

SUSTAINABLE WINE TOURISM



A GLOBAL SURVEY

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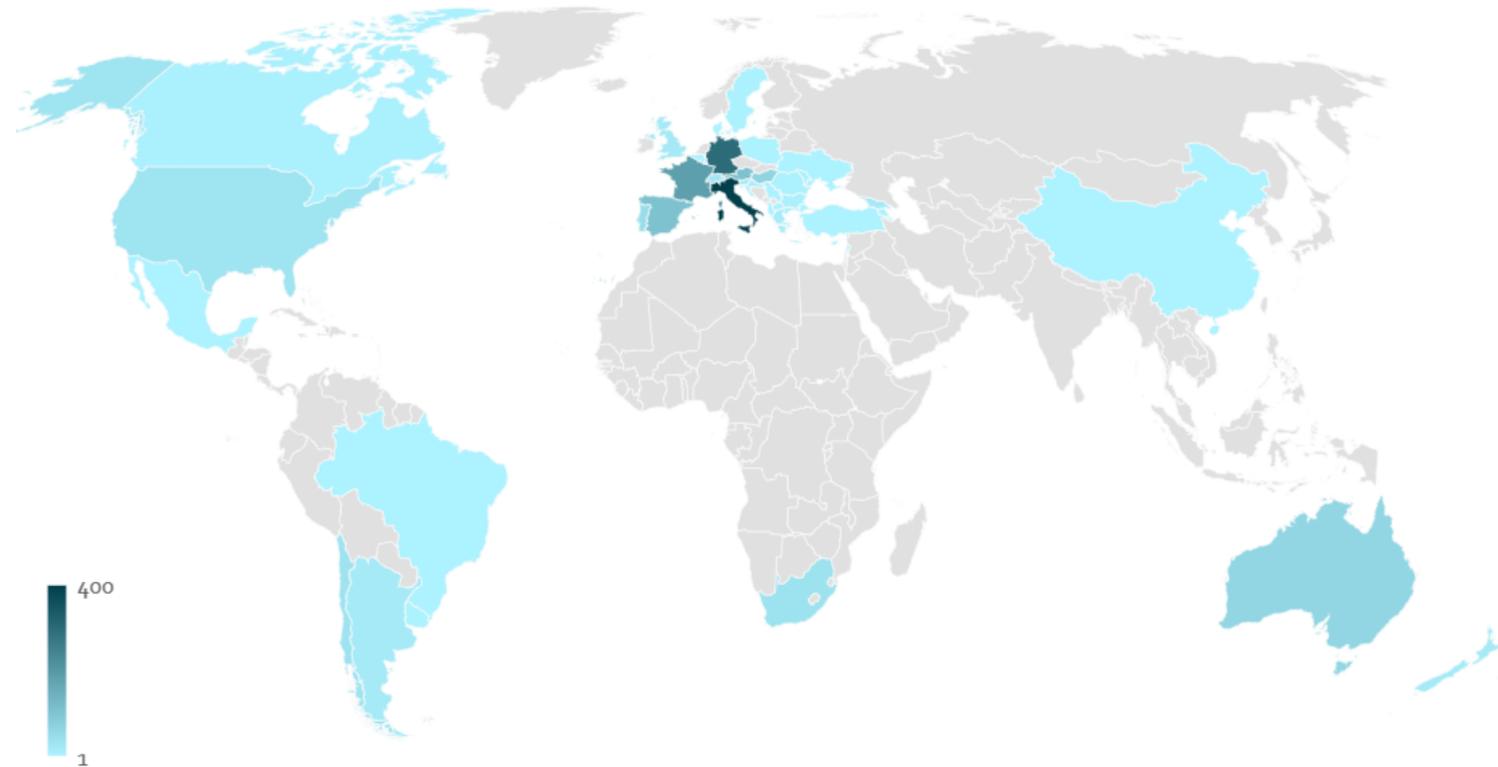
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Stockholm, Sweden

Quantitative study

Survey method: Online survey
Data collection: November 2021
Dataset: 1,579 wineries from 42 countries
Aim: To quantify and to verify wineries' perceptions and attitudes to sustainability in wine tourism



Top responding countries

*South-West
Europe*

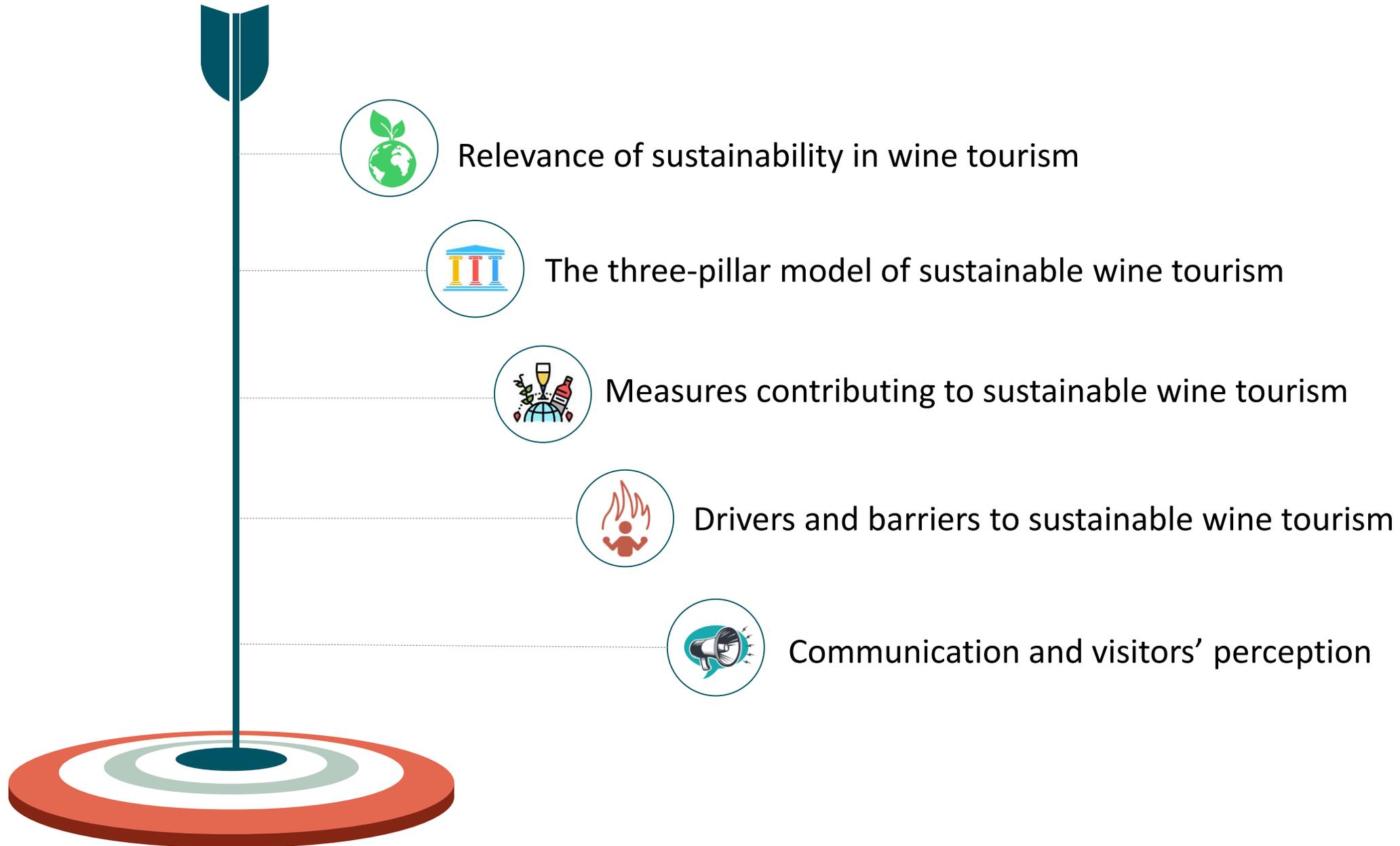


*West-Central
Europe*



*New
World*

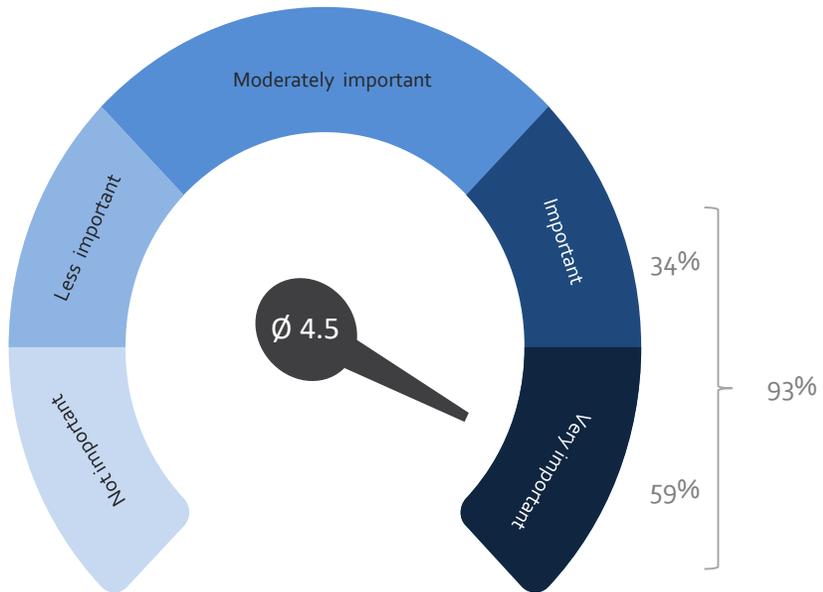




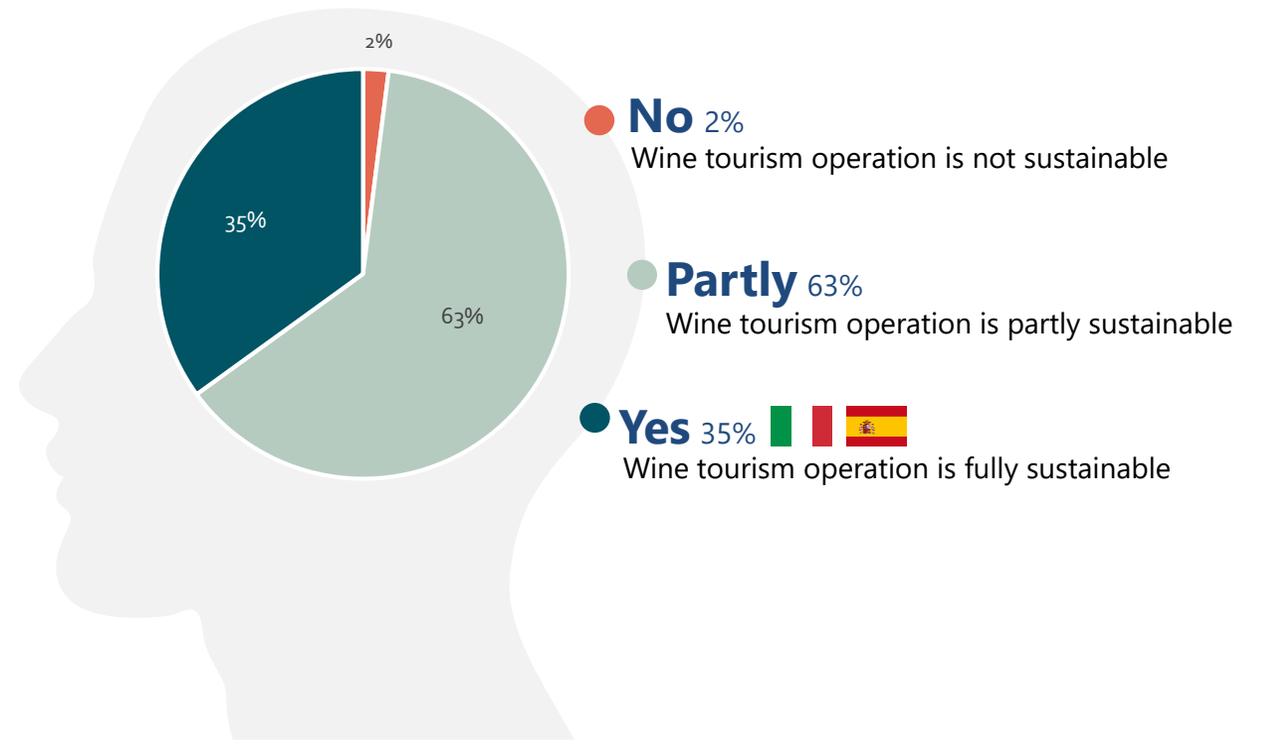


Relevance of sustainability in wine tourism

➔ General importance of sustainability



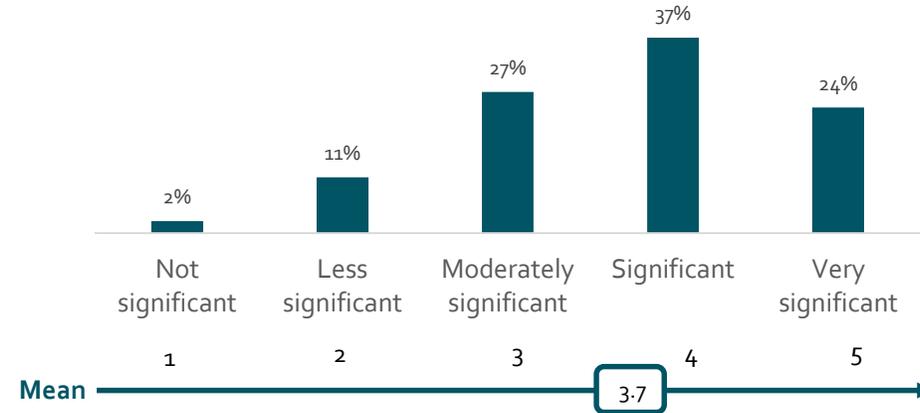
➔ Perceived sustainability of the wine tourism operations



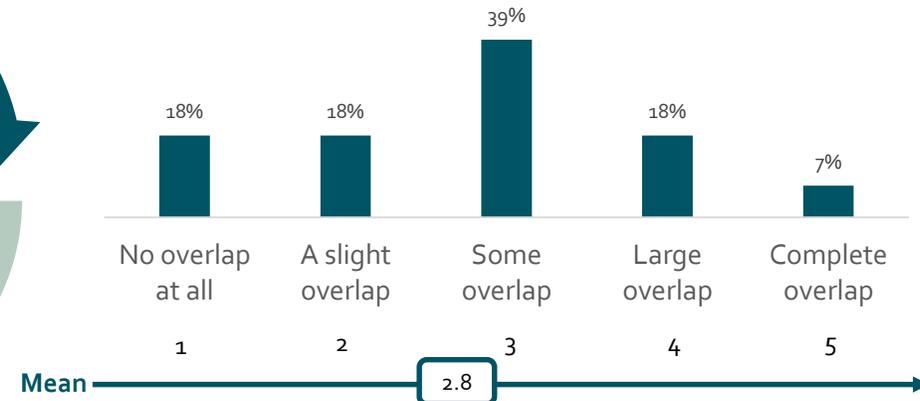


Relevance of sustainability in wine tourism

➔ **Contribution** of wine tourism activities to the sustainable development of wineries 🇺🇸

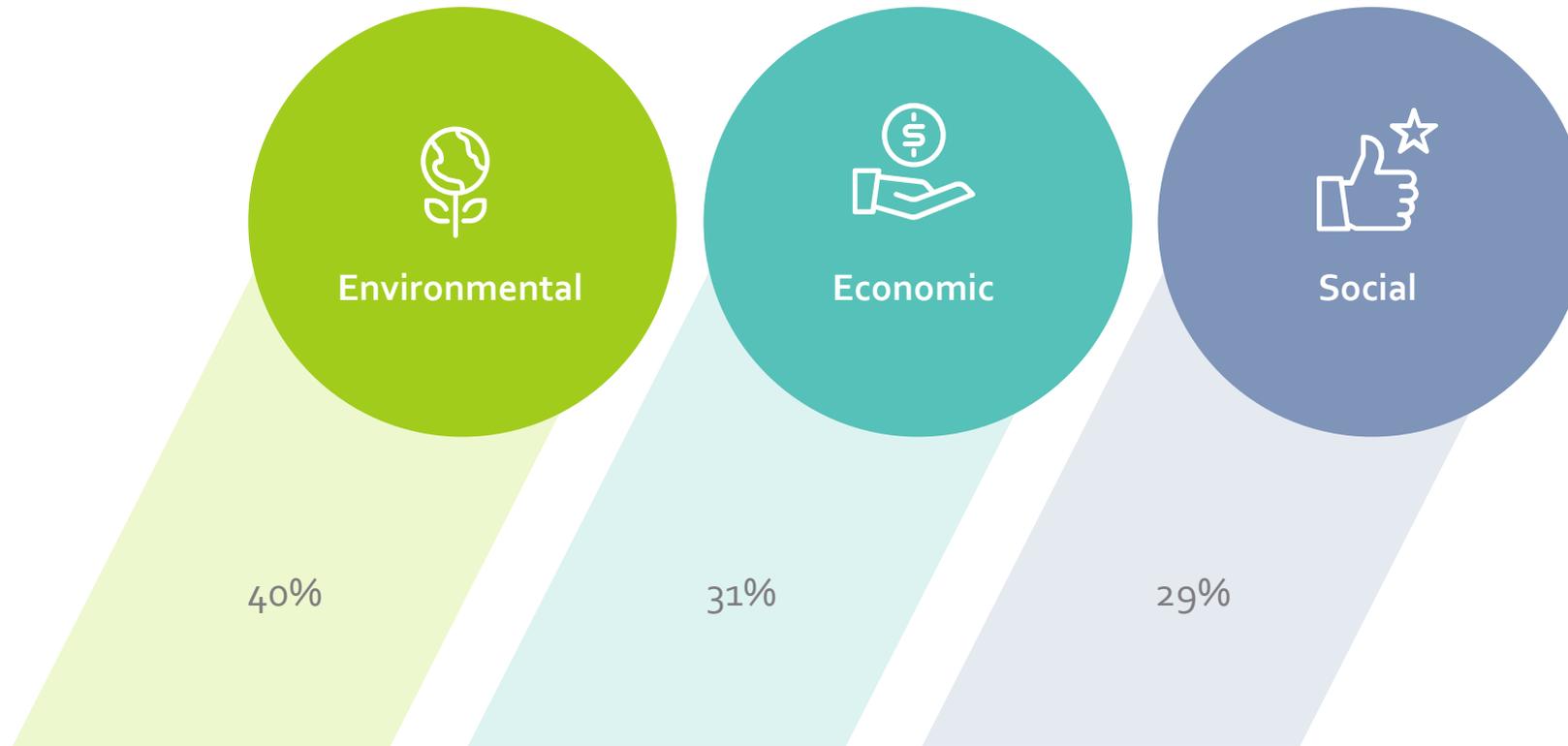


➔ **Overlap** of sustainable wine production and wine tourism 🇺🇸





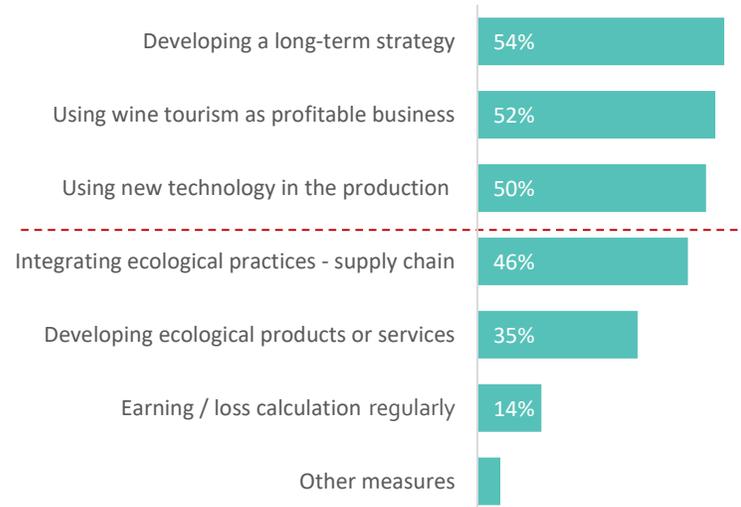
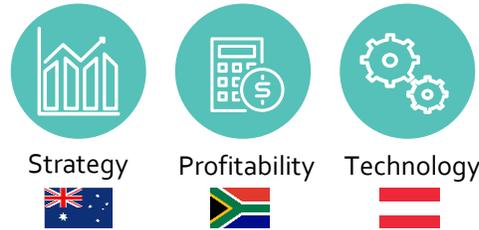
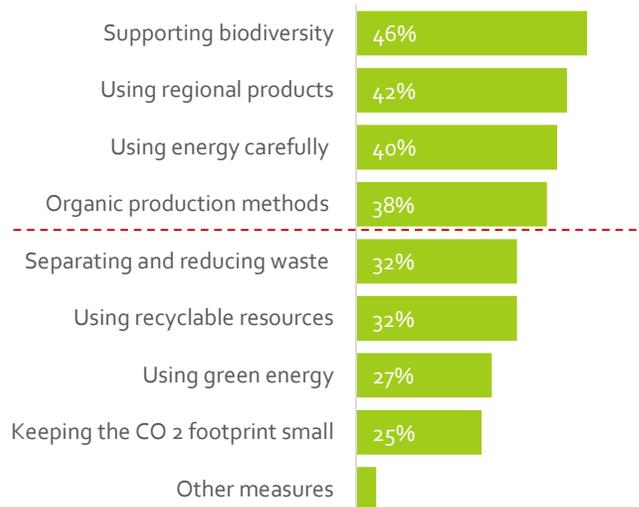
Importance of the three pillars with regards to sustainable wine tourism



No significant differences by country,
size of winery or certification



Most effective measures contributing to sustainable wine tourism





Most effective vs. planned measures contributing to sustainable wine tourism



Most effective measures



Planned measures



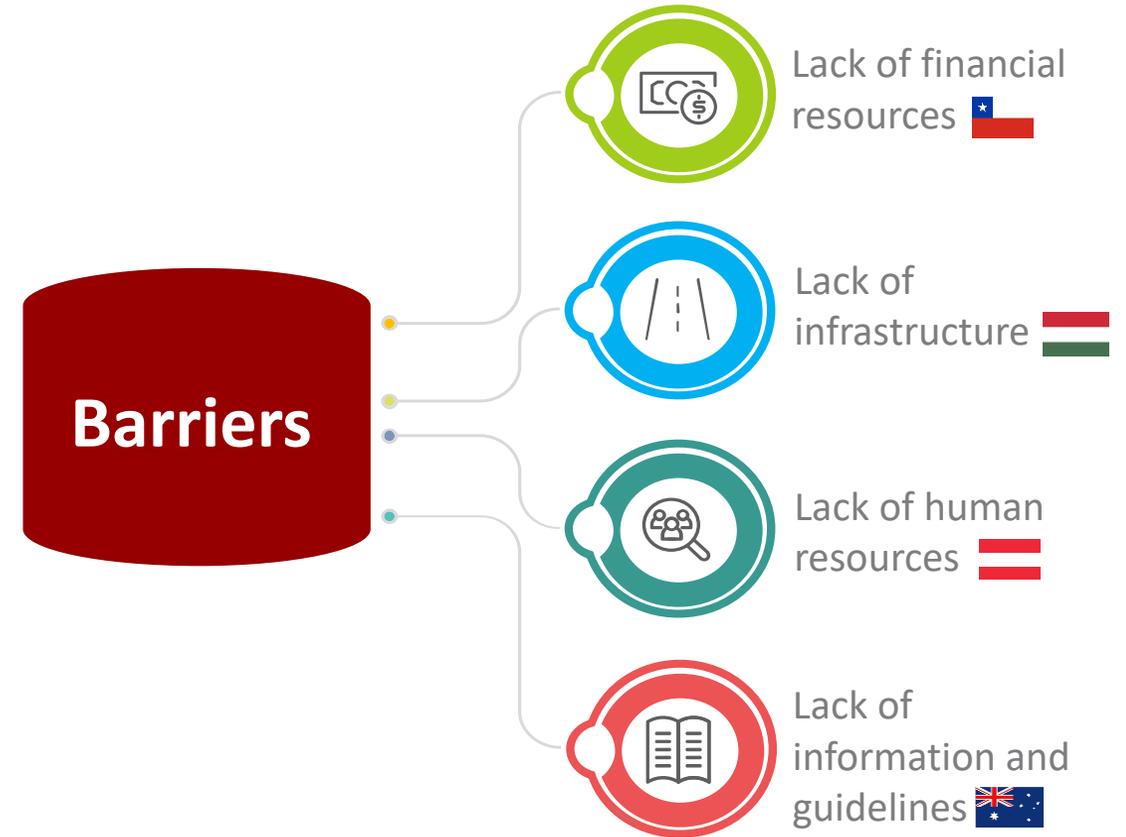


Drivers and barriers to sustainable wine tourism

➔ Main drivers towards sustainable wine tourism



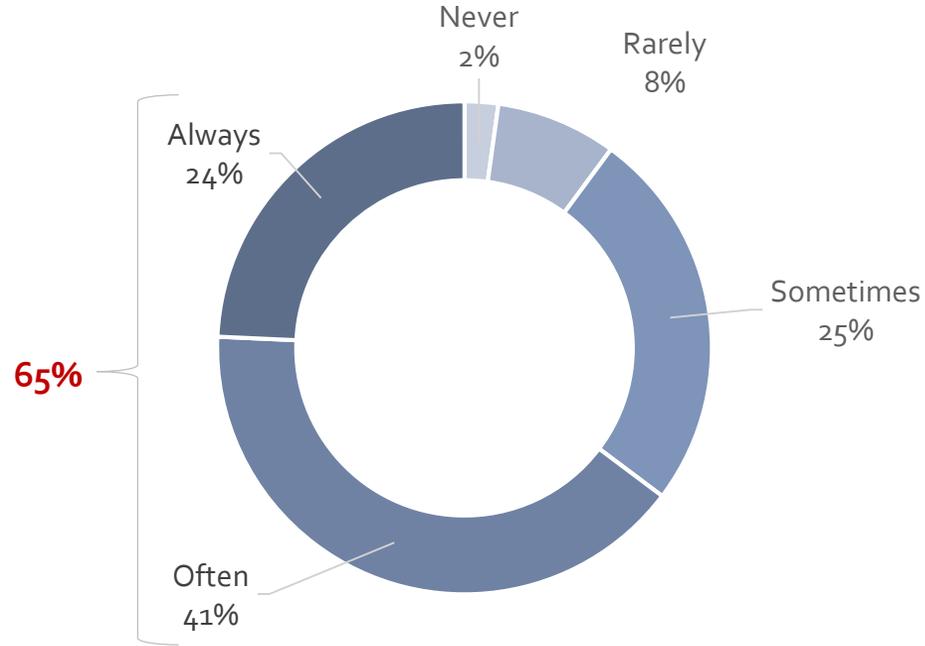
➔ Main barriers to sustainable wine tourism



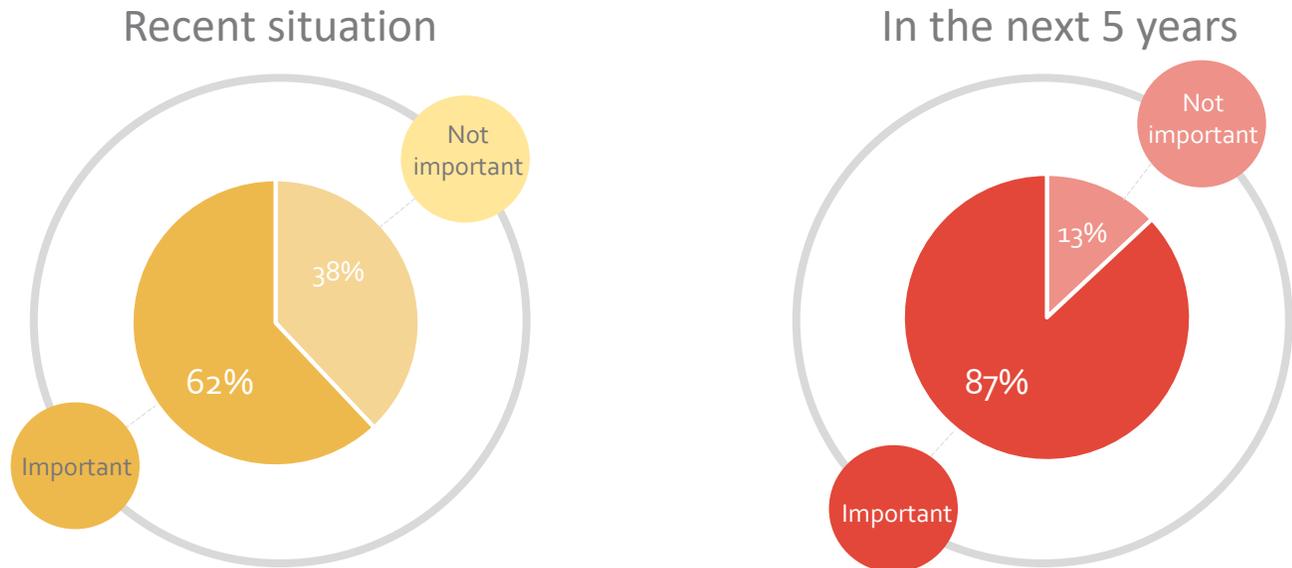


Communication and visitors' perception

➔ Communication of sustainability   



➔ Visitors' perception of sustainable wine tourism practices





CONCLUSION



Sustainability and sustainable wine tourism are of great importance



Definition and measures of sustainable wine tourism
→ lack of experience, direct answer complicated
Supported measure catalogue
→ concrete ideas, direct answer easier



One of the main barriers
→ lack of information and guidelines
One of the reasons against sustainable wine tourism
→ lack of information and guidelines



According to “wine tourism’s contribution to sustainable development” → divided in three groups

Conservative & low sustainable development

Less significant
Ø 2.5 | 40%

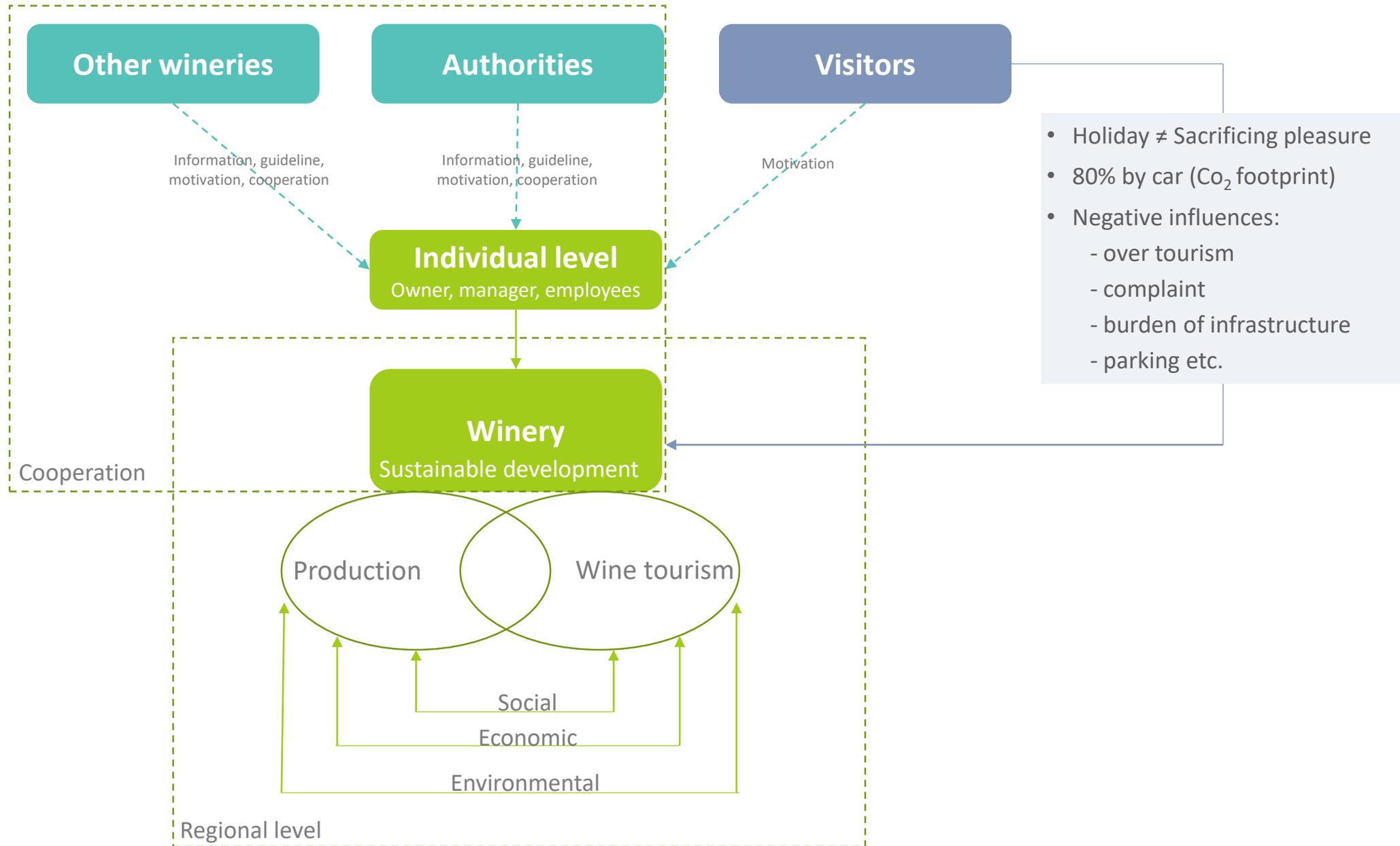
Significant
Ø 4.0 | 36%

Very significant
Ø 5.0 | 24%

Contribution of wine tourism activities to the sustainable development of wineries

Innovative & rapid sustainable development





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Quotation:

Szolnoki, G., Ridoff, N., Nilsson, C., Tafel, M. and Stelter, A.-C. (2022), Sustainable Wine Tourism – A Global Survey. Presentation on 25th January 2022. Geisenheim University and WineTourism.com. Online available: <https://www.winetourism.com/sustainable-wine-tourism/>