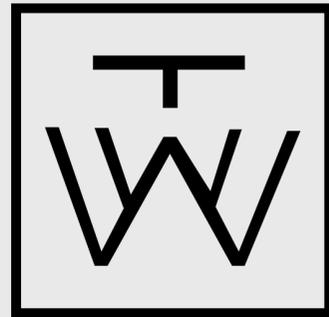




18th to 25th February
PORTO. PORTUGAL

Wine
& Travel
Week

2024



**Wine
&Travel
Week**

2023

“Praised for pulling off an ambitious project, Wine and Travel Week stems to establish Portugal as the epicentre of the global wine tourism industry”.

The Drinks Business



**BEST DRINKS
EVENT**

WINNER

Essência Company

Wine & Travel Week 2023

RESULTS 2023 EDITION



78 EXHIBITORS

59 NATIONAL

19 INTERNATIONAL

10 COUNTRIES REPRESENTED



ARGENTINA	GERMANY	SPAIN
AUSTRALIA	ITALY	SWITZERLAND
CHILE	PORTUGAL	
FRANCE	SOUTH AFRICA	

187 INVITED JOURNALISTS

64 INTERNATIONAL

53 NATIONAL

28 NATIONALITIES



ARGENTINA, AUSTRALIA, BELGIUM, BRAZIL, CANADA, CHILE, CZECHIA,	DENMARK, FINLAND, FRANCE, GERMANY, ISRAEL, ITALY, JAPAN,	LEBANON, MEXICO, NETHERLANDS, POLAND, PORTUGAL, SINGAPORE, SLOVENIA, SOUTH	AFRICA, SPAIN, SWEDEN, SWITZERLAND, UKRAINE, UNITED KINGDOM, UNITED STATES OF AMERICA
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1776

1542 PRE-SCHEDULED MEETINGS (86,8% OF OCCUPIED SLOTS)

AVAILABLE SLOTS FOR B2B MEETINGS

APP FOR MANAGING AND SCHEDULING **B2B MEETINGS**

Development and delivery of an app for managing the participation of exhibitors and hosted buyers, allowing: scheduling of B2B meetings and the integration and accessibility of information, favouring dynamics and additional opportunities for contacts between exhibitors and hosted buyers.

304 HOSTED BUYERS

53 ATTENDEES

20 NATIONALITIES



AUSTRIA, BRAZIL, CANADA, CZECHIA, DENMARK, FINLAND, FRANCE,	GERMANY, ISRAEL, ITALY, JAPAN, LEBANON, NETHERLANDS, PORTUGAL,	SLOVENIA, SPAIN, SWEDEN, UKRAINE, UNITED KINGDOM, UNITED STATES OF AMERICA
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7 TOURISM REGIONS

30 CITIES/VILLAGES
9 DEMARCATED REGIONS

61 EXPERIENCES, OF WHICH

40 WINE TOURISM PROJECTS

76 PARTICIPANTS, OF WHICH **50** BUYERS
26 JOURNALISTS

7 TOURS



Wine & Travel Week

PORTO | PORTUGAL 2024

1 week for promoting projects and networking

1 guest country

SEVERAL Countries represented

+200 suppliers and buyers from all over the world

+30 international journalists

• 18th to 25th February

An intense week for networking, entirely dedicated to the world wine tourism, perfectly matched with a prestigious event dedicated to Portuguese wines.



PORTO

19 - 20 FEB

- B2B MEETINGS
- WTW TALK



PORTUGAL

18 - 25 FEB

- EXPERIENCES
- PORTO WINE & FOOD



PALÁCIO DA BOLSA

22 - 25 FEB

- **ESSÊNCIA DO VINHO PORTO 2024**



PROGRAMME

PORTO

The city of Porto will host the first days of WTW 2024, in several buildings representative of its heritage, as well as of local wine tourism.

The overall image will transmit the diversity of the world of wine tourism, taking into account the needs of exhibitors and buyers, both in comfortable business meetings and in pleasant, enjoyable moments of social interaction.

OPENING HOURS

18 FEB

Accreditation at the hotel
20h00 **Dinner**

19 FEB

09h00 **B2B Meetings**
13h30 **Lunch**
15h00 **B2B Meetings**
17h30 **Free time**
20h00 **Dinner & Party**

20 FEB

09h00 **B2B Meetings**
13h00 **WTW Talk**
13h30 **Lunch**
15h00 **Free time**
20h00 **Dinner & Party**

21 - 23 FEB

Experiences ´ programme throughout the 7 Portuguese Tourism Regions, in order to promote national Wine Tourism among buyers and journalists.

PARTNERSHIPS

WTW 2024 renews the partnerships established in the first edition, namely with the Portuguese Tourism Office and with the Great Wine Capitals network. Both in the development of the programme and in its communication, these supports are essential for the success of this event.

This year we will also have a connection to UNWTO, for the creation of the debate with an expert.

PARTNERS:



SUPPORT:



I. B2B MEETINGS



 **PORTO**

 **19 - 20 FEB**





I. B2B MEETINGS

 **PORTO**

 **19 – 20 FEB**

● BUY & SELL WINE TOURISM

Porto will welcome exhibitors and buyers for 40 pre-scheduled meetings, as well as meetings that can be scheduled on-site.

● STRENGTHEN CONTACTS NETWORK

The programme includes other moments to boost networking, namely business lunches and dinners. All will have, as far as possible, the contribution of renowned chefs and sommeliers.



We will soon announce the guest country for this year's edition, which will naturally have a special highlight in the programme, in order to promote itself as a Wine Tourism destination in the world.

WHO CAN PARTICIPATE?

Producers, agents and operators, tourist entertainment companies, specialists, associations and other wine tourism professionals.

REASONS TO PARTICIPATE!

An innovative and global event that brings together the world's most emblematic wine tourism destinations.

A relaxed and sophisticated atmosphere, perfect for the positioning of projects and brands.

II. WTW TALK

 PORTO

 19 – 20 FEB

In partnership with the World Tourism Organization (UNWTO), we will have an expert to discuss an important and current issue, always from the business perspective and bearing in mind the evolution of world wine tourism.

A more intimate moment of self enrichment and sharing of ideas among those present.



III. EXPERIENCES

 PORTUGAL
 18 - 23 FEB



III. EXPERIENCES

 **PORTO**
 **18 - 20 FEB**

WINE & FOOD EXPERIENCE

One of WTW's commitments is to make the most of the moments of interaction and connection among all participants.

Thus, lunches and dinners, as well as parties and trips, become breaks for meetings and more relaxed networking.

/ LUNCHES AND DINNERS

The programme will surprise you with a close link between gastronomy and wine during the scheduled lunches and dinners.

Each moment will be, once again, created under the guidance of a group of renowned national chefs, along with award-winning Portuguese sommeliers.



III. EXPERIENCES

 **PORTO**
 **18 - 20 FEB**

/ PARTIES

One of the evenings, organised by Porto City Hall, is the Great Wine Capitals Network Gala. In this ceremony, the Best of Wine Tourism Awards will be given to the national projects of excellence that will stand out during 2023.

Based around a theme, the WTW parties will be one of the most vibrant and surprising moments of the programme.

Held in unique venues, complemented by performing arts, design, music, etc., they are a key element in the networking experience, bringing everyone together.



III. EXPERIENCES

 PORTO

 18 - 25 FEB

WINE & FOOD

- PORTO CELEBRATES WINE!

For this second edition, **Wine & Travel Week** presents a list of restaurants and bars in Porto, spread across all neighbourhoods, with a particular focus on wine service, mixology and good food.

Exclusive events and unforgettable gastronomic moments will be created!

Restaurants and bars selected by REVISTA DE VINHOS will illustrate the diversity of Porto, its gastronomy, and celebrate the incredible talent of all the chefs, restaurant owners and sommeliers in Porto.



III. EXPERIENCES

 PORTUGAL

 21 - 23 FEB

POST-TOURS

Planned in detail with the tourism regions, these programmes explore the cross selling between wine and activities that mark the identity of the destination.

From the Azores to the North of Portugal, from Alentejo to the Algarve, the Centre of Portugal, Lisbon and Madeira, it will be 2 to 3 days of authentic experiences that leave nothing to chance!

The programme will be announced by November.

Reserved for buyers and invited journalists.





HOW TO PARTICIPATE?

B2B meetings/ WTW Talk/ Experiences



EXHIBITORS

All those who can present products with character and culturally immersive moments... on the theme of territory, heritage, wine and gastronomy.

See participation terms and conditions on page 16

BUYERS

All operators, travel advisors and consultants looking for high standard itineraries and unique, conscious and exclusive references, always having Wine Tourism as the central focus of the experiences.

See participation terms and conditions on page 17

JOURNALISTS

WTW is open to journalists who have an absolute passion for the world of travel, specifically experiences linked to wine tourism, preferably with autonomy in the edition of articles for specialized media. It will be a pleasure to welcome all who want to dive into this universe and get to know authentic and inspiring stories, from the four corners of the world.

See participation terms and conditions on page 18

EXHIBITORS



REGISTRATION FEE 2.600€ (+VAT)

Conditions and advantages for participants:

B2B meetings

- 1 table and 2 chairs for the meetings
- Company identification + electricity point
- Access to the app for meetings' scheduling
- Minimum of 40 pre-booked meetings (15' each)
- 3 networking breaks between meetings, with access to coffee-breaks
- Presence on the app lists, with link to the website

Experiences

- Networking lunches on the 19th and 20th February (1 person)
- Dinners and parties on the 19th and 20th February (1 person)

Accommodation

- Access to special rates at partner hotels

If you feel you fit this profile and you are interested in being present at WTW 2024, please contact us by email at comercial@essenciadovinho.com or fill in the appropriate form on the website www.winetravelweek.com (available soon).

Early Bird Registration

Book your attendance now!
For registrations until 31 July 2023, 15% discount on the overall value of participation.

40
MEETINGS

Excellent opportunity to
contact the most specialised
trade

65€/ per meeting

BUYERS

REGISTRATION

Conditions and advantages for participants:

B2B meetings

- Access to the app for meetings' scheduling
- Minimum of 40 pre-booked meetings (15' each)
- 3 networking breaks between meetings, with access to coffee-breaks
- Presence on the app lists, with link to the website

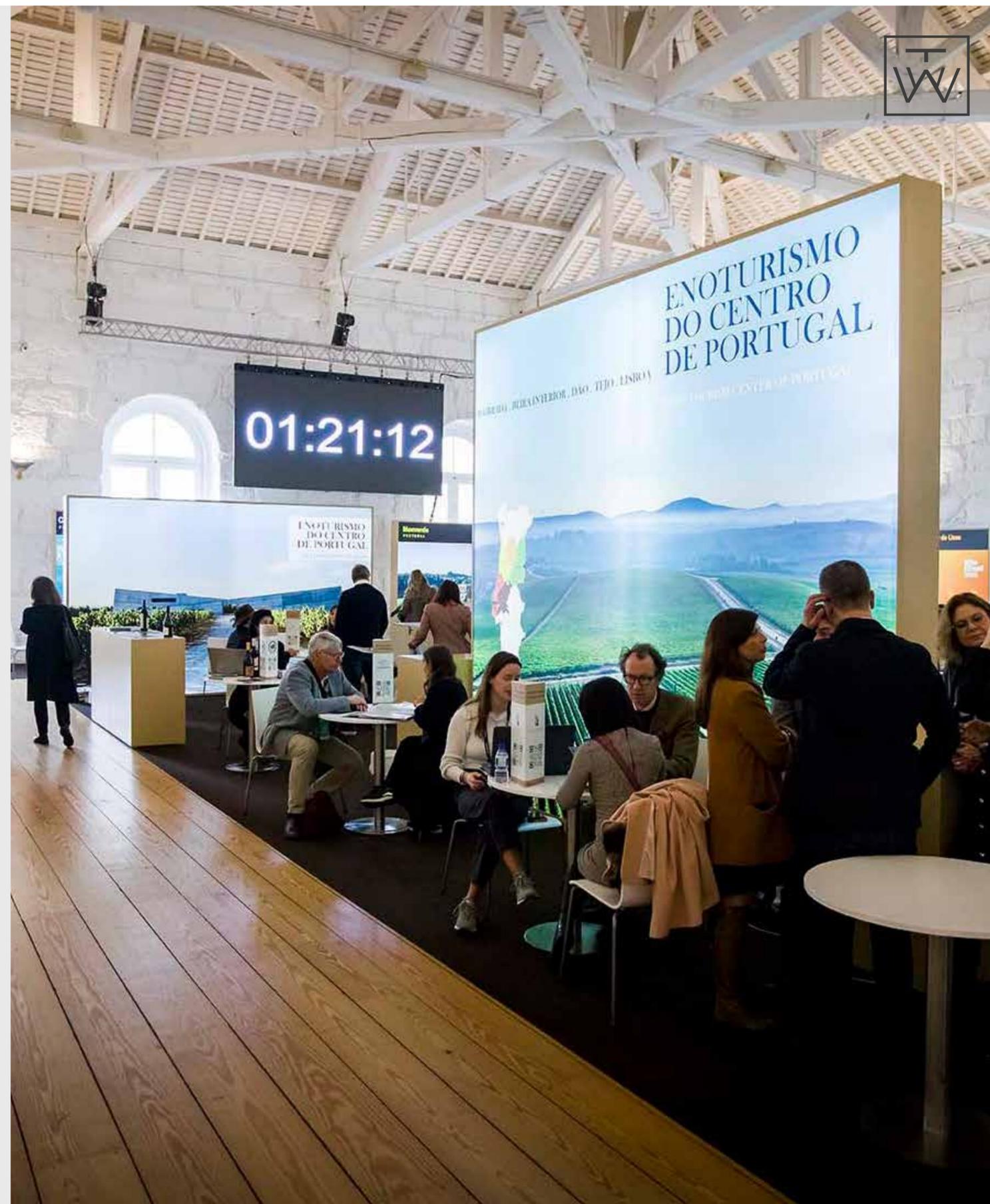
Experiences

- Networking lunches on the 19th and 20th February (1 person)
- Dinners and parties on the 19th and 20th February (1 person)
- Visit to a region, as part of the Post-Tour programme, from 21 to 23 February (1 person)

Travel and Accommodation

- 3 nights booked at the official event hotel (single room)
- Flights in economy class (does not include flight upgrades, parking or any other costs associated with the trip)

The organisation will invite some journalists directly. However, if you fit the profile described above and would like to be present, please contact us by email at comercial@essenciadovinho.com or fill in the form at www.winetravelweek.com (available soon).



JOURNALISTS

REGISTRATION

Conditions and advantages for participants:

B2B meetings

- Access to the app for contact management
- Direct scheduling of meetings with exhibitors or buyers
- 3 networking breaks, with access to coffee-breaks
- Presence on the app lists, with link to the website

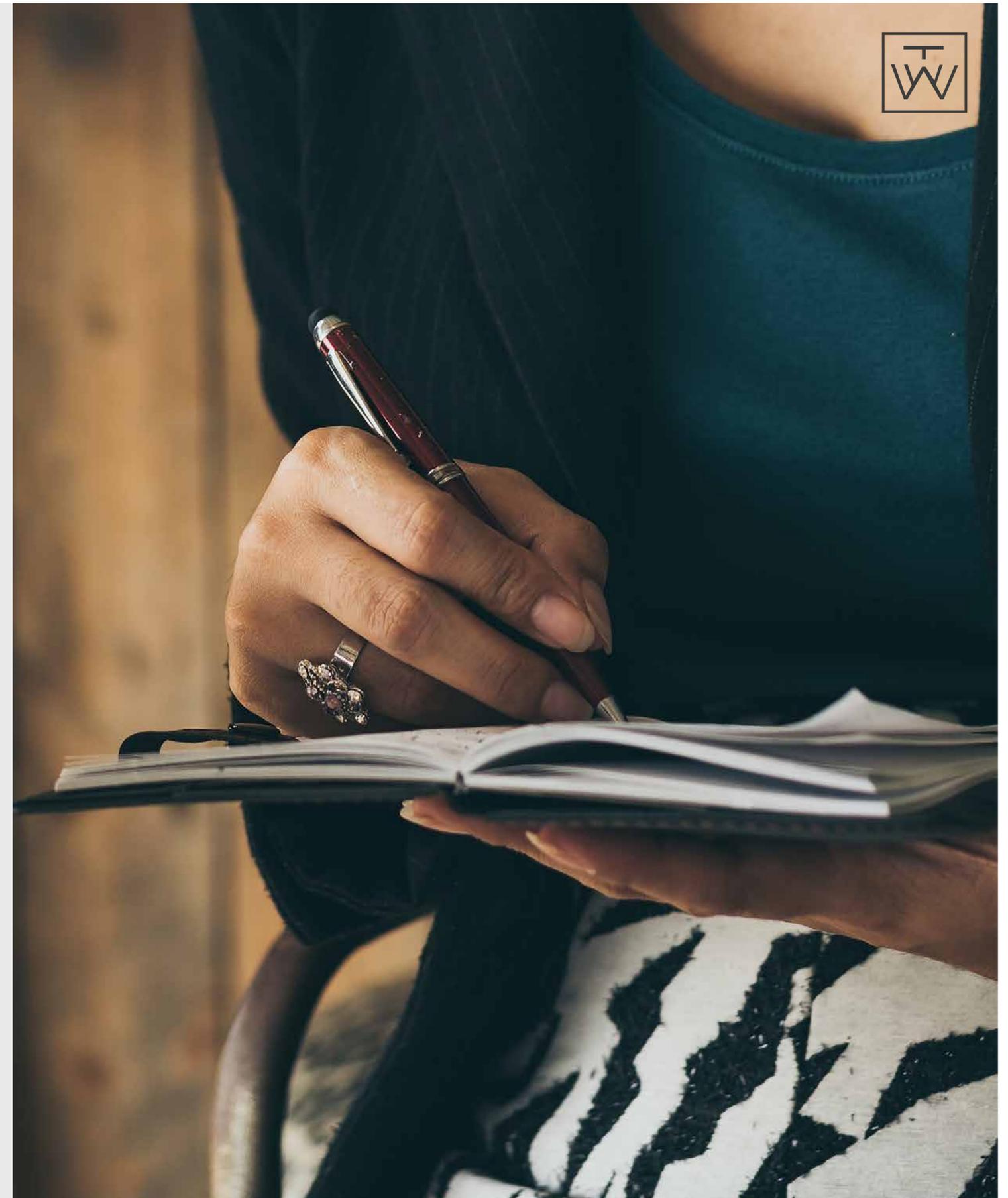
Experiences

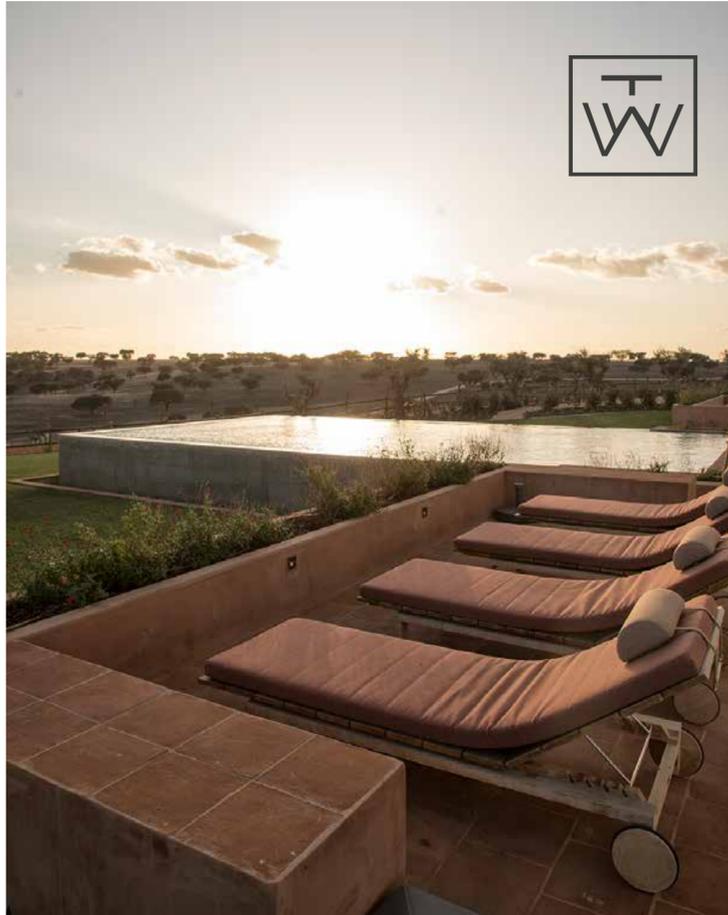
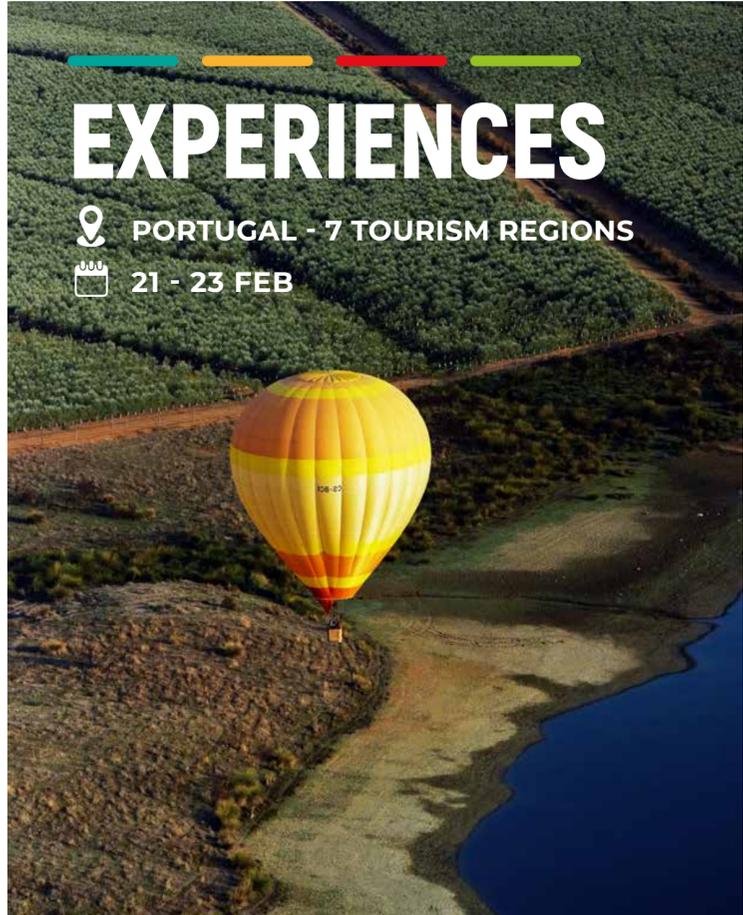
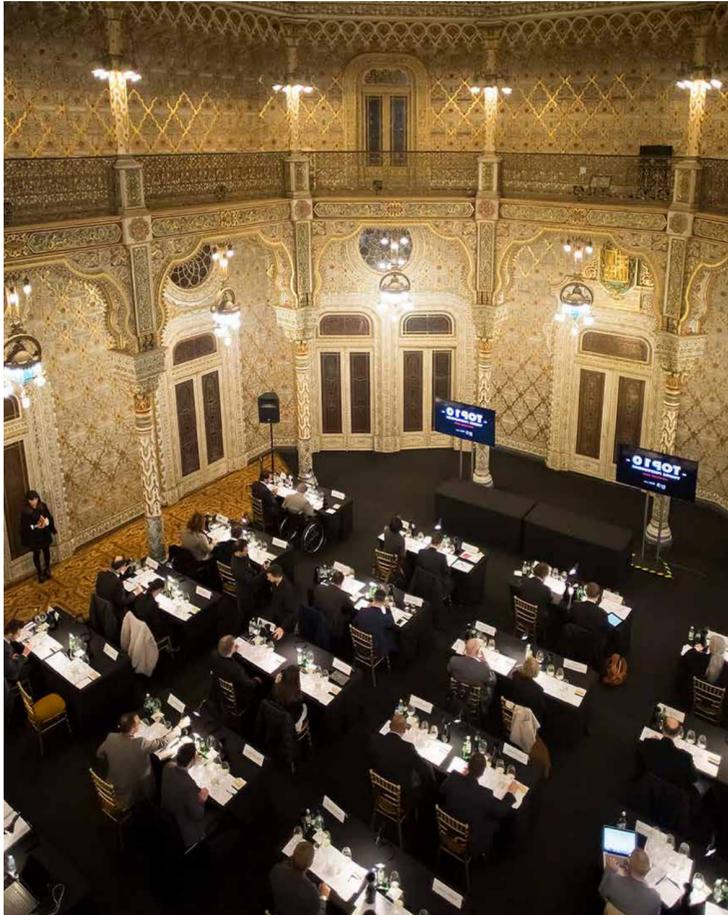
- Networking lunches on the 19th and 20th February (1 person)
- Dinners and parties on the 19th and 20th February (1 person)
- Visit to a region, as part of the Post-Tour programme, from 21st to 23rd February (1 pax)
- Optional access to Essência do Vinho 2024 (23rd or 24th of February)

Travel and Accommodation

- 3 nights booked at the official event hotel (single room)
- Flights in economy class (does not include flight upgrades, parking or any other costs associated with the trip)

The organisation will invite some journalists directly. However, if you fit the profile described above and would like to be present, please contact us by email at comercial@essenciadovinho.com or fill in the form at www.winetravelweek.com (available soon).





IV. ESSÊNCIA DO VINHO

PORTO 2024

20TH EDITION



 PALÁCIO DA BOLSA . PORTO

 22 - 25 FEB



IV. ESSÊNCIA DO VINHO

PORTO 2024

20TH EDITION



 PORTUGAL

 22 - 25 FEB

4 DAYS

50 PARALLEL
ACTIVITIES

350 PRODUCERS

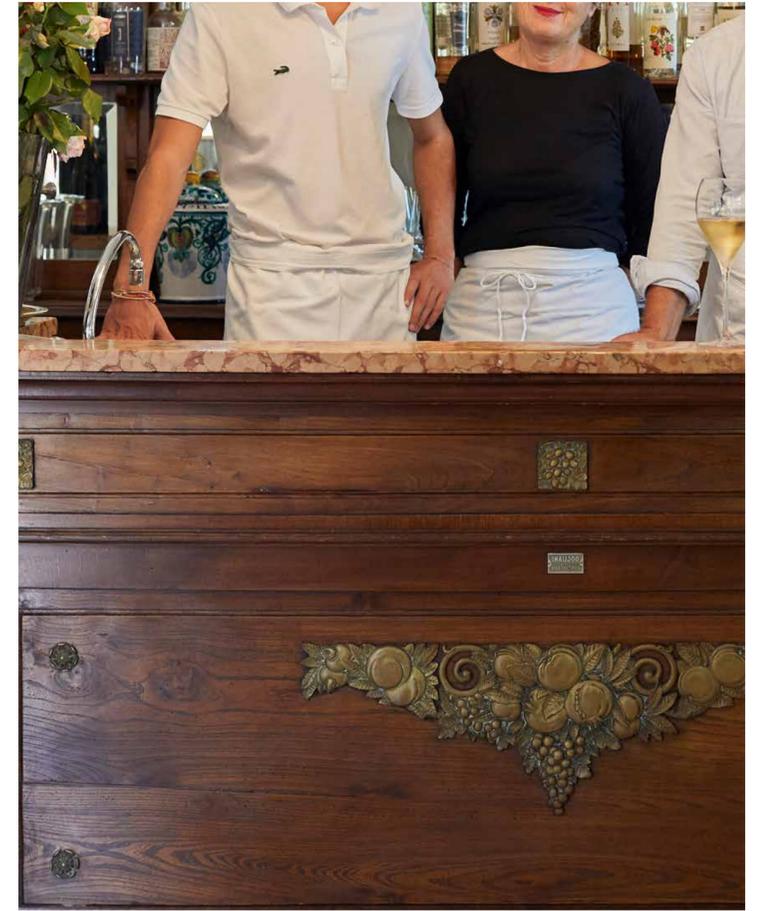
+20.000 VISITORS
28% FOREIGNERS

+200 ACCREDITED
JOURNALISTS

It has been 20 years of growth for a brand that has established itself as the main wine experience in Portugal, bringing together producers from all the Portuguese wine regions, promoting a programme of parallel activities that, year after year, brings to Porto and highlights leading figures from the four corners of the world to celebrate wine and gastronomy in an iconic setting.

Free tastings, commented tastings, experiences, masterclasses and showcookings are on the menu. The official programme of the event also promotes one of the oldest wine competitions in Portugal, the "TOP 10 of Portuguese Wines", bringing together an international panel of judges who have the opportunity, in a blind tasting, to classify a pre-selection of still and fortified wines chosen by the Tasting Panel of Revista de Vinhos.

A new edition of the most relevant event dedicated to wine tourism in the world.



**LIVE AND
CELEBRATE**
**THE WORLD OF WINE
TOURISM WITH US!**

WINE & TRAVEL WEEK 2023

→ [LINK TO VÍDEO](#)

→ [LINK TO PHOTO GALLERY](#)

→ [LINK TO OFFICIAL EVENT WEBSITE](#)

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WTW > EXPERIENCES

→ [LINK TO PHOTO GALLERY POST-TOURS](#)

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→ [LINK TO DINNER VIDEO](#)

→ [LINK TO PARTY VIDEO](#)

(Acesso /Password: **Nuno2023**)

ESSÊNCIA DO VINHO PORTO 2023

→ [LINK TO VIDEO](#)

→ [LINK TO PHOTO GALLERY](#)

→ [LINK TO OFFICIAL EVENT WEBSITE](#)

ORGANISATION



PARTNER



WWW.WINETRAVELWEEK.COM