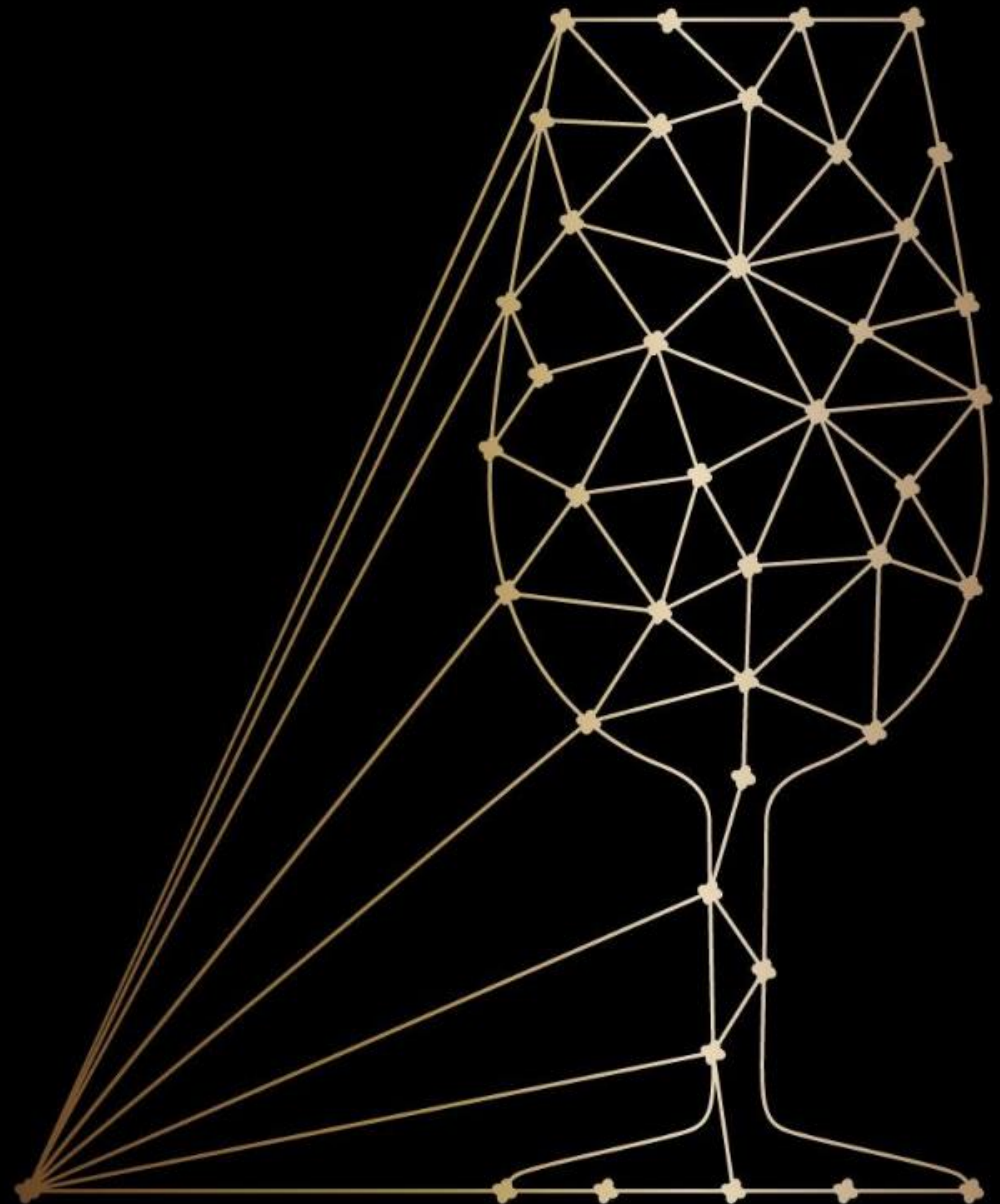


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• 2018 •**

Enoturismo: Apresentação do resultado do inquérito de avaliação a unidades de enoturismo

By: Olga Karakich & Vinka Woldarsky



The Development of a Best Practice Manual in Wine Tourism in Portugal

“Shaping the future: Production and market challenges”

Session 3: Consumers' Expectations

Tuesday, 20th November 2018

Punta del Este, Uruguay



Scope of Project:

1. Research of WT offerings in Portugal
2. Review of best practices in WT globally
3. Development of winery evaluation scheme
4. Applying scheme through on-site evaluations
5. Development of BPM and training program



Participants

61 wineries selected & contacted to participate

50 confirmed participation !!!!!!!

38 wineries visited, on-site evaluations

7 regions



Participants

11 from Alentejo,

8 from Douro, 6 in Lisbon,

4 in Dão,

4 from Vinhos Verdes,

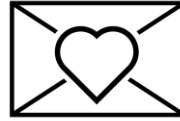
3 from Bairrada and 2 in Peninsula de Setubal



Things that impressed in WT in Portugal ?



Thank you email after the visit



Special touch or extra add-on.

Discounts applied



Uniqueness

High English level



But, we also experienced...



UNPREPARED



Ungrafted
Enotourism

And...



WRONG INFORMATION



Ungrafted
Enotourism

And...



IMPROVISED



Ungrafted
Enotourism

Also...



SERVICE OR HOSPITALITY FIRST?

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Enotourism

But particularly...



SELLING WINE?



Ungrafted
Enotourism

So, why do you want to be better?



To make more money!



Ungrafted
Enotourism

How to improve?

- Best Practice Manual
- Training sessions and workshops



Best Practice Manual

Pre-visit, visit & post-visit best practices

Five Sections:

1. Communication - Website, Booking & Social Media
2. Facility - Features in the winery
3. Tours
4. Tastings
5. Staff - Service, Hospitality & Sales



TRAINING PROGRAM

Promotion & Marketing

Social Media training

DMCs & Tour Operators

Management

Facility best attributes

Staffing - Service & sales training

Storytelling

Developing your

story

Selling your image



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For more information, contact us:

enoturismo@viniportugal.pt



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