinverkostungen und –wanderungen
 - Weinseminare, Museen etc.
- **Nutzung aller öffentlicher Verkehrsmittel** in ganz Südtirol

**Südtiroler
Weinstraße**
STRADA DEL VINO



Example – Integration of cycling in South Tirol

- **3 Radrouten**
- **Routenführung** integriert Besichtigungen von Weinkellereien, Burgen, historischen und natürliche Sehenswürdigkeiten, Degustation lokaler Weine...
- **30 Verleihstationen** mit über **5000 Fahrrädern** und **e-Bikes**
- **FUN BIKE Radwegführer** „Südtiroler Weinstraße, Radrouten & Einkehrtipps“



Quality standard Wine tourism



• Wein & Seminar/Führungen

- Geschultes Fachpersonal bezüglich Region, Wein, Architektur..
- Ansprechende Schulungsräumlichkeiten
- Verfügbarkeit (nur nach Vereinbarung/ab best. Mindestanzahl etc.)
- Ersatzprogramm/Verknüpfung mit anderen Angeboten



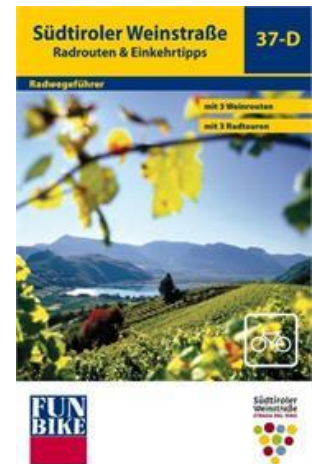
• Wein & Mobilität

- Leichte Zugänglichkeit zur Informationen
- Häufig- und Regelmäßigkeit der Verbindungen
- Spezifische, flexible Öko-Mobilitätsangebote (Wein & Rad, Wein & Bahn, ...)



• Wein & Information

- Aktuelles und vollständiges Informationsmaterial
- Internetauftritt: allgemeine Infos - Angebotsverknüpfung mit Region/Betrieben
- Leichte Verfügbarkeit der Information
- Touristisches Leitsystem integriert Weinrouten



Wine and honey route Poland

Кулинарный туризм

Один из самых быстрорастущих видов туризма в мире.
Кулинарные маршруты, фестивали, музеи под открытым небом.



Direct selling by farmers

- Farmers Market are getting very popular
- Selling directly from the farm (farm shop or street)



Food networks

- Localfood / traditions is important for tourists.
- Teamwork - traditionally rural tourism / farm produce (local food).
- Local food networks are established in many European regions.
- Availability and predictability.
- Get the responsibility for the entire supply chain; manufacturing, product development, marketing and sales
- Must follow trends, find good partners, obtain and maintain the necessary competence etc..



Marketing and distribution



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MAIN DISTRIBUTION TRENDS IN WINE AND GASTRO TOURISM

- New **distribution methods** excluding one traditional party
Supplier → Inbound TO → Outbound TO → Travel agent → Client
Supplier → Inbound TO → Outbound → Client
Supplier → Inbound TO → Online Travel Agent (OTA) → Client
Supplier → Inbound TO → Client
Supplier → Client
- Platforms (**OTA's**) for tailor made products and individual travellers
 - Trip advisor / Booking / Air BnB
 - Evaneos
 - Better Places
 - Urban Adventures
 -

Что дальше?



Технологическое развитие!

Booking.com



tripadvisor®

zoover
holiday reviews

read reviews



Toprural





Blogs

Vlogs

<https://www.youtube.com/watch?v=dsXpOgOuNgs>

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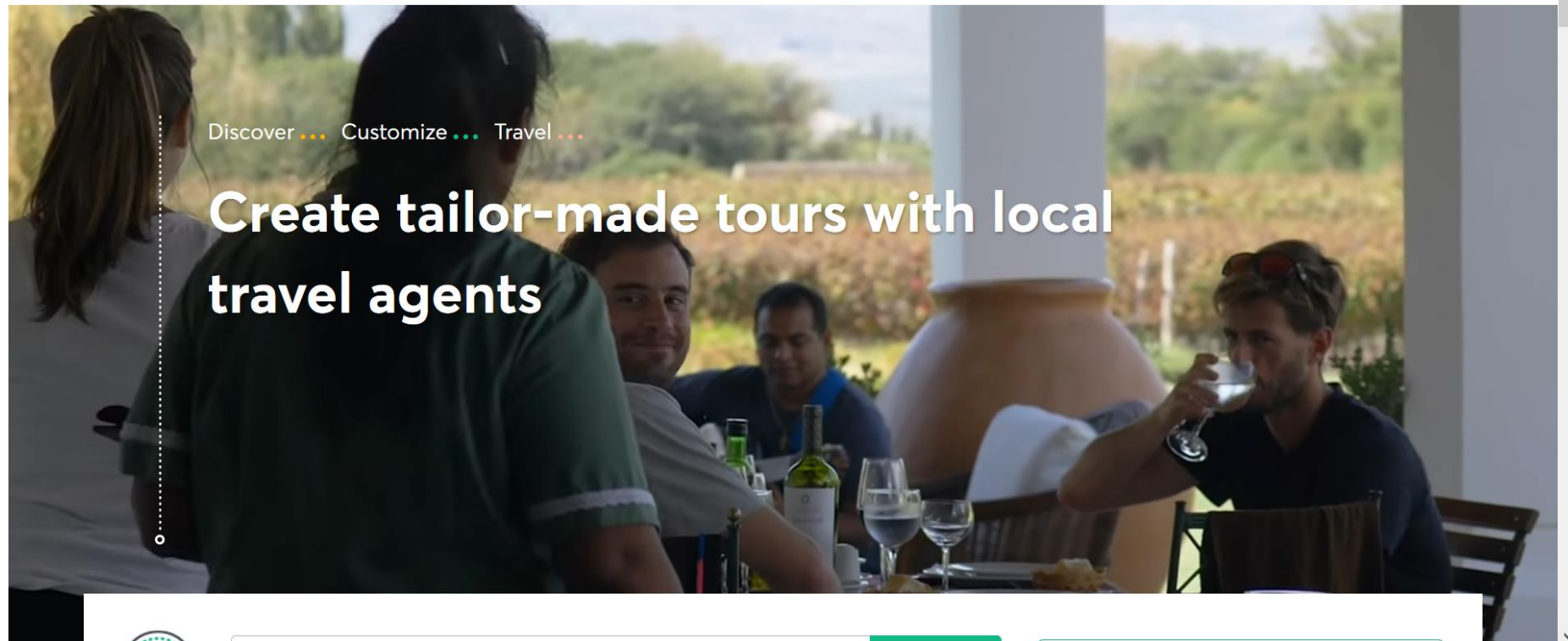
TBILISI TOURS WITH URBAN ADVENTURES

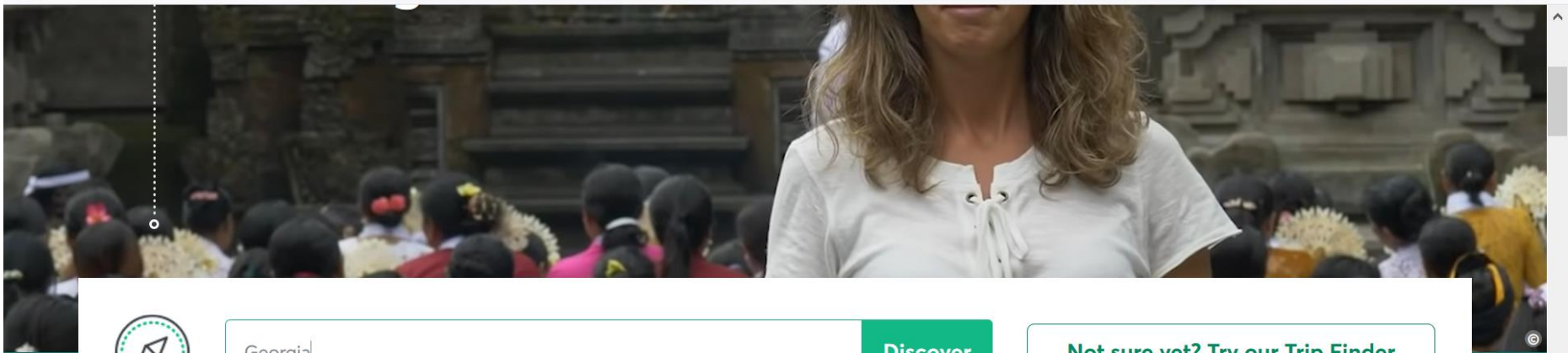
Tbilisi, the capital of Georgia, may be 1,500 years old, but it's far from being stuck in the past. This multicultural city boasts old markets and modern buildings, ancient laneways and crowded streets — a mix of past and present to keep you exploring for days!



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Georgia

Discover

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Customize

Customize your **perfect trip itinerary** with the local agency we **match** you with.



Travel

Book your dream trip securely with Evaneos' Guarantees backed by ASTA.

A fantastic afternoon tasting the amazing foods of Georgia and so much more. Small group (just 3 of us including the guide!) which made it almost a personal tour. Informative and fun. By the end of it, I felt I was hanging out with friends. Definitely recommend.

Ms. Mita S., United Kingdom - 04 Jun 2019



GROUP TOURS

TOUR FROM - EUR 44.13



GEORGIA - TBILISI



TASTE OF TBILISI

We hope that you're hungry! This culinary tour is all about the best Georgian comfort food; we'll enjoy a hearty and traditional ...

[VIEW GROUP TOUR](#)

TOUR FROM - EUR 29.72



GEORGIA - TBILISI

TBILISI TRADITIONS

Experience the chaotic charm of Tbilisi with a local guide by your side and discover picturesque architecture, historic landmarks, dramatic city ...

[VIEW GROUP TOUR](#)

TOUR FROM - EUR 65.74

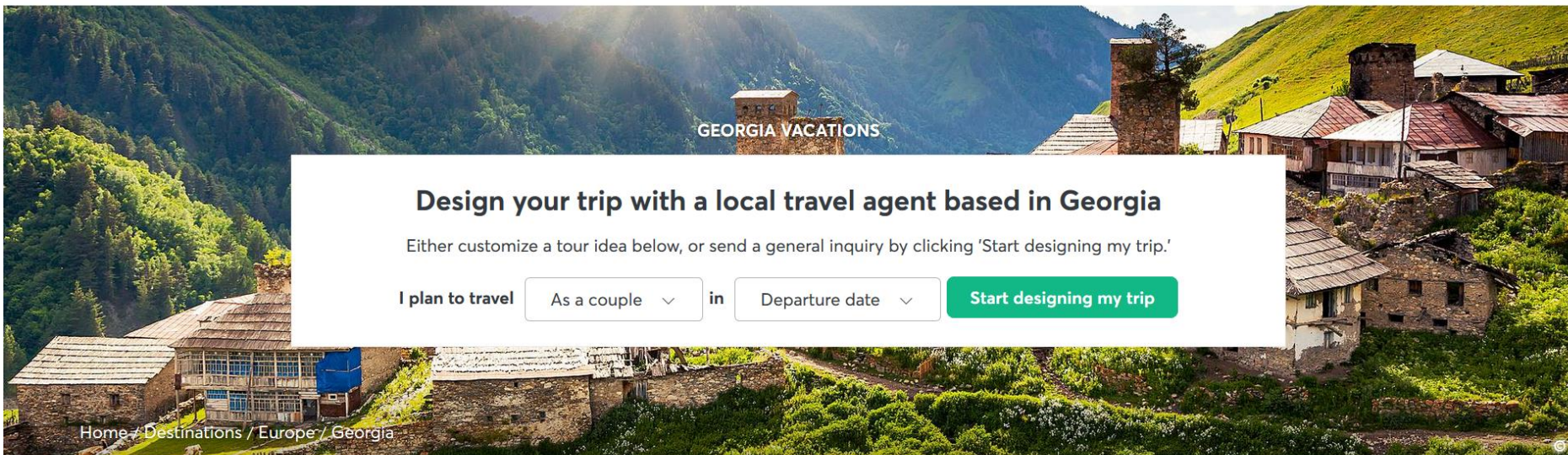


GEORGIA - TBILISI

TOTAL TBILISI TOUR

Experience the chaotic charm of Tbilisi with a local guide and discover its unique architecture, dramatic views, hearty food, and fascinating ...

[VIEW GROUP TOUR](#)



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Either customize a tour idea below, or send a general inquiry by clicking 'Start designing my trip.'

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As a couple ▾

in

Departure date ▾

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Highlights

A Culinary Experience

Approx. 7 days | From **\$910**



Highlights

Discovery Trip for Families

Approx. 8 days | From **\$1,150**



Highlights

Ancient Culture Road Trip

Approx. 9 days | From **\$850**

< **ALL TOUR IDEAS IN GEORGIA (7)**

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Georgia

A Culinary Experience



Customize this trip with
Maro's local agency
●●●○ 1 review

Trip length **7 days**
Prices starting from **\$910**
Per person
[View price details](#)

International flights **Not included**
[More information](#)

Included services Airport Transfers



https://www.evaneos.com/georgia/itineraries/21941-a-culinary-experience/



90%



The Georgians are famous for their hospitality, feasts and picturesque environment. This Culinary Tour will let you experience the gems of the Georgian Gastronomy. On this tour, you will have the opportunity to taste the local wine in the famous Imereti Region, learn how to bake the Georgian pastry Imeruli khachapuri, visit beautiful sights and much more! ... [See more](#)

Tour itinerary includes



Wine tasting



Local cuisine



Countryside



City



Meet locals

Tour idea Price Other tour ideas



Customizable tour itinerary



This tour idea is fully customizable

This itinerary has been crafted by our Local Agency with one idea in mind: **to inspire you**. Every element can be adapted to your needs and your interests, from duration to accommodation and activities.



Customize this trip with

Maro's local agency

●●●●○ [1 review](#)

Trip length

7 days

Prices starting from

\$910

Per person

[View price details](#)

International flights

Not included

[More information](#)

Included services

Airport Transfers

Start designing my trip



Add to Favorites



Day 3: A Temple, a Hike and a Culinary Class!

- A **transfer** will bring you to the **Jvari Temple**: one of the most important temple in Georgia!
- Join the **hike** to the an **ancient town**, completely built inside the surrounding mountain.
- Take part in the **culinary class**, teaching you the art of **baking bread** and **Imeruli khachapuri**, a type pastry which cheese.
- Enjoy these Georgian specialties and some **Georgian wine** for lunch, before **transferring to Kutaisi**!

📍 Visited: Jvari, Kutaisi

🏠 Accommodation Argo Hotel (Kutaisi) >



Day 4: A day of Culinary Experiences



Customize this trip with

Maro's local agency

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Trip length

7 days

Prices starting
from

\$910

Per person

[View price details](#)

International
flights

Not included

[More information](#)

Included services

🚗 **Airport Transfers**

[Start designing my trip](#)



Day 6: Visit the Wine Country of Eastern Georgia

Explore "the garden province of Kakheti", famous for its amazing wine!

- You will visit many **vineyards**, **fruit gardens**, and experience the grand hospitality of the locals.
- See the beautiful **"City of Love" Signaghi** and the **Bodbe Monastery**.
- Experience a traditional wine cellar and **taste the Kakhetian wines!**
- Head back to Tbilisi for a **dinner** at a local restaurant, and discover more **Gastronomy**.

📍 Visited: Kakhétie Tbilisi

🛏 Accommodation Night at Astoria Tbilisi (Tbilisi) >



Customize this trip

with **Maro's**
local agency

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Trip length **7 days**

Prices starting **\$910**
from Per person
[View price details](#)

International flights **Not included**
[More information](#)

Included services 🚗 **Airport Transfers**

Examples spain



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“BODEGAS”/ CELLARS + RURAL BOUTIQUE HOTEL + RESTAURANT “LAGAR DE ISILLA”

(Aranda de Duero/ La Vid, Burgos, Spain)

<http://www.lagarisilla.es/en/Enoturismo.htm>

http://www.tripadvisor.es/Hotel_Review-g2321854-d3351040-Reviews

[Wine Hotel El Lagar de Isilla-La Vid Province of Burgos Castile and Leon.html](http://www.tripadvisor.es/Hotel_Review-g2321854-d3351040-Reviews-Wine_Hotel_El_Lagar_de_Isilla-La_Vid_Province_of_Burgos_Castile_and_Leon.html)

- Location in Ribera del Duero, one of the main wine and wine tourism areas in Spain
- Combination of all services for individual tourists, large groups, special interest groups, attention to professionals, incentives.



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“BODEGAS”/ CELLARS + RURAL BOUTIQUE HOTEL + RESTAURANT “LAGAR DE ISILLA”

(Aranda de Duero/ La Vid, Burgos, Spain)

- Location in a crossroad and distribution center of tourist and transport routes
- Combine industrial area and rural + cultural tourism opportunities
- Diverse kind of menus from economy groups to gourmet and special events



SUCCESS CASE: BODEGAS LAGAR DE ISILLA

- Professional attention of excellence combining expertise in tourism, gastronomy and wine production
- Belonging to the quality system/ brand for the Wine Routes in Spain
- Belonging to the product club Wine Routes in Spain



SUCCESS CASE: BODEGAS LAGAR DE ISILLA

- Combine many kinds of tourist segments to break the seasonality
- Combination of tradition and innovation
- Organization in the destination of wine tastings, gastronomy events, season wine presentations, wine and art sessions, social events related to the wine, wine tasting trainings



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SUCCESS CASE: BODEGAS LAGAR DE ISILLA (details from the wine theme boutique hotel)



SUCCESS CASE: MUSEO DEL VINO/ WINE MUSEUM “DINASTÍA VIVANCOS “ (La Rioja, Spain)

- <http://vivancoculturadevino.es/es/>
- <http://www.dinastiavivanco.com/museo/museo.asp>
- <http://vivancoculturadevino.es/es/reservas>
- Location in La Rioja, the other most traditional wine and wine tourism region in Spain
- The largest wine museum in the region
- Huge spaces for big events



SUCCESS CASE: MUSEO DEL VINO/ WINE MUSEUM “DINASTÍA VIVANCOS “ (La Rioja, Spain)

- Large parking for buses
- Included in most tourist itineraries in the region
- Standardized and tailor made visits



SUCCESS CASE: MUSEO DEL VINO/ WINE MUSEUM “DINASTÍA VIVANCOS “ (La Rioja, Spain)

- Adapted for all kind of groups, including:
 - families,
 - seniors,
 - persons with reduced mobility,
 - disabled
 - large groups, ecc.



SUCCESS CASE: MUSEO DEL VINO/ WINE MUSEUM “DINASTÍA VIVANCOS “ (La Rioja, Spain)

- Possibility of attention to experts/ connaisseurs and incentives
- Large offer of gastronomy in-house and in the surroundings
- Adapted for standard tourism, group series and package groups



SUCCESS CASE: COCINA CON MERCHE/ HOTEL VILLA DE ÁBALOS 4* (Ábalos, La Rioja, Spain)

http://www.hotelvilladeabalos.com/cocina_merche/index.php?idc=27&ln=1

- Traditional regional kitchen based in local products and market kitchen
- Intensive use of social media
- Intensive presence in gastronomy events



SUCCESS CASE: COCINA CON MERCHE/ HOTEL VILLA DE ÁBALOS (Ábalos, La Rioja, Spain)

- Attention to specific interest groups
- Continuous communication with the gastro and wine tourism specialized market



SUCCESS CASE: COCINA CON MERCHE/ HOTEL VILLA DE ÁBALOS (Ábalos, La Rioja, Spain)

- The owner is the cook and tourists go together to the market to buy the product and can cook together with her (this is the most differential factor of the offer)
- Daily market based food, with some products that can be offered only for some days in the year
- All kind of gastro tourism activities and guided visits to the own vineyards and cellars
- Parallel activities for the family



SUCCESS CASE: LA RUTA DE LOS LAGARES (small cellars) (Montilla, Córdoba, Andalucía, Spain)

- Very specialized wine (Montilla-Moriles)
- Limited production
- Family production
- Combined with visits to the huge traditional cellars which are the recognized brand of the destination



SUCCESS CASE: LA RUTA DE LOS LAGARES (small cellars) (Montilla, Córdoba, Andalucía, Spain)

- Family direct hospitality with explanation of the wine production process
- Local food and local kitchen in spaces next to the cellars
- Act as a product club and quality club



SUCCESS CASE: LA RUTA DE LOS LAGARES (small cellars) (Montilla, Córdoba, Andalucía, Spain)

- Each one of the “lagares” has a special space for wine tastings, trainings and small events
- Are all located not far from a key highway from the center to the South of Spain, leading to main tourist areas in the South
- Combined with a rich cultural and monumental offer in the surroundings with several highlights within 100 kms around



SUCCESS CASE: LA RUTA DE LOS LAGARES (small cellars) (Montilla, Córdoba, Andalucía, Spain)

- <http://www.montilla.es/montilla-historia-cultura-y-vino/rutas-turisticas/los-lagares-de-la-sierra>
- <http://lagaresdelasierra.wordpress.com/>
- <http://www.youtube.com/watch?v=D3DUHifYWS0>
- <http://www.cordobaalacarta.com/es/cordoba/grupos/detalle/ruta-lagares-sierra-montilla-con-tapeo.htm>
- <http://www.bacustravel.com/>
- <http://www.bacustravel.com/index.php/de-vinos/rutas>
- Small groups and personalized attention by the owners and families
- Part of the local incoming structure



SUCCESS CASE: LA RUTA DE LOS LAGARES (small cellars) (Montilla, Córdoba, Andalucía, Spain)

Ruta de Lagares para Individuales



Precio: 15'50€

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Examples in Georgia



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1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region



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Telavi. Vil.Ruispiri, Kakheti region



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Telavi. Vil.Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil. Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil. Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region



1. Biodynamic Farm Giorgi Aladashvili

Telavi. Vil.Ruispiri, Kakheti region

Strong points

- Open space
- Organic, biodynamic, traditional
- Well designed, using old materials
- Host has experience from Switzerland (French speaking!)
- Perfect for lunch visits for TOs groups.

Opportunities

- Accessibility
- Toilet
- Water, electricity (fridge)
- Solar energy
- Accommodation could be simple, little hut, no big investment is needed
- Relation with surrounding military base (tell the story, use it as an added value)
- Link the different areas of the product / farm.



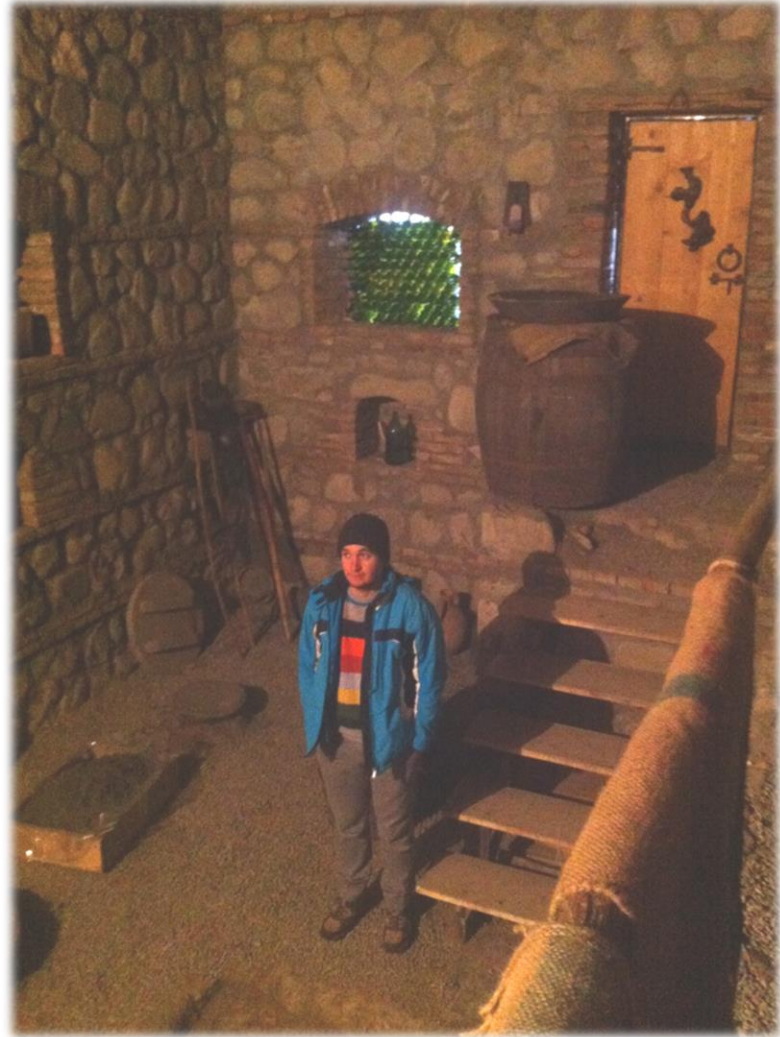
2 "Lagazi" vil. Zemo Alvani, Kiziki, Kakheti



2 "Lagazi" Zemo Alvani, Kakheti



2 "Lagazi" Zemo Alvani, Kakheti



2 "Lagazi" Shota Lagazidze's farm vil. Zemo Alvani, Kiziki, Kakheti

Strong points

- Location
- Very good interpretation skills, use of mobile phone to show wine making process
- Food attractive presented
- Focus on local products
- Warm cozy common place
- Cooking classes, focused on experience / participation
- Full family involved

Opportunities

- Develop accommodation, could be simple.



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region



3. Giorgi & Baia Abuladze

Baghdati. Vil. Meore Obcha. Imereti region

Strong points

- Active traditional farm
- Big house with veranda
- Good view
- Marani wine cellar
- Strong personal marketing
- Product known as Baia's wine
- Host speaks English
- Local food

Opportunities

- Accessibility
- No separate entrance rooms for guests
- Proper beds/ mattress
- Bathroom on second floor



4. Mirian Iosebashvili

Bagdadi, Vil. Fersati, Imereti Region



3. Mirian Iosebashvili

Bagdadi, Vil. Fersati, Imereti Region



4. Mirian Iosebashvili

Bagdadi, Vil. Fersati, Imereti Region



4. Mirian Iosebashvili

Bagdadi, Vil. Fersati, Imereti Region

Strong points

- Active traditional farm
- Big house with nice veranda
- Traditional “forgotten” wines
- Concept for activities (old church, guide)

Opportunities

- Accessibility, no signage on the road
- Rooms are huge, no proper beds
- Bathroom in guest place
- Marian is not prepared
- Host does not speak English



5. Beka Aslanishvili

Vil. Chardakhi, Kartli region



5. Beka Aslanishvili

Vil. Chardakhi, Kartli region

Strong points

- Close to Tbilisi
- Veranda option
- Host speaks English

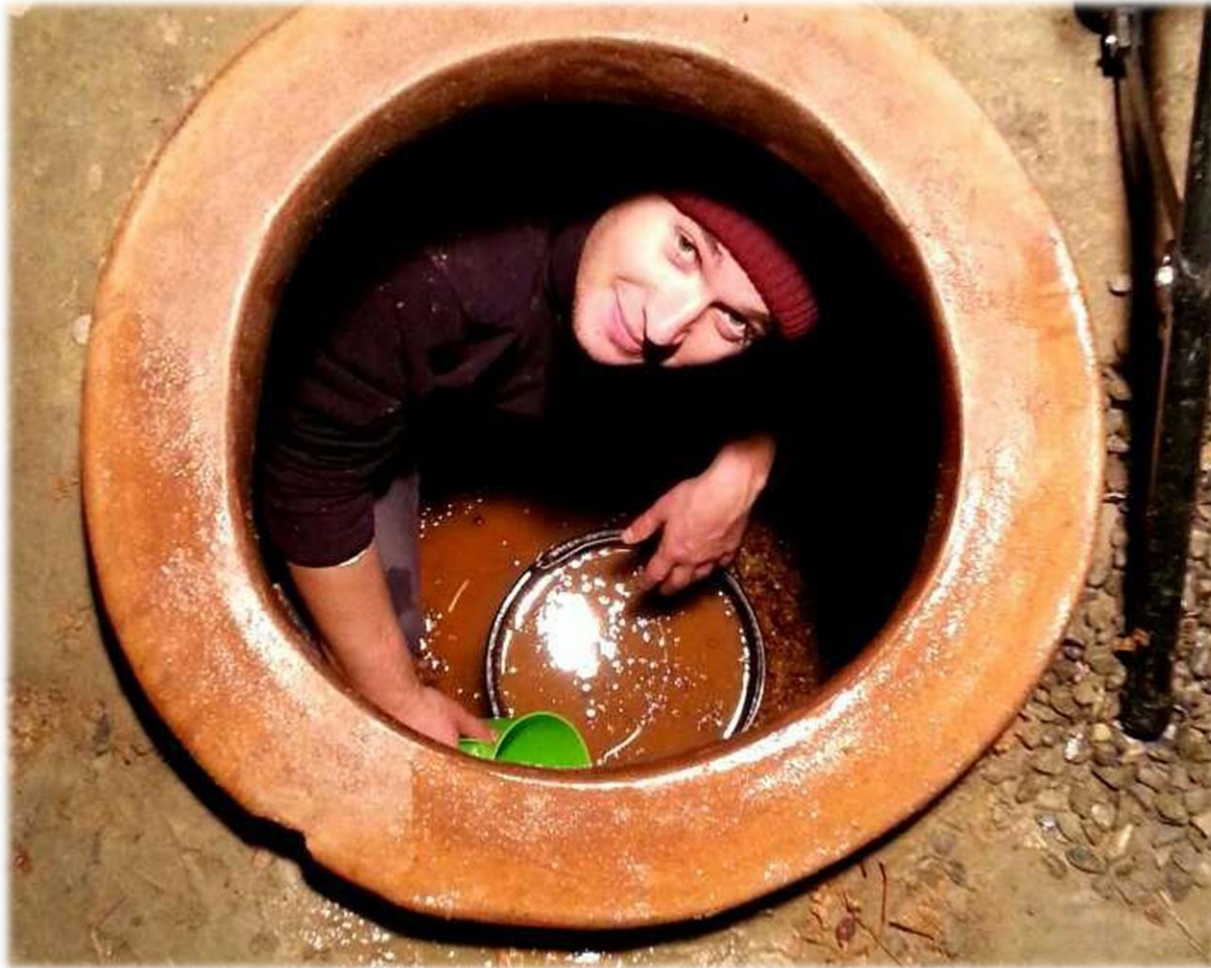
Opportunities

- Directions
- Not yet developed
- No clear plan yet
- Not clear yet how to combine with other obligations

Conclusions farm visits

- ⊕ Product conception, business planning
- ⊕ Training
- ⊕ Exchange / visiting other farmers
- ⊕ International exposure
- ⊕ Organisation / co-operation
- ⊕ Marketing

Thank You



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