

18th to 25th February

PORTO. PORTUGAL

# Wine &Travel Week

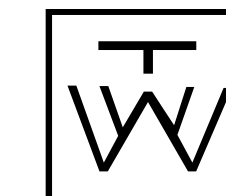
2024



## WINE & TRAVEL WEEK IS AN INNOVATIVE EVENT DEDICATED TO WINETOURISM

Our mission is to establish Wine Travel Week as a key wine tourism event, bringing together premium professionals and decision-makers from all over the world.

The 2024 programme promises to meet all expectations and needs, providing an intense week of networking and unique experiences.



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.



**1** week for promoting projects and networking

**1** guest region | SEVERAL Countries represented

**+200** suppliers and buyers from all over the world

**+30** international journalists

# PROGRAMME



● 19TH FEB

● 20TH FEB

● 21ST FEB

● 23RD FEB

● 22TH FEB

● 25TH FEB



PORTO

**B2B MEETINGS**  
**WTW TALK**



7 REGIONS

**EXPERIENCES**  
**PORTO WINE & FOOD**



PORTO

**ESSÊNCIA DO**  
**VINHO PORTO**

**18 FEB**

**Accreditation**  
**at the hotel**

19h00

**Welcome**  
**Presentation**

20h30

**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**

Post-tours throughout the 7 Portuguese Tourism Regions, in order to promote national Wine Tourism among buyers and journalists.



# 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.

**GUEST  
REGION  
in 2024**


*We will soon announce the guest region 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.*



Created by King Pedro IV in 1833, in the midst of the Liberal Revolution, the Soares dos Reis National Museum was the first public art museum in Portugal. The galleries of this leading cultural and artistic institution, filled with a collection of international importance, will be the inspiring setting for successful business meetings



## II. WTW TALK

 PORTO  
 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 interaction and connection moments among all participants.

### / 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 Municipality, is the Best of Wine Tourism Ceremony.

The awards will be given to the projects that stood out in 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

 19 - 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.


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.*






# IV. ESSÊNCIA DO VINHO

## PORTO 2024

20TH EDITION



 PALÁCIO DA BOLSA . PORTO

 22 - 25 FEB

This event will celebrate 20 years of growth, always as the greatest wine experience in Portugal. It joins wine and gastronomy in an iconic setting with a "must" programme of **tastings, experiences, masterclasses and showcookings.**





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# HOW TO PARTICIPATE?



## EXHIBITORS

All worldwide luxury projects presenting products with character and culturally immersive moments... on the theme of territory, heritage, wine and gastronomy.

See participation terms and conditions on page 15

## BUYERS

All operators, travel advisors and decision makers looking for high standard itineraries from the luxury travel industry, having Wine Tourism as one of the focus of their designed experiences.

See participation terms and conditions on page 16

## 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.

See participation terms and conditions on page 17



# EXHIBITORS



**REGISTRATION FEE** 2.600€\* (+VAT)

## Conditions and advantages for participants:

### **B2B meetings**

- Presence of 1 company's representative
- Branded exhibitor's table, with 2 chairs + electricity point
- Access to the app for meetings' scheduling
- Access to 40 pre-booked meetings (15' each)
- Access to 3 coffee-breaks for networking
- Presence in 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:

Ana Vicente / Artur Santos

**comercial@essenciacompany.com / tel. 00 351 222 088 499**

**Registrations  
until  
31st December,  
subject to  
availability**

**40  
MEETINGS**

**Excellent opportunity to  
contact the most specialised  
trade**

**65€/ per meeting**



# BUYERS

## REGISTRATION

### Conditions and advantages for participants:

#### **B2B meetings**

- Presence of 1 company's representative
- Access to the app for meetings' scheduling
- Access to 40 pre-booked meetings (15' each)
- Networking breaks with access to coffee-breaks
- Presence in the app lists, with link to the website

#### **Experiences**

- Networking lunches on the 19th and 20th February (1 person)
- Dinners and parties on the 18th, 19th and 20th February (1 person)
- Visit to a region, as part of the Post-Tour programme, from 21 to 23 February (1 person)

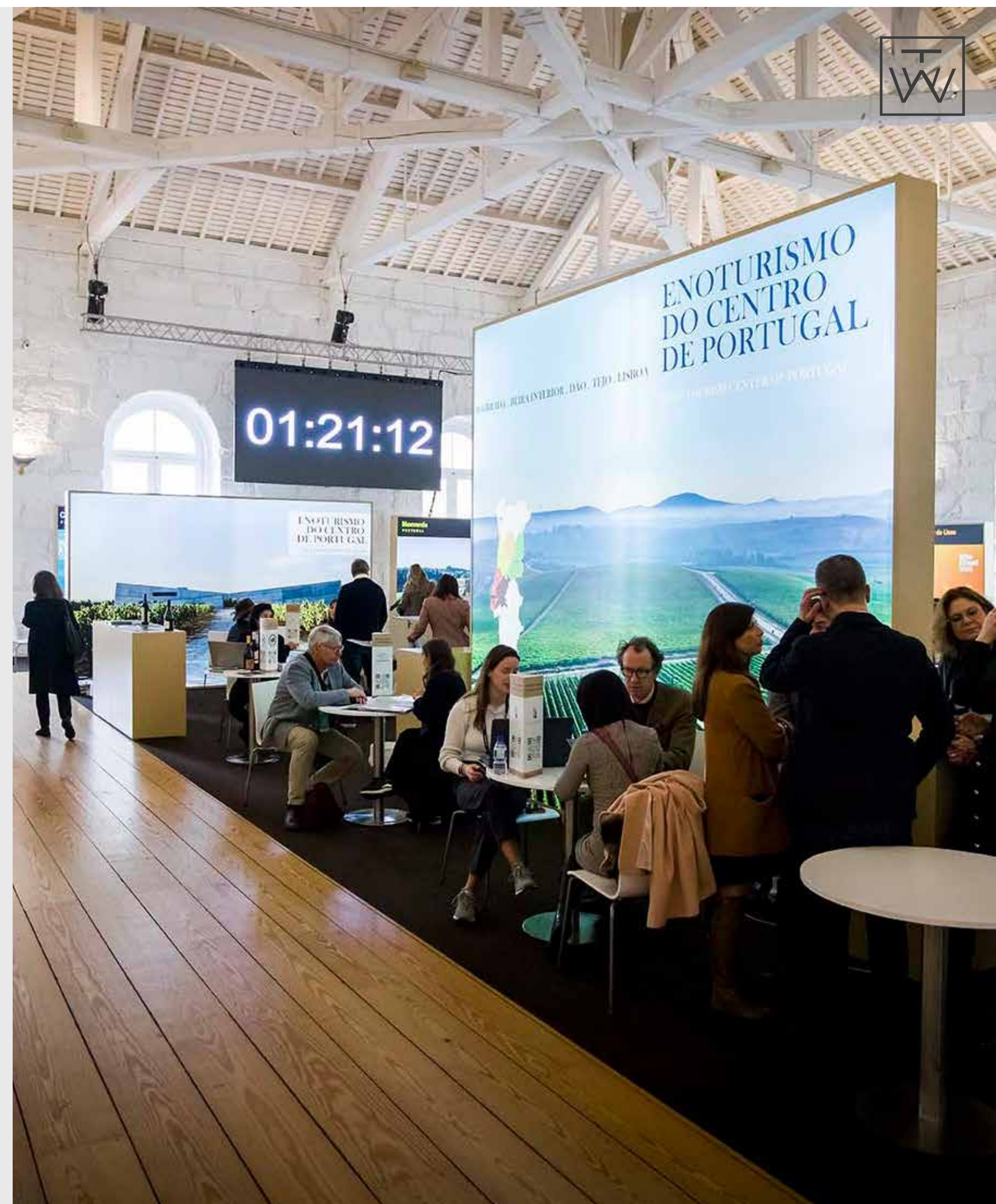
#### **Travel and Accommodation**

- Accommodation from 18th-20th in the official event hotel, in a single room, with breakfast included (3 nights)
- Flights in economy class (does not include flight upgrades, parking or any other costs associated with the trip)

If you fit the profile described above and would like to be present, please contact us:

Paula Sousa

**paulasousa@essenciadovinho.com / tel.: +351 91 296 64 68**





# 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 18th, 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

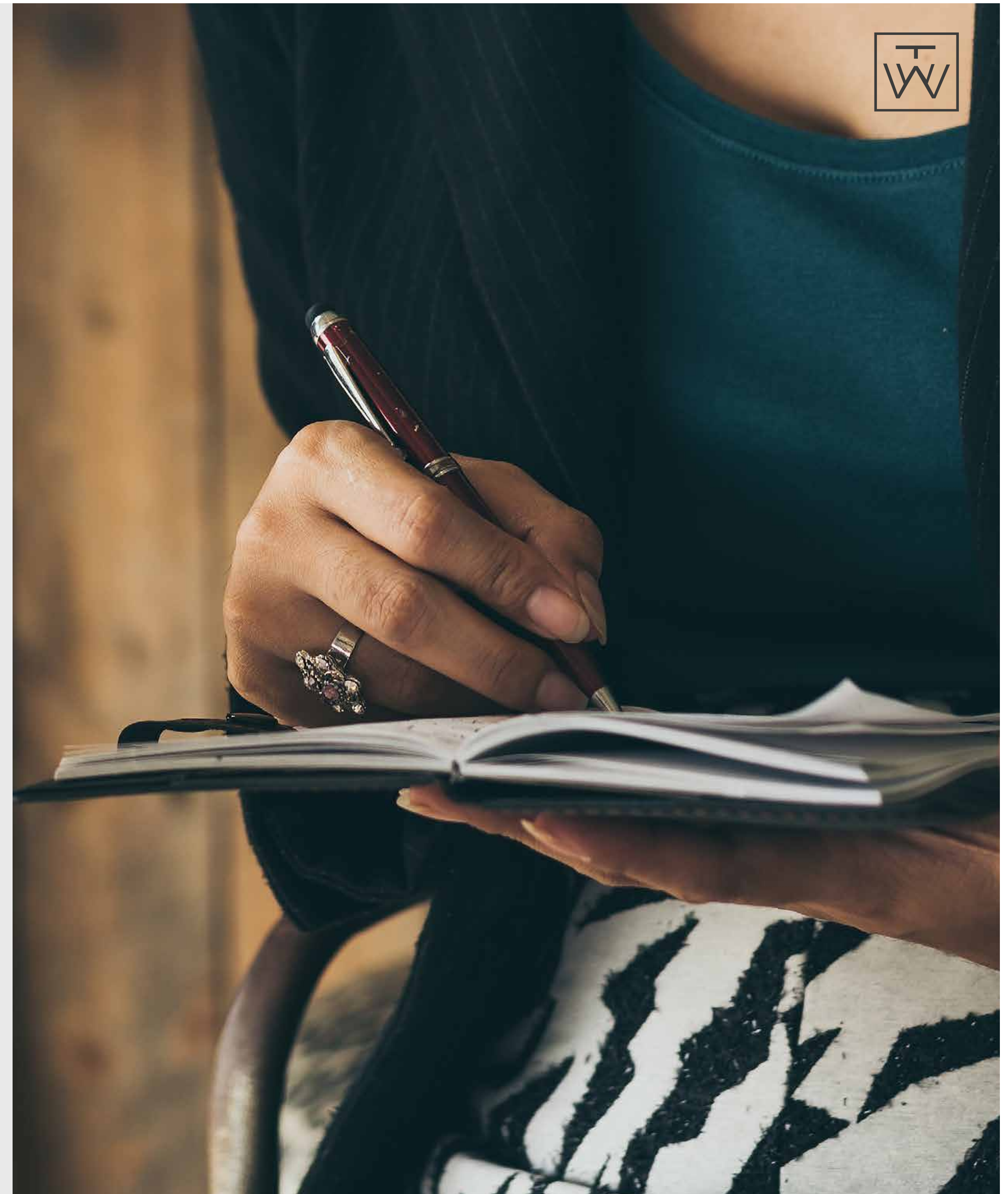
#### **Travel and Accommodation**

- Accommodation from 18th - 20th in the official event hotel, in a single room, with breakfast included (3 nights), besides the one previewed in the post-tour
- 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:

Paula Sousa

**[paulasousa@essenciadovinho.com](mailto:paulasousa@essenciadovinho.com) / tel.: +351 91 296 64 68**





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!**



# RESULTS 2023 EDITION



**78** EXHIBITORS

**19** INTERNATIONAL

**187** INVITED JOURNALISTS

**64** INTERNATIONAL

**53** HOSTED BUYERS

**1542**

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

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.

**7** TOURISM REGIONS

**30** CITIES/VILLAGES  
**9** DEMARCATED REGIONS

**61** EXPERIENCES, OF WHICH

**40** WINE TOURISM PROJECTS

## WINE & TRAVEL WEEK 2023

- [LINK TO VÍDEO](#)
- [LINK TO PHOTO GALLERY](#)
- [LINK TO OFFICIAL EVENT WEBSITE](#)

### WTW > EXPERIENCES

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

- [LINK TO DINNER VIDEO](#)

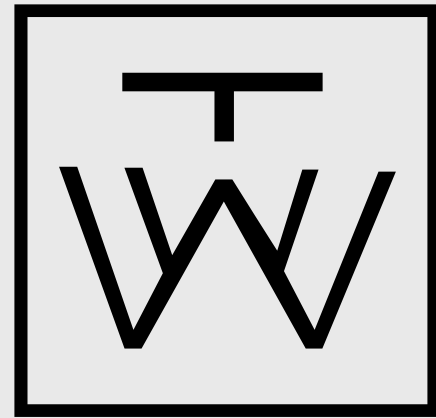
- [LINK TO PARTY VIDEO](#)

( Acesso /Password: **Nuno2023** )

## ESSÊNCIA DO VINHO PORTO 2023

- [LINK TO VIDEO](#)
- [LINK TO PHOTO GALLERY](#)
- [LINK TO OFFICIAL EVENT WEBSITE](#)





**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*



**WINE & TRAVEL WEEK 2023**

Essência Company

**WINNER**

Best Drinks Event



**TRAVEL  
& HOSPITALITY AWARDS  
WINNER**

**WINE & TRAVEL WEEK 2023**

ESSÊNCIA COMPANY

WINE TOUR COMPANY  
OF THE YEAR



**LUXURY LIFESTYLE  
AWARDS 2023** *15th Annual*

Dear Team of WINE & TRAVEL WEEK,

It is with great pleasure that we confirm your success and congratulate your achievement in the Luxury Lifestyle Awards 2023. The objective of these awards is to recognize excellence across the whole range of industry sectors and maintain the highest standards in the industry worldwide.

After a thorough research process, WINE & TRAVEL WEEK has been distinguished as one of the best in this market. Your impeccable reputation and professional performance have been recognized and acknowledged. Now we are pleased to announce, that in accordance with the results of our research and selections, WINE & TRAVEL WEEK has become a Winner of Luxury Lifestyle Awards in the category of:

**Best Luxury Wine Travel Event in Europe**

Please accept our heartfelt congratulations on behalf of the Organizing Committee of Luxury Lifestyle Awards upon achieving such a great result and getting your efforts recognized and celebrated. We look forward to seeing some exciting promotions of your success in the coming months, and we also hope to see you among our participants next year too.

Organizing Committee  
of Luxury Lifestyle Awards

*Alexander Chotchkov*



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ORGANISATION



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