



20TH - 26TH February

PORTO. PORTUGAL
2023



**The world wine
tourism market
meets in Portugal**

**Wine
& Travel
Week**





Wine &Travel Week

PORTO . PORTUGAL 2023

1

**Week to market
and network**

+10

**Countries exhibiting
and participating**

200

**Exhibitors at the Trade
Show and hosted buyers
from all over the world**

70

**International
journalists to meet**

• 20TH - 26TH February

Each event has its own venue, programme, and audience.

Bringing them together creates the most interactive and innovating show devoted to the world wide wine tourism.



**ALFÂNDEGA
DO PORTO**

21ST TO 22ND FEB

- **TRADE SHOW**
- **FORUM**
- **B2B MEETINGS**



**PALÁCIO
DA BOLSA**

23RD TO 26TH FEB

- **ESSÊNCIA DO
VINHO PORTO**



PORTUGAL

23RD TO 26TH FEB

- **EXPERIENCES**



I. THE TRADE SHOW

 **ALFÂNDEGA DO PORTO**
 **21ST TO 22ND FEB**

● **BUY AND SELL WINE TOURISM**

The trade fair experience to market and promote brands and projects from all over the world.

● **CONNECT & GET TO KNOW**

In the B2B lounge, each exhibitor will have one table to host up to 10 pre-scheduled meetings per day .

● **VISIBILITY & NETWORKING**

In the Trade Show Hall, exhibitors can access the stage for pop-up presentations. Please check the Exhibitors' Packages details.

Enjoy lunches and dinners curated by Top International Sommeliers & Chefs. Please check the Exhibitors' Packages details.



WHO CAN PARTICIPATE?

Wine estates, producers, wine regions, museums, hotels, regional & national tourism offices or any other wine tourism key player.

REASONS TO PARTICIPATE!

- global show for all emblematic wine tourism world destinations
- access to hosted buyers and media representatives from all over the world
- relaxed and exquisite atmosphere for business relations

VENUE

ALFÂNDEGA DO PORTO
(FORMER COSTUMS HOUSE)

The **Trade Show**, the **B2B meetings**, the **Forum** and **thematic lunches** will take place at this historical 19th century building, occupying some of its most emblematic rooms.

The **global image will convey the diversity of the world wine tourism market**, bearing in mind the exhibitors' needs in terms of comfort, communication and work meetings.



TRADE SHOW'S ACTIVITIES & OPENING HOURS

20TH FEB

Arrival to Porto

20h00 **Wine & Travel Week Welcome Party**

21ST TO 22ND FEB

09h30 - 12h30 **Pre-scheduled B2B meetings / 15 minutes each**

11h00 - 17h30 **Trade Show for Professionals**

13h00 - 15h00 **Thematic lunch**

15h15 - 17h15 **Up to 7 pre-scheduled pop-up presentations at the Trade Show Hall* / 10 minutes each**

**Please check the Exhibitors' Package details.*

16h00 - 17h30 **Trade Show for General Public**

17h30 **Closing of the Trade Show**

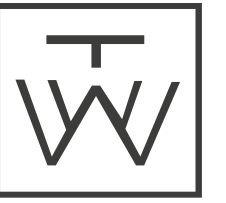
20h30 **Thematic dinner**

23RD FEB

Departure from Porto*

**Upon request, you are welcome to visit the 19th edition of Essência do Vinho - Porto or to participate in one of the WTW experiences in Portugal.*

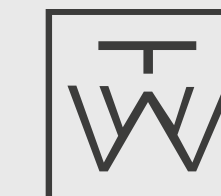
To apply and for further information, please contact anafranca@essenciadovinho.com +351 938 399 039.



THE EXHIBITORS

Wine estates, producers, wine regions, museums, hotels, regional & national tourism offices or any other wine tourism key player **from all over the world.**

I. THE TRADE SHOW EXHIBITORS' PACKAGES



/ WTW PACKAGES

59 **SILVER** STANDS OF 6 SQM

TRADE SHOW + B2B TABLE / 2.250€ (EXCL. TAXES)

- 1 furnished stand at the Trade Show Lounge
- 1 table and 2 chairs at the B2B Lounge
- 1 access to the B2B online planner
- Up to 10 B2B meetings per day
- 1 electricity point
- 20 invites for clients & partners
- Registration at the digital Trade Show Catalogue

REGISTRATION FEE / 350€ (EXCL. TAXES)

- 1 access to the Forum per day
- 1 access to the Lounge Bar per day
- 1 access to a lunch curated by top international Sommeliers & Chefs

8 **GOLD** STANDS OF 12 SQM

TRADE SHOW + B2B TABLE / 3.250€ (EXCL. TAXES)

- 1 furnished stand at the Trade Show Lounge including wall customization
- 1 table and 2 chairs at the B2B Lounge
- 1 access to the B2B online planner
- Up to 10 B2B meetings per day
- 1 electricity point
- 30 invites for clients & partners
- Registration at the digital Trade Show Catalogue

REGISTRATION FEE / 350€ (EXCL. TAXES)

- 1 access to the Forum per day
- 1 access to the Lounge Bar per day
- 1 access to a lunch curated by top international Sommeliers & Chefs

5 **PLATINIUM** STANDS OF 16 SQM

TRADE FAIR + B2B TABLE / 4.250€ (EXCL. TAXES)

- 1 furnished stand at the Trade Show Lounge including wall customization
- 1 table and 3 chairs at the B2B Lounge
- 1 access to the B2B online planner
- Up to 10 B2B meetings/per day
- 2 electricity points
- 50 invites for clients & partners
- Registration at the digital Trade Show Catalogue
- Opportunity of promoting a Pop Up presentation in the Trade Show Lounge

REGISTRATION FEE / 475€ (EXCL. TAXES)

- 2 accesses to the Forum per day
- 2 accesses to the Lounge Bar per day
- 2 accesses to a lunch curated by top international Sommeliers & Chefs
- 2 accesses to the Welcome Dinner
- 2 accesses to the Closing Party

The more, the merrier! If you wish to participate or bring your guests to the lunches, dinners and parties, tickets are available.

For additional information, please contact:

anafranca@essenciadovinho.com

(Limited to the capacity of the rooms. First come - first served!)



2 DIAMOND STANDS OF 22 SQM

TRADE FAIR + B2B / 7.500€ (EXCL. TAXES)

- 1 furnished stand at the Trade Show Lounge including wall customization
- 1 table and 3 chairs at the B2B Lounge
- 1 access to the B2B online planner
- Up to 10 B2B meetings per day
- 4 electricity points
- 70 invites for clients & partners
- Registration at the digital Trade Show Catalogue
- Opportunity of promoting a Pop Up presentation in the Trade Show Lounge

REGISTRATION FEE / 750€ (EXCL. TAXES)

- 6 accesses to the Forum per day
- 4 accesses to the Lounge Bar per day
- 4 accesses to a lunch curated by top international Sommeliers & Chefs
- 4 accesses to the Welcome Dinner
- 4 accesses to the Closing Party

The more, the merrier! If you wish to participate or bring your guests to the lunches, dinners and parties, tickets are available.

For additional information, please contact:

anafranca@essenciadovinho.com

(Limited to the capacity of the rooms. First come - first served!)

4 COLLECTIVE STANDS GATHERING 12 STANDS OF 6 SQM

TRADE FAIR + B2B / 30.000€ (EXCL. TAXES)

- 12 furnished stands at the Trade Show Lounge including wall customization
- 1 table and 2 chairs per exhibitor at the B2B Lounge
- 1 access per exhibitor to the B2B online planner
- Up to 10 B2B meetings per day per exhibitor
- 1 electricity point per exhibitor
- 20 invites for clients & partners per exhibitor
- Registration at the digital Trade Show Catalogue
- Opportunity of promoting a Pop Up presentation in the Trade Show Lounge

REGISTRATION FEE / 350€ / PER EXHIBITOR (EXCL. TAXES)

- 14 accesses to the Forum per day
- 14 accesses to the Lounge Bar per day
- 14 accesses to a lunch curated by top international Sommeliers & Chefs
- 2 accesses to the Welcome Dinner
- 2 accesses to the Closing Party

If you want to be an exhibitor, choose your stand and apply, for stands will be allocated in a first come-first served basis.



THE FORUM



ALFÂNDEGA DO PORTO



21ST & 22ND FEB

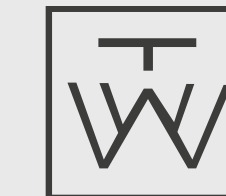
Innovation and sustainability in relation to wine tourism are increasingly marking the agenda of wine regions. Both are a changing path for destinations' competitiveness and identity, supporting biodiversity protection, social inclusion, and territorial cohesion.

Promoted in partnership with Great Wine Capitals Global Network, the programme includes 9 show cases that will be announced December 1st.

II. THE FORUM

 ALFÂNDEGA DO PORTO

 21ST TO 22ND FEB



INNOVATION

21ST FEB

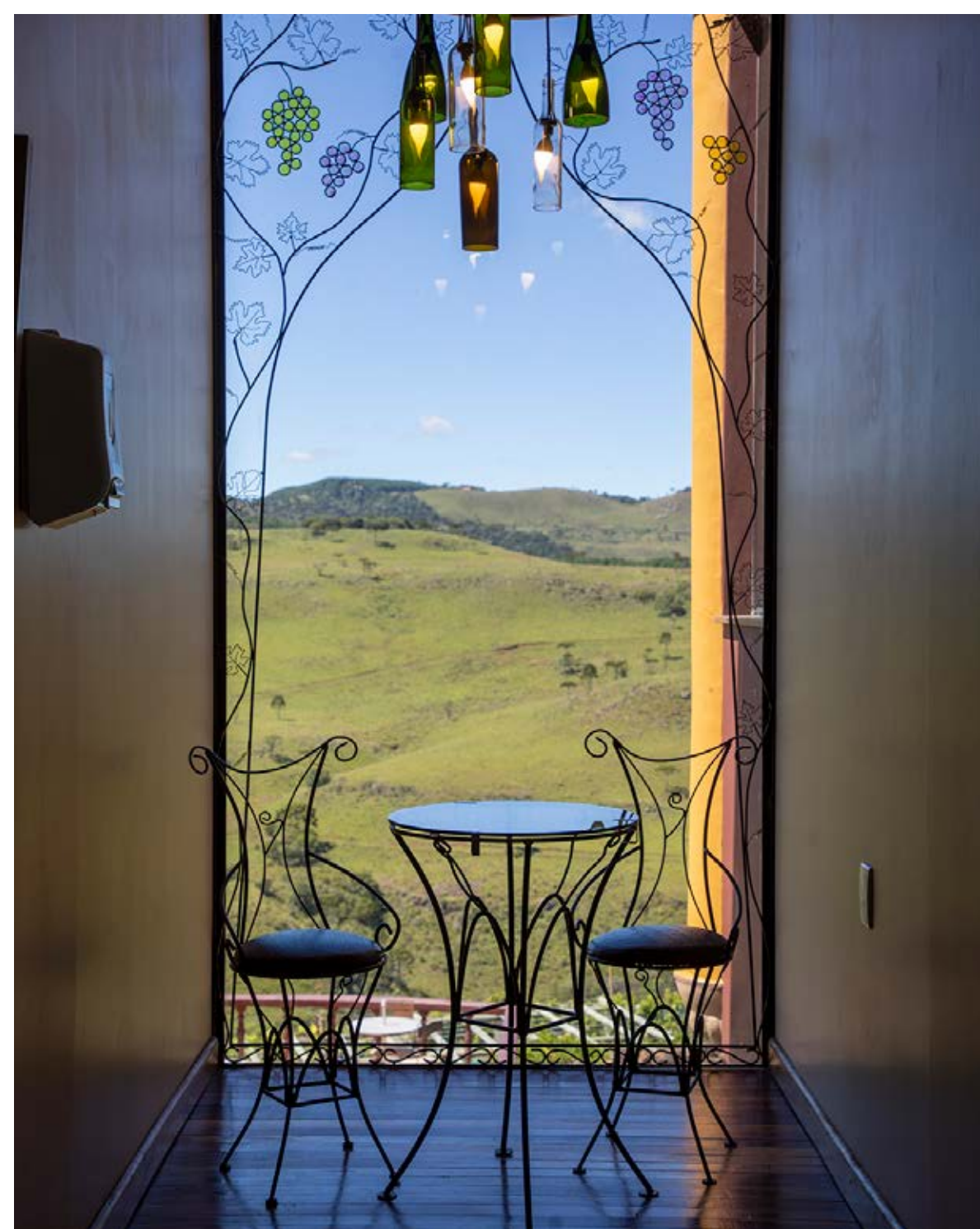
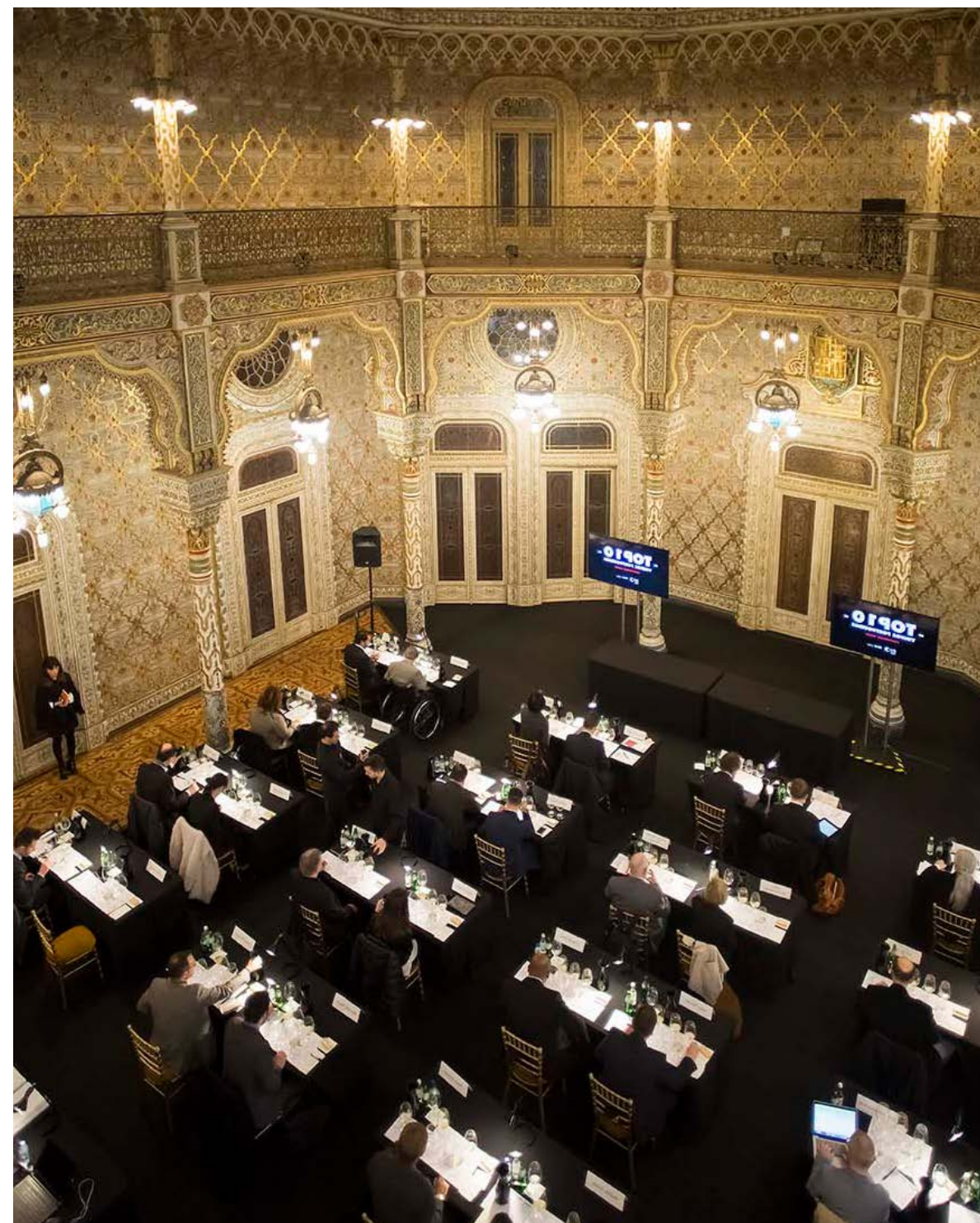
- 15h00 **Opening**
- 15h15 **Show case 1**
- 15h30 **Show case 2**
- 15h45 **Show case 3**
- 16h00 **Q&A**
- 16h15 **Break**
- 16h30 **Show case 4**
- 16h45 **Show case 5**
- 17h00 **Q&A**
- 17h15 **Closing remarks**

SUSTAINABILITY

22ND FEB

- 15h00 **Show case 1**
- 15h15 **Show case 2**
- 15h30 **Q&A**
- 15h45 **Break**
- 16h00 **Show case 3**
- 16h15 **Show case 4**
- 16h30 **Q&A**
- 16h45 **Closing remarks**

Final programme to be announced 1st December 2022.



III. EXPERIENCES

PORTUGAL, 23RD TO 26TH FEBRUARY

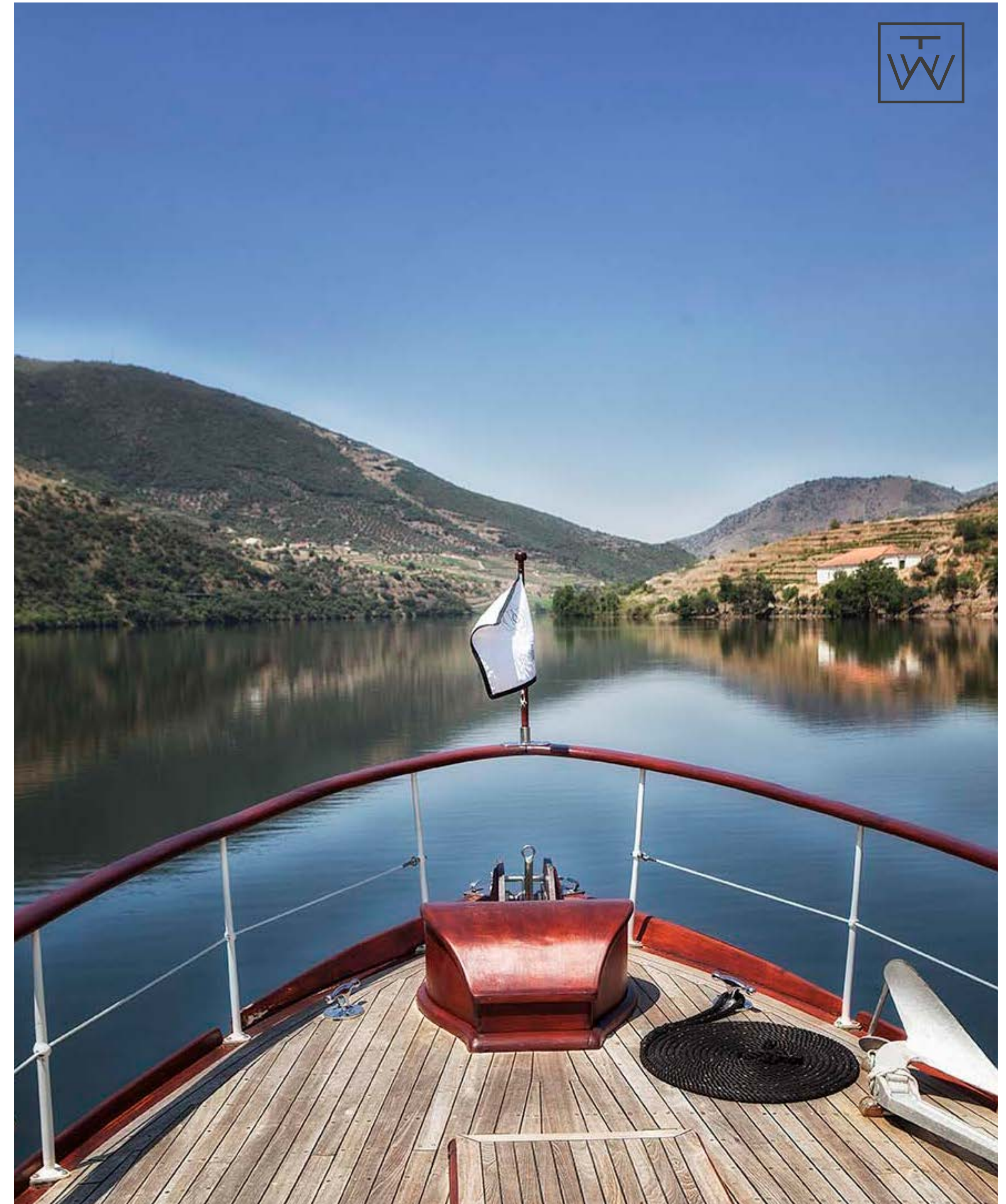
ENJOY & RELAX

A programme of themed experiences in Portuguese wine regions for the international hosted buyers and journalists. Curated by the Revista de Vinhos and Gula teams, they aim to bring together wine and leisure activities.

As an exhibitor and a key player of wine tourism, why not try them out?!

In partnership with the Portuguese Tourism Offices, the Experiences' programme will be announced December 1st.

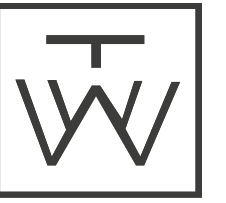
If you wish to buy tickets for one of the programmes, please email Ana França at anafranca@essenciadovinho.com
(Limited capacity. First come - first served!)



IV. ESSÊNCIA DO VINHO

PORTO 2023

19TH EDITION



 **PALÁCIO DA BOLSA . PORTO**

 **23RD TO 26TH FEB**

Held since 2004, this event gathers producers from all Portuguese wine regions, promotes a programme of +40 thematic masterclasses and experiences, and brings to Porto an international delegation of on & off trade professionals.

It is considered the main wine experience in Portugal, not only because of its unique walk-around tasting scenario, occupying all rooms of the Palace, but also for the internationally renowned Top 10 Portuguese Wines competition.

4 DAYS

50 PARALLEL ACTIVITIES

350 PRODUCERS

+20,000 VISITORS (28% FOREIGN)

+200 ACCREDITED JOURNALISTS

The first edition of the WTW in partnership with the Great Wine Capitals Global Network is a step to assert a leading event covering the world wine tourism market.



JOIN,
LIVE &
CELEBRATE

**THE WORLD
OF WINE TOURISM
WITH US!**

ORGANIZATION



MEDIA PARTNERS

REVISTA DE
VINHOS
A ESSÊNCIA DO VINHO

REVISTA
Gula
VIVER BEM É A MELHOR VINDANÇA



A ESSÊNCIA
RTP3, RTP INTERNACIONAL

PARTNERS



Great Wine Capitals
GLOBAL NETWORK | A WORLD OF EXCELLENCE

SUPPORT

