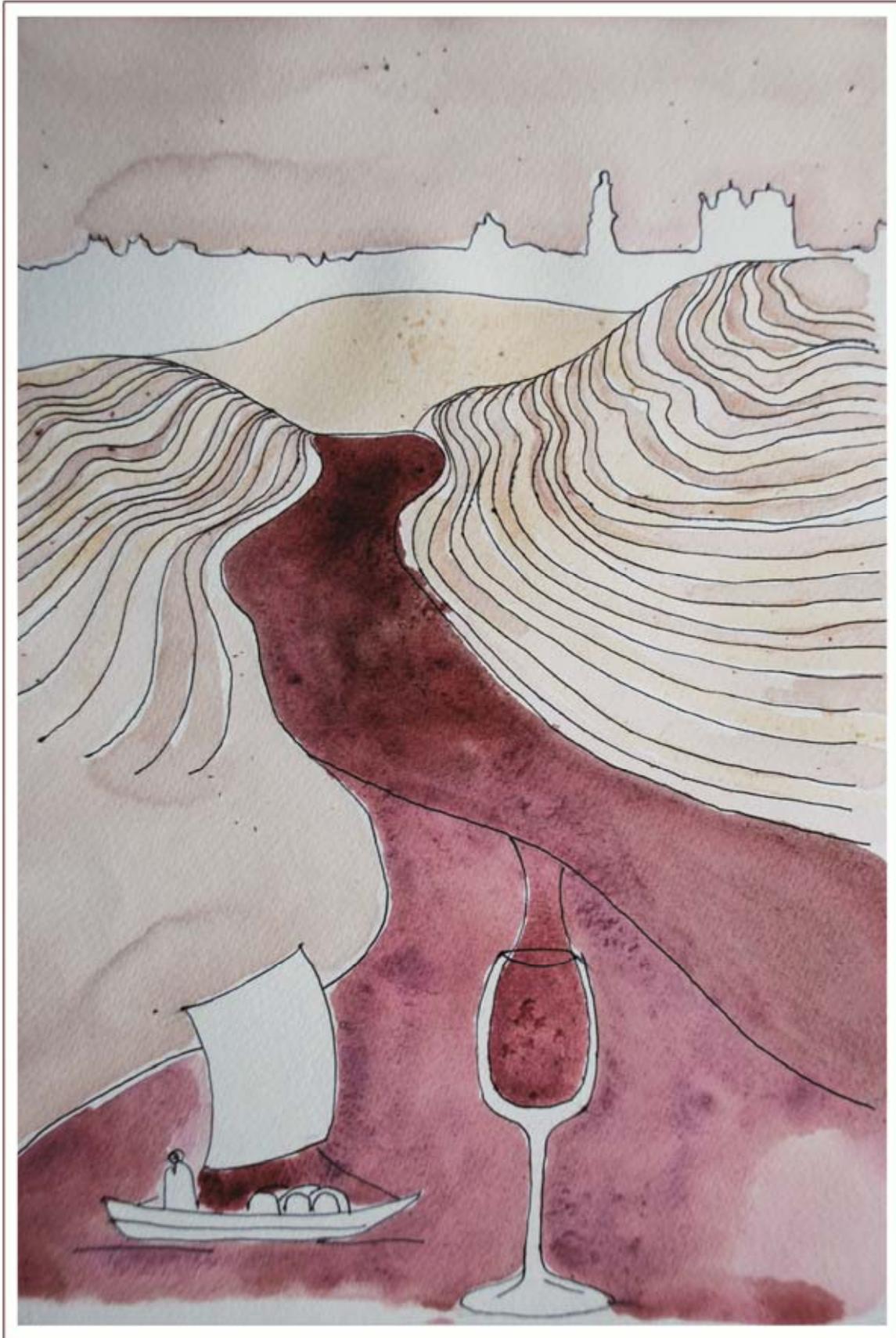


3rd International Wine Tourism Conference & Workshop 2011

Palacio do Freixo, Oporto (Portugal)




TAYLOR'S
PORT


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WELCOME FROM THE CONFERENCE ORGANISERS

Dear Fellow Wine & Travel Lover

It is my great pleasure to welcome you to the 3rd International annual Wine Tourism Conference in the beautiful Palacio do Freixo Hotel overlooking the Douro River, Oporto, Portugal. Our team have been working hard over the last year to make sure you have a stimulating and fruitful conference. I hope it proves to be professionally rewarding and also personally enjoyable.

We have read the feedback on last year's conference with care and have responded by making a number of refinements which I hope will make your time here as pleasant and rewarding as possible. We are happy to offer you free WIFI access, space for networking, discussion panels, a programme of evening social activities and coach trips to nearby wineries. Please remember to sign up for the evening social programme as each one has a limited number of places.

We have four world-class plenary speakers as well as over 40 sessions consisting of talks, workshops, panel discussions and more.

We would like to extend a very warm welcome to first-time delegates. Attending a fairly large international conference can be a daunting experience. We hope you will find the after – conference and social activities particularly helpful in orientating you and enabling you to meet new friends.

There are many people to thank for their contributions in putting on this event. Our sponsors, exhibitors, committee members, organisers and participants. I shall defer the thanks until the final day of the conference. At this stage I would like to mention our Premium Sponsors, The Yeatman and Taylor's Port who have helped us enormously leading up to the conference, workshop and Fam trips. It is the joint contribution of many different participants that will make the conference a success.

I would also like to mention the role played by our local partners in Portugal, DOC-DMC, headed by Susanna Tocca. Their creativity and hard work over the many months have contributed significantly to the quality of the conference and ensured an interesting range of social activities and pre and post conference tours.

This annual conference aims to be best known for its friendly and relaxed atmosphere, where wine tourism and related professionals from many countries are able to network, discuss and socialise.

Welcome to Oporto! Enjoy meeting old friends and making new ones. Most of all, I hope you look back on your Portuguese experience as memorable.

Anthony Swift
International Wine Tourism Director
General Manager Wine Pleasures.

GENERAL INFORMATION

WELCOME

Welcome to this year's International Wine Tourism Conference in Oporto.

The annual conference is best known for its friendly and relaxed atmosphere, where wine and tourism professionals from over 40 countries are able to network, discuss and socialise.

You can enjoy four plenary sessions and more than 40 sessions consisting of talks, workshops, panel discussions and activities and more.

IMPORTANT PROGRAMME NOTE

This conference programme contains full information on the talks. This information replaces the provisional preview programme found on our website at www.winepleasures.com. Please note that the information contained in the preview brochure is no longer current.

PROGRAMME CHANGES AND CANCELLATIONS

Changes made to the programme after the printing of this Conference Programme will be displayed on a notice board located in the foyer in the hotel.

REGISTRATION & CONFERENCE OPENING TIMES

Registration		Conference talks	
Monday	08.30 – 18.30	Monday	09.30 – 18.00
Tuesday	08.30 – 18.30	Tuesday	09.30 – 18.00
Wednesday	08.30 – 15.00	Wednesday	09.30 – 18.00

REGISTRATION

Your name badge entitles you to access all sessions, after conference activities and priority enrolment for evening events*. Please note the room capacity for each session, shown on the left-hand column of the presentation pages. Access to sessions is strictly by badge only and is on a first-come-first-served basis.

*Tickets are required for evening social activities as there are a limited number of places available for each one. On-site activities (i.e. those within the After Conference Programme in the hotel) are free. Please see the Conference Programme for details of both after conference and evening events and make sure you check the foyer notice board for changes.

CERTIFICATE OF ATTENDANCE

Certificates of Attendance are available for delegates if required from the Information Desk located in the foyer of the hotel. There is an admin charge of 2 Euros for each Certificate.

MESSAGES

A Message Board will be located in the foyer of the hotel. You are welcome to leave messages for other delegates. Please look frequently at the message boards for any messages which may have been left for you.

Please also check the presentation notice board, also located in the hotel foyer, for changes and cancellations to the programme.

IPHONE APP

IWTC 2011 application is the personal and interactive guide for your iPhone, iPod Touch and iPad for the International Wine Tourism Conference. Just download the FREE application and you will be able to:

- Search easily the sessions you need to attend, by conference day or by keywords, and create your personal program in no-time, with full details (description, room, timeslot, ...).
- Discover the speakers bio and their contact information.
- Rate your attended session and give comments, and use them as the starting point of your work after the conference.
- Find out after conference activities with full details (location, prices, ...).
- Be notified for any last minute change or any news related to the conference, even after.
- Follow the conference Twitter feed.
- Share your conference experience on Facebook with your friends or by email.

iPhone application designed, developed and sponsored by Nomad Systems.

SOCIAL MEDIA CLINIC

New for 2011 will be a Social Media Clinic for those of you looking for advice and help on how to manage better your social media campaign. Your social media doctors will be Donna Jackson (Monday 31st Jan), Celebrity Wine Review Team (Tuesday 1st Feb) and Diana Carriço (Wednesday 2nd Feb). By appointment only. Please ask at the registration if there is any availability.

CONFERENCE BLOGGING

The conference has around 30 bloggers and traditional media amongst us and they will be taking photographs and shooting videos for use in their respective publications and web sites. If you do not wish your photo or video to be used, please inform the media in question at the time.

The editor of the Wine Pleasures Blog will be taking photographs and making videos for use in the blog, on our website, and possibly in other advertising and promotional materials. If you do not wish for your photograph to be used, please inform the editor at the time.

INTERNET

Free WIFI access will be provided to all registered delegates. Please ask at the registration desk for the password.

CATERING

Teas, coffees and light refreshments will be available for delegates in the morning in a room called Jeronimos located in the middle section of the hotel.

A light lunch is included in the price of the registration fee and will be taken also in Jeronimos

GENERAL

- Please turn your mobile phone/cell phone off during sessions
- Smoking is prohibited inside the hotel and on the external terrace area of the hotel.
- We regret that no responsibility can be taken by Wine Pleasures for the loss of personal belongings or for accidents.



■ RECEVIN

RECEVIN is composed of towns or groups of towns belonging to the European Union with a strong economic dependence of viticulture. Moreover, these towns are located in protected areas due to the quality of their wines and they have a minimum population of 5,000 inhabitants.

The **PURPOSE** of the Network is to improve the life quality of the inhabitants living in the Wine Towns. In order to achieve that purpose, **RECEVIN** insists on the following aspects:



- **Promotion of the "wine culture"**
- **Tourism**
- **Urbanism**
- **Architectural and landscape heritage**
- **Historical and social heritage**
- **Jobs**
- **Training**

THANK YOU TO OUR SPONSORS

Wine Pleasures would like to thank and acknowledge the following companies for their generous contribution to the success of the International Wine Tourism Conference and Workshop:

The Yeatman and Taylor's Port (Premium Sponsors) for sponsorship of many aspects of our conference, including hosting the Blogger/Media group & participating tour operators and travel agents.

Sogrape Vinhos (Silver Sponsors) for providing a visit, tasting and evening meal for pre-conference delegates at the Sandeman Port Lodge

Nomad Systems for putting together and sponsoring the conference iPhone application

Provam for a Vinho Verde wine tasting on the Pre-Conference trip and helping with the bus

Paço de Calheiros (Solares de Portugal) for sponsoring dinner and accommodation for pre-conference delegates

Quinta do Ameal for sponsorship of winery visit, tasting and blogger bus

Afros Winery for providing a winery lunch and a typical Portuguese Sunday lunch for pre-conference delegates

Quinta de Santa Maria for sponsorship of winery visit, tasting and blogger bus

ViniPortugal for sponsoring a visit to the Sala Ogival and dinner at Palácio da Bolsa's restaurant

Água das Pedras (Unicer Bebidas, SA) for sponsorship of the sparkling and mineral waters used in the after conference wine tasting sessions

Tras Os Montes for sponsoring the olive oil tasting (after conference prog)

Port and Douro Wines Institute (IVDP) for sponsoring the tutored port wine tasting (after conference prog)

Sogevinus for sponsoring the chocolate and port matching (after conference prog)

Movimento Turismo del Vino for sponsoring the Wine Tourism Workshop dinner and wines

Wines of Turkey - for preparing a Turkish lunch and wines for tasting

Pousada do Freixo for sponsoring accommodation for Fam Trip participants

Grupo Amorim, Hotel Rural Quinta Nova - for hosting participating Tour Operators and the Bloggers/Media Group

Hotel Acquapura Douro - for hosting participating Tour Operators as well as the Bloggers/Media Group

Quinta da Lixa - for hosting the participating Tour operators

Visa Beira Hotels- Casa da Insua - for hosting participating Tour Operators

CS Vintage House Hotel - for hosting participating Tour Operators

Quinta do Pego - for hosting the Bloggers/Media Group

Quinta da Pacheca for hosting the Bloggers/Media Group and offering lunch for the participating Touroperators.

Restauant Doc- for hosting the Bloggers/Media Group

Restaurant Castas e Pratos - for hosting the Bloggers/Media Group

Quinta do Portal - for hosting the participating Tour operators

Dão Sul - for hosting the participating Tour Operators

Caves Aliança - for hosting the participating Tour operators

Enoteca Douro - for hosting the participating Tour Operators , Bloggers/Media Group

Quinta de Santa Ana - For hosting the participating Tour Operators

Tivoli Hotels - for hosting the participating Tour Operators

Monte da Ravasqueira - for hosting the participating Tour Operators

Clube de Fado - for hosting the participating Tour Operators

Riedel Glasses - for facilitating glasses for our Wine tastings

DOC DMC - for hosting the Bloggers/media + the participating Tour operators

AIM Group International for hosting the participating Tour Operators

AUDINOVA - for taking care of technical Equipment in the conference room

AIM Group International – for organising Conference registration + Badges + over all logistics

Ferré i Catasús (Vins i Cavas) – for sponsoring the wines at the Great Spanish Wine Quiz of the Year Evening

We are most grateful for the support from all these companies. We are always looking for new support and new ideas to be sponsored to enable us to host a memorable conference and workshop for all participants. If you are interested in sponsoring a part of the Wine Tourism Conference and Workshop in 2012 to be held in Italy, please contact the Wine Pleasures Office: T. +34 93 897 70 48 or E. info@winepleasures.com



Wine Solutions

info@winesolutionsonline.com
Teresa Gomes +351 964 370 633
www.winesolutionsonline.com
www.winesolutions.blogspot.com

Wine Solutions was created in May of 2004 by the Sommelier Teresa Gomes. Our mission is to communicate the wine and all gastronomic Portugal by the hand of experienced Sommeliers in events for professionals and consumers.

Sommelier Service

We have a vast experience in conducting Wine Tastings, Wine Courses, Gourmet Workshops and Wine Games and we offer our services to you in different languages in any place in Portugal.

Wine Travel

We provide short-breaks for food and wine lovers in Lisboa and also in Colares and Carcavelos wine regions. The group will be always in the company of our Sommelier and she will host the visits and activities. Just relax with us and enjoy a glass of Portuguese wine!

WINE TOURISM EXHIBITORS' DETAILS

Gabriela Gonçalves – Wine Art

Rua do Carvalho, 58 - 2º - dto, Porto 4150-192 - Portugal

T. +351 914 737 382	E. gabrielua@gmail.com
W. www.gabrielagoncalves.com	Contact: Gabriela Gonçalves

I would like to present my work, developed from the technique of painting with wine. I am an artist and photographer, and from the diversity of experimentation in this area, I came to the realization of these works, which may arise as a kind of water colour. The work came to be because I am from Porto, a city with tradition and culturally linked to wine production, and also because of the exploitation of creativity never runs out, allowing this new relationship art-wine happen. This work can be performed in different themes and formats, for orders, as well as through participation in events where personally present the technique and realize the work live. Thank you.

Movimento Turismo del Vino

Viale Giorgio Lungarotti, 2 – Perugia Torgiano 06089 - Italy

T. + 39 075 988 95 29	E. info@movimentoturismovino.it
W. www.movimentoturismovino.it	Contact: Sara Indira Belaief

The Movimento Turismo del Vino (Wine Tourism Movement) is an association created in 1993 that has encouraged Italian wineries to open their doors to visitors: Italy has now become the country of "Cantine Aperte," the annual event organised by MTV on the last Sunday of May. MTV is a non-profit association with the aim of promoting wine tourism and improving the wine areas' image and prestige, as well as their economic that puts the visitor at the centre of attention. Among the almost 900 members of the Association are some of Italy's most prestigious wineries, selected on the basis of very precise characteristics, first of which is their high quality of visitor hospitality.

Adega Mayor

Herdade das Argamassas, Campo Mayor 7370-171- Portugal

T. +351 268 699 440	E. melanie.bogalho@adegamayor.pt
W. www.adegamayor.pt	Contact: Mélanie Bogalho

Adega Mayor is a singular place in the Portuguese wine world. Designed by Álvaro Siza Vieira, the most renowned Portuguese architect, this unmistakable winery lies over the peaceful plains of Alentejo. Come and visit this modern and beautiful space in a personalized and interactive tour: Learn the secrets of wine ageing, surprise your senses tasting our wines and enjoy a special view of the estate's vineyards, from the panoramic terrace. A fabulous and natural field for all kinds of outdoor activities such as company team building, orienteering with friends, or a balloon flight above the vineyards for the entire family! Discover the richness of Campo Maior village, its culture, museums and typical gastronomy and spend an unforgettable time in Alentejo.

Aliança – Vinhos de Portugal

Rua do Comercio, 444 – Apartado, 6 Sangalhos, Anadia 3781-908 - Portugal

T. +351 234 732 000	E. luciana.sardo@alianca.pt
W. www.alianca.pt	Contact: Luciana Sardo

Aliança was founded in 1927, over 80 years ago, in Sangalhos (Anadia's county), Bairrada region. Present in the main wine regions of the country, Aliança believes in quality, and to accomplish the goal, the company purchased several Estates, in regions as Alentejo, Douro, Dão, Bairrada and Beiras. Aliança wines already won several awards, national and internationally, and the company was considered, in 2005, one of the 20 best companies in the sector worldwide, by Wine Spectator. In 2007, Joe Berardo acquired Aliança's major capital, and made it part of Grupo Bacalhôa. The social designation of Caves Aliança S.A. was modified to Aliança Vinhos de Portugal S.A. in March 2008, the moment that the institutional image was changed. Aliança also made strong investments on wine tourism, recovering the facilities in Sangalhos. The opening of the unique Aliança Underground Museum in the galleries of the company, personified the signature of the entire Group: "Art, Wine and Passion", by relating its passion for producing great wines with its passion for art, in a cultural environment that is already a national reference.

Bacalhôa – Vinhos de Portugal

En 10, Apartado 54, Azeitao, Setúbal 2925-901 - Portugal

T. +351 212 198 060	E. ana.leitao@bacalhóa.pt
W. www.bacalhóa.pt	Contact: Ana Leitao

Bacalhôa Vinhos Portugal was founded in 1922. It is today one of the leading wine producers in Portugal. In 2008 Bacalhôa acquired Quinta do Carmo from the Group Lafitte Rothschild and the Group acquired some shares at Bacalhôa. In the same year Bacalhôa became the major shareholder at Aliança. With a production capacity of 20 million litres, an ageing potential of 15000 barrels and some 1000 ha of vineyards, Bacalhôa continues in its drive to lead the industry in the cultivation and creation of new wines, whilst offering its consumers unique and innovative products of consistent and superior quality. The Wine Tourism project "Wine, Art and Passion" has been established at the wineries. Visitors are invited on a tour from Vine to Wine, which encompasses both tradition and modernity in wine-making and includes art exhibitions: paintings, tile collections, sculptures and millenary olive trees from the dam at Alqueva.

Quinta do Portal

Celeirós, 5060-909, Sabrosa - Portugal

T. +351 259 937 000	E. patricia.guerra@quintadoportal.pt
W. www.quintadoportal.com	Contact: Patricia Guerra

Quinta do Portal, is an independent Portuguese family business, its members passionately embraced the Boutique Winery concept, dedicating themselves exclusively to the production of the wines from Douro, Port of special categories and Moscatel.

The Mansilha Branco family, owners of Quinta do Portal, have been producing wines from the Douro Region since more than 50 years ago. This agricultural heritage consists of five estates, namely; Portal, Muros, Confradeiro, Manuelas and Abelheira property, situated within the valley of Pinhão, to the total of 100ha of vineyards.

Situated at the Demarcated Douro Region, in Sabrosa, Casa das Pipas is our enoturism, part of Quinta do Portal, site where is possible to enjoy rest and discover the best wines makes by this company. This house has 12 bedrooms, but there is also another house Casa do Lagar with 4 rooms especially for the family or group.

The Yeatman Hotel

Rua do Choupelo, 356, Vila Nova de Gaia, 4400-088 - Portugal

T. +351 22 013 3100	E. joana.pais@theyeatman.com
W. www.theyeatman.com	Contact: Joana Pais

Luxury wine hotel in the historic port wine cellar district with panoramic views over the Douro River and the UNESCO World Heritage Site in Oporto.

Ban Tours

Kaptol, 11, Zagreb 1000, - Croatia

T. + 00385 1 6398 182	E. info@croatiaculinarytours.com
W. www.croatiaculinarytours.com	Contact: Pavle Markovic

Ban tours specialized in providing best quality services related to wine & dine culture in Croatia. What makes this small country great is the diversity of wine and wine making tradition. Our country's treasures still have to be revealed by the foodies from around the world. Our professional and enthusiastic team combines excellent knowledge of the local gastronomy scene with a profound understanding of our client's needs. One-of-a-kind experiences that only insiders and true lovers of food and wine can deliver. All our products are carefully hand-picked, our providers are not only the best Croatian wine, cheese, ham or olive oil producers, famous chefs, ambitious and passionate restaurant or hotel owners but also our friends with whom we share the same ethics and philosophy. Indulge yourself, feed your soul and let us be your gateway to the secret world of the sumptuous Croatian cuisine.

Sogrape Vinhos

Apartado 3032, 4431-852 Avintes - Portugal

T. +351 223 740 531	E. helder.silva@sogrape.pt
W. www.sograpevinhos.eu	Contact: Helder Silva

Caves Sandeman / Caves Ferreira / Caves Offley, Quinta do Seixo - Sandeman - Douro Valley. All the best of Porto Wine in a unique experience, according to your own programme.



Sandeman Porto Wine Cellars

Largo Miguel Bombarda, 3,
4400-222 V. N. Gaia
Tel: +351 22 374 0534/33 |
sandeman.visitors@sandeman.eu

Quinta do Seixo

Tabuaço, 5120-495 Valença do Douro
Tel: +351 254 473 800
| visitas.seixo@sandeman.eu

Ferreira Porto Wine Cellars

Avenida Ramos Pinto, 70
4400-266 V.N. Gaia
Tel.: +351 223746106/7/8
ferreira.visitors@aaferreira.pt

Offley Porto Wine Cellars

Rua do Choupelo, 62, 4400-174
V. N. Gaia
Tel: +351 22 374 3852 |
offley.visitors@offley.pt

PRE-CONFERENCE EVENT

The Pre-Conference Event will be held over two days from Saturday 29th – Sunday 30th January specifically for delegates who are bloggers, media and conference delegates. This year the Pre-Conference Event will be as follows:

Day 1 Saturday 29th January

16.00 Bus will start at Palacio do Freixo and leave for the airport pick up
16.30 Oporto Airport Pick-up and transfer to Calheiros
17.30 Check in and tour of the Paço de Calheiros Manor House
18.30 Alvarinho Wine tasting led by José Domingues, winemaker at Provam specialists in Alvarinho wine making.
20.00 Dinner with Conde Francisco de Calheiros
Accommodation at the Paço de Calheiros

Day 2 Sunday 30th January

08.45 Depart Paço de Calheiros
09.15 Visit of the Quinta do Ameal (certified organic wines)
10.45 Transfer to the Afros winery
11.00 Visit of the Afros Winery (certified organic wines)
12.30 Lunch at the Afros winery
14.00 Transfer to Quinta de Santa Maria, Carreira
15.00 Visit of the Quinta de Santa Maria
17.00 Transfer to Oporto
19.30 Meet in reception and walk down to Sandeman Port Lodge
19.45 Visit of the Sandeman Port Lodge (Sogrape) and dinner at the lodge

A Referência...

A escolha dos vinhos Ameal para figurar na lista de vinhos dos mais conceituados restaurantes nacionais e mundiais, colocam a Quinta do Ameal como uma grande referência dos vinhos Nacionais.

Sponsor of the Pre-Conference Bloggers/Media Fam Trip



4990 - 707 REFOIOS DO LIMA - PONTE DE LIMA - PORTUGAL
Visitas: Tel.: +351 258 947 172 • quintadoameal@netcabo.pt • www.quintadoameal.com

AFTER CONFERENCE & EVENING SOCIAL PROGRAMME

(to enrol for these activities and excursions please do so at the Registration Desk)

Sunday 30th January

18.00 – 23.00 Kick off your stay with us by joining the first of 3 evening social evenings See the highlights of Porto in 75 minutes – Panoramic sightseeing bus tour through all parts of the city and points out the most famous and interesting buildings and allows you to wander down the cobbled streets of Ribeira. The tour gives an opportunity to learn about Porto and its history. Next up is a visit of the Taylor's Port Lodge followed by a well earned glass of white Port wine, the Taylor's Chip Dry, together with some salted almonds and salgadinhos, a typical Portuguese aperitive. Top off with dinner at Taylor's.

Anyone interested in taking part in this event should purchase their ticket available on a first-come first serve basis, at the Conference Registration Desk in the Palacio de Freixo Entrance or [book online](#)

Monday 31st January

18.00 – 19.30 **After Conference Programme**

Douro **The Surprising Wines of Portugal. Tasting led by Charles Metcalfe..**

Portuguese wines taste different. Portuguese grape varieties give flavours that you don't find anywhere else. The vineyards are planted on rock, on chalk, on clay, on sand, or on mixtures of all these. To fashion these raw materials into modern, exciting wines, there is a generation of young winemaker who have travelled the world and learned all there is to know about winemaking. The results are incredibly varied in style, from delicate, low-alcohol whites to the richest imaginable reds, from gentle rosés to the great fortified wines of Port and Madeira. It will be a tasting to open your eyes to a new world of very different wines.'

20.00 – 23.00 **Evening Social Programme Food and Wine Matching with top Portuguese Chefs Rui Paula (DOP Restaurant) and Pedro Nunes (Quarenta e 4 Restaurant).**

Anyone interested in taking part in this event should purchase their ticket available on a first-come first serve basis, at the Conference Registration Desk in the Palacio de Freixo Entrance or [book online](#)

AFTER CONFERENCE & EVENING SOCIAL PROGRAMME

(to enrol for these activities and excursions please do so at the Registration Desk)

Tuesday 1st February

Douro **The Great Spanish Wine Quiz with Charity Winters & Desirée Anderson.**

It's the Great Spanish Wine Quiz, and there are some questions that need answering...Wine conference delegates, speakers, media, celebrities and organizers will join in teams to face the Spanish Inquisition as they taste Spanish wines and battle it out to see who knows their Xarel.lo from their bobal.

Tinto Fino and Tino del Pais are two synonyms for which grape? What is the name for the unusual black soil found in Priorato? Fino and Oloroso are the two basic types of..? How many twists are needed to loosen the metal cage holding the cork to the Cava bottle? Sumoll is catalan for which grape variety?

If you know the answer to all, some, or even none, of the above then join us as we challenge a host of wine and travel lovers to win the coveted Great Spanish Wine Quiz crown and prize. Prize sponsored by Ferré I Catasús, Vins I Caves.

Visconde Azurara **The Perfection of Port Wine from Sogevinus and the Excellence of Chocolate in a Tune of Aromas.**

Port Wines brands from Sogevinus group (Kopke, Burmester, Calem, and Barros) and confectionary Arcadia join together in a common and distinctive tasting during the "International Wine Tourism Conference, Oporto 2011". Commented by **Fernando Oliveira Master Blender**, we chose a special selection of Port wines amongst others the Burmester Vintage Port 2007, Kopke Colheita Port 1975 and the newest Kopke Aged White Port 20 Years Old. Only 30 places.

Wednesday 2nd February

18.00 – 19.30 **After Conference Programme**

Visconde Velado **Where there's Wine there's Olive Oil Sponsored by Tras Os Montes**

A wine tour wouldn't be complete without an olive oil tasting. After all where there are vines there are usually olive trees. So wine and olive oil tourism goes hand in hand. In this practical session we will show you how to differentiate between different olive oils much in the same way as we do with wine – evaluating colour, aromas and taste. Only 30 places.

Visconde Azurara **Tutored Port Wine Tasting hosted by the Port and Douro Wines Institute (IVDP).**

Includes a presentation of the Douro Demarcated Region; different Port categories and their unique characteristics; tasting of special category Ports hosted by an expert; hand-out of Port-related information. Due to the size of the room, only the first 30 registrations will be accepted

CONFERENCE PROGRAMME

LANGUAGE

As the Conference is intended for an international audience we have written this handbook in English. All talks will be delivered in English unless otherwise stated. There are no simultaneous translations at any of the talks.

Sunday 30th January

Time/Room

18.00 – 23.00

Evening Social Programme

Kick off your stay with us by joining the first of 3 evening social evenings See the highlights of Porto in 75 minutes – Panoramic sightseeing bus tour through all parts of the city and points out the most famous and interesting buildings and allows you to wander down the cobbled streets of Ribeira. The tour gives an opportunity to learn about Porto and its history. Next up is a visit of the Taylor's Port Lodge followed by a well earned glass of white Port wine, the Taylor's Chip Dry, together with some salted almonds and salgadinhos, a typical Portuguese aperitive. Top off with dinner at Taylor's.

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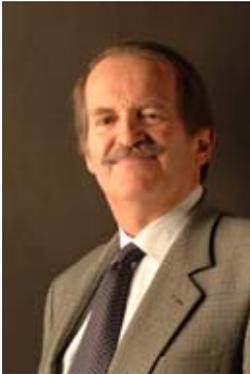
08.30 – 18.30 **Registration Desks Open**

09.00 – 18.30 **Exhibition Open**

09.30 – 10.10 **Opening Announcements and First Plenary Session**

Douro

Opening Plenary Session by HRM Dom Duarte de Bragança



Portugal as a Wine and Culinary Destination

Portugal is a country with a long tradition of wine, beginning with the establishment of the vineyard by the Romans many centuries ago. The Portuguese wine production took time to evolve technologically and for a long time, produced few quality wines. In the last two decades, as a result of important economic, political and social development, the Portuguese wine experienced great development, particularly in the technological field.

An important fact is that this modernization was carried out without discarding the traditional positive aspects, such as the use of indigenous grape varieties and traditional. With the help of technology, these varieties, which in the past originated wine of inferior quality, began to make great wines, improving its unique characteristics.

Portugal faces the globalization of styles and consumer preferences for investing in the preservation of the characteristics and traditions of good Portuguese wines. In recent years, the Portuguese wine has expanded its search for quality and international visibility, gaining a position earned by the quality and diversity of its wines.

Several Portuguese winemakers emerge as artists in the world with different top labels gaining international prestige and occupying a rightful place reserved for stars. Now it's time for Portugal to get on the Wine Tourism Destination map.

10.15 – 10.55 **Second Plenary Session**

Douro

Manuel de Novaes Cabral (Great Wine Capitals Global Network Porto City Council)



The dynamics between urban and rural wine territories: a competitive advantage

The vine and wine are factors that highlight and promote territories. In the rural territories that happens in an obvious way, considering the particular planning linked to its singularity. This is not, though, enough to follow the necessities and interests of contemporary forms of tourism. It does not offer tourists everything he looks for.

This fact demands the establishment of new alliances in the territories, between the different agents related to its management and tourism in general. It also requires a dynamic interaction with the urban areas in its whereabouts, as these areas allow another type of tourism which can complete the offer in rural areas. It is necessary a reflection on the services offered by rural areas, maximizing these interactions, with the goal to retain the interest and attention of tourists, making them stay in a wider regional area, allowing more benefits for everybody involved.

11.00 – 11.25
D. Jeronimo

Coffee Break sponsored by  THE YEATMAN
PORTO

11.30 – 12.25

Session 1.1

Douro

Wine & Tourism on Smartphones

Speakers: Emmanuel Rinn & Nicolas Demont (Nomad Systems, Switzerland)

Nowadays with the emergence of the new mobile devices like iPhone or iPad, we are changing our habits of communication and consuming. New challenges need to be completed by wine federations, wine producers and tourism offices to use these new powerful marketing channels.

Learn in this session how to leverage mobile applications for your business, to attract new customers and meet their "nomad" expectations

Visconde Velado

Discovering New Ways of Enjoying Port Wine

Speaker: Ana Ferro (Três Séculos, Portugal)

Três Séculos is the catering company of Taylor's Port, managing more than 500 events per year in the facilities of Taylor's Lodges at Gaia. How we managed to find ways to show our clients to drink Port - the necessity of bringing Port to a Trendy / fashion look. New programs, ideas and a team that enjoys Port wine can make a difference.

Visconde Azurara

"Is Champagne Loosing its 'Luxury Allure'?"

Speaker: Melba Allen-Buillard (Professor of Wine Science and Business and Wine Tourism at CMH / ISTI in Paris- France)

Is the Champagne region still an important destination for wine tourism? Who actually goes to Champagne these days? Besides drinking champagne, what is there really to see? These are just a few questions that Melba Allen will discuss.

12.30 – 13.25

Session 1.2

Douro

The Yeatman Hotel – a Case Study

Speaker: Adrian Bridge (The Fladgate Partnership, Portugal)

The Yeatman Hotel and Wine Spa is the newest luxury hotel to be built in Porto. It is the alongside the historic Port lodges and is owned by a family company that has been in the Port business for over three centuries. Adrian Bridge, CEO of the owning company and author of The Yeatman project will give a case study on the project. This will not only include insights into why the company invested again in the hotel industry but provide key learnings for anyone who wishes to develop a tourist assets in a wine region.

Visconde Velado

Gag the Wine Guide and Wine Maker. Let the Wine Tourists do the Talking!

Speaker: Anthony Swift (Wine Pleasures – Wine Tasting Tours, Spain)

How many times have we visited a winery only to see the winery representative talking at the customers telling them which aromas they should be smelling, what the colour is, how it tastes and so on. If we could measure the amount of discourse going on during in a wine tasting we would probably observe that the winery representative is talking for 90% of the time and the customers only 10%, if at all! In this practical and workshop (Cava drinking involved I'm afraid – sponsored by **Ferré I Catasús Vins I Caves!** ☺) we will demonstrate how to get your customers talking about your wines for 90% of the time and the winery just 10% talking time.

Visconde Azurara

Wine in Portuguese Culture & History

Speaker: Vasco d'Avillez (Companhia das Quintas, Portugal)

Since the roman Empire Wine has played an important role in Portuguese culture and History. The roman influence was of great importance for the many indigenous Portuguese Vines, still existing in the country. Wine was important during the period of Portuguese discoveries and in the Portuguese Relationship with England throughout history. Still today wine is being promoted through peoples and countries histories and culture.

13.30 – 14.40

D. Jeronimo

Lunch in the Palacio do Freixo

14.45 – 15.40

Session 1.3

Douro

Building an Authentic Personal Brand Online

Speaker: Donna Jackson (Wine Social Club, Italy)

Building your web presence in wine tourism- people follow and are inspired by other people not events, not technology, but the people behind these. Your success online depends in large part on how well you develop an online personality that is approachable and interesting on many levels.

Whether it's wine in Douro, Port in Porto, cherry picking and grappa in the Tirol, biking tours in Provence through the wine lands , Wine tasting in Tuscany, people need to be captivated by your writing long enough to stay on your blog or site. The difference lies in your community building abilities. One dimensional content cannot compete with live content that is three dimensional and allows contribution and interaction.

Much brilliant writing goes unnoticed on the web, so how do you get people to connect with your writing and to interact?

Using social media tools and linking strategically can transform your interaction with your audience and allow them to give you the feedback and brand recognition that you need.

Visconde Velado

Making History: Creating Today Tomorrow's Wine Historical Facts

Speaker: Antonio Graça (Sogrape Vinhos, Portugal)

PORVID and ADVID are two technical long-term projects of the Portuguese Wine Industry. The development of both these projects, its obtained and expected results supply abundant information that can be used in marketing for the qualification and credibility of investments and policies around the production of wine, the activity of viticulture and derived activities such as tourism in wine regions. More and more, when being informed about products or activities, the public is receptive to scientific and technical concepts, provided they are presented comprehensibly, in a dynamic and easy-to-grasp way, as the success of projects of public dissemination of science like Portuguese «Ciência Viva» attest to. The ability to tap these communication-keys lies in successfully linking with communication-able researchers to create stories with easy-to-understand science-based claims.

Visconde Azurara

Wine Tourism Texas Style

Speakers: Paul & Merrill Bonarrigo (Messina Hof Winery and Resort, USA)

Texas wine tourism is second only to Napa Valley. As an emerging wine producing area innovation, creativity and brand building is responsible for Texas Wine to outperform all other market segments. As the three time President of the Texas Wine Association and the Chair of the Texas Wine Marketing Committee programs have been developed to unify the industry and stimulate tourism.

15.45 – 16.40

Session 1.4

Douro

Beyond the Brochure- Blogging with Personality & Content That Connects

Speaker: Marcy Gordon (Come for the Wine, USA)

Travel marketing today is all about story telling whether it's a 300 word blog post or a 140 character tweet. Workshop will give participants a tutorial on how to use narrative elements to make their blog posts and tweets connect with readers and customers on a personal level. Learn Tips & Tricks for writing engaging content with personality.

Visconde Velado

Controlled Interaction

Speakers: Signe Meirane & Irina Sjomockina (Cetrassezonas, Latvia).

Creating website www.cetrassezonas.lv (fourseasons) we have created platform where people gather to learn, interact and share their experience connected with food while also learning through videos and cooking classes. Main goal - to be independent. Project that has been worked on almost a year before launching has succeeded in simple navigation which leads to satisfied readers.

Visconde Azurara

Combining Wine Tourism With Spa Wellness.

Speaker: Jochen Erler (Circle of Wine Writers, Germany)

The ideal place to rest in-between a wine tour is a spa, preferably a spa resort with a natural mineral source or thalassa facilities. Wine lovers will appreciate those spas which offer wine wellness/wine therapy which is based on the use of products derived from grape seed oil. I will briefly review this most recent development in skin care and beauty cosmetics.

I plan to use Cyprus, Piedmont, Lombardy, Tuscany and Umbria as examples for my presentation. I have visited these areas, know their wine touring and spa opportunities well, and have written about them. There are many other destinations worldwide where wine tours could be complemented by visits/overnights at spa resorts.

My presentation is based on experience of 15 years as a travel guide for English tour operators including wine tours, and of more than 20 years as a researcher of all kinds of spa resorts in Europe.

16.45 – 17.40

Session 1.5

Douro



Plenary Session by: Charles Metcalfe (Inn House Publishing, UK)

Charles Metcalfe is one of the best-known, most spontaneous and amusing wine critics in Britain. He spent 12 years as one of the Richard-and-Judy team on the TV programme, 'This Morning', and has presented many TV programmes on wine and food. He is co-founder and co-chairman of the International WINE Challenge, the world's best wine competition, held annually in London.

You can read Charles sporadically in 'Decanter', 'Food & Travel', 'World of Fine Wine', 'Wine – Essência do Vinho', and the 'Telegraph' newspaper. 'The Wine & Food Lover' Guide to Portugal', which he wrote jointly with his wife, Kathryn McWhirter, won the 2008 Louis Roederer International Wine Book Award. Other successful books include 'The Wines of Spain & Portugal' (1988), which won the 1989 Glenfiddich Drinks Book of the Year Award, and the 'Sainsbury's Pocket Food & Wine Guide' (1995), a guide to which wines to drink with which food.

Wine Tourism - A Solution to Europe's Wine Lake?

Europe produces more wine than it can drink or sell. Despite the EU-sponsored programme of vineyard removal, Europe's wine producers seem to have lobbied effectively to tone down Mariann Fischer-Boel's wine reforms. Does wine tourism offer a way to attract more people to buy more wine, and more expensive wine? What is the best way to go about this?

18.00 – 19.30

After Conference Programme

Douro

The Surprising Wines of Portugal. Tasting led by Charles Metcalfe.

Portuguese wines taste different. Portuguese grape varieties give flavours that you don't find anywhere else. The vineyards are planted on rock, on chalk, on clay, on sand, or on mixtures of all these. To fashion these raw materials into modern, exciting wines, there is a generation of young winemaker who have travelled the world and learned all there is to know about winemaking. The results are incredibly varied in style, from delicate, low-alcohol whites to the richest imaginable reds, from gentle rosés to the great fortified wines of Port and Madeira. It will be a tasting to open your eyes to a new world of very different wines.'

Vértice Super Reserva Brut 2005; PROVAM "Vinha Antiga" Alvarinho 2008; Casa de Mouraz White Dão DOC 2009; Quinta do Pégo Grande Reserva 2007, Douro D.O.C.; Quinta de Ramoziros Douro Tinto 2007; Quinta das Bandeiras Passagem Douro 2007; Quinta de Foz de Arouce Vinhas Velhas de Santa Maria Beiras VR 2007 (J Portugal Ramos); Herdade de Rocim Olho de Mocho Reserva Tinto 2008, Alentejo; Quinta do Carmo Dona Maria Reserva Red 2006, Alentejo; Port Vista Alegre Late Bottled Vintage 2004 – Unfiltered; Ramos Pinto Bom Retiro 20 year old Tawny Port, H.M.Borges, Sucrs. Lda, Madeira wine Malmsey 15 years old.

20.00 – 23.00

Evening Social Programme

Food and Wine Matching with top Portuguese Chefs Rui Paula (DOP Restaurant) and Pedro Nunes (Quarenta e 4 Restaurant).

Anyone interested in taking part in this event should purchase their ticket available on a first-come first serve basis, at the Conference Registration Desk in the Palacio de Freixo Entrance or [book online](#)

08.30 – 18.30 Registration Desks Open

09.00 – 18.30 Exhibition Open

09.30 – 10.25 **Plenary Session by Paulo Alexandre Caldas (President of the Câmara de Cartaxo & Portuguese Wine Cities Association – AMPV & José Arruda (Sec General of AMPV)**

Douro
(audience 100)



The Territory's Commitment to Wine Tourism

RECEVIN presentation, including their main projects. The importance of municipalities to promote local economies through integrated projects of wine tourism, such as the wine routes projects. How the wine routes may be a driving force behind the development of territories, particularly the rural European territories, and in the preservation of the wine culture, landscape, heritage, etc

Presentation RECEVIN - European Network of Wine Cities. Major RECEVIN projects :- Coordinate and organize with all European countries, which are part of this network, the European Day of Wine;- European City of Wine 2012;- Promote the Wine Routes in Europe with partners, both locally and at European level, on the ground to implement an integrated European project for the this touristic product. Municipalities are key partners in terms of territories to implement a project of this size and complexity, for which will be essential partners and subsequently adherent to the routes and the economic actors speak the same language, ie in terms of quality of services providing services and administration. So the diffusion of the European Charter of enotourism must be adopted by all the partners in this project.

It is essential to the preservation of typical landscape of European vineyards, the European wine culture, the quality of life of rural good relationship and joint working between the municipalities and public entities'private areas.

10.30 – 10.55 **Coffee Break**
D. Jeronimo

11.00 – 11.55 **Session 2.1**

Douro **Cracking the American Market: The Battle for the Minds and Loyalty of the U.S. Consumer**

Speaker: Jayme Simoes (Louis Karno & Company Communications, USA)

Jayme Henriques Simões the agency president will walk you through the U.S. consumer market, and look at the approach for Turismo de Portugal, ViniPortugal, and SATA. At the end of this presentation you will find a new perspective on how to reach U.S. consumers. Experience is like conducting a symphony orchestra – the representation of the overarching brand to the consumer is the sound of many great individual brands and regions. The goal is to strategically promote them in harmony.

Visconde
Velado

Offering Tourism in the Douro from a smaller vineyard's perspective - Quinta de la Rosa a case study

Speaker: Sophia Bergqvist (Quinta de la Rosa, Portugal)

Quinta de la Rosa, a family run vineyard, was one of the first estates to open its doors to tourism in the Douro offering rental of one of its vineyard properties, Quinta Amarela, in the mid 1980s and tours of its facilities soon after. La Rosa now has two self catered villas and seven bed and breakfast rooms. It is planning to extend these and upgrade in 2012. Lessons learnt and future perspectives for tourism in the Douro from a smaller vineyard's view

Visconde
Azurara

Pennsylvania's Wine Industry. Growing in Production and Reputation

Speaker: Sara Indira Belaief (Movimiento de Turismo, Italy)

Discussion of a research project on Pennsylvania wine and wineries carried out during a graduate program course on wine marketing and promotion in Umbria, Italy.

The presentation is the result of research focusing on historical, cultural, legal and promotional aspects of Pennsylvania's wine and wineries that includes recent direct in-the-field findings from some of Bucks and Lehigh Valley counties' wineries

12.00 – 12.55

Session 2.2

Douro

Discover Turkey. Where East meets West.

Speaker: Taner Ogutoglu (Wines of Turkey)

Turkey (Anatolia & Thrace) with her unique location has one of the strongest gastronomy, wine and tourism heritages in the world. Anatolia (Asia Minor) is located in the heart of a "grand terrain" starting from Caucasus down to Mesopotamia. This unique "grand terrain" is the homeland for: 1. cultures starting from earliest Neolithic human settlements in Catalhoyuk to great civilizations like Hittites, Phrygians, Cimmerians, Greeks, Persians, Roman, Byzantine, and Ottoman Empires; 2. nations such as Azeris, Tatars, azakhs, Uyghurs, Kurds, Zazas, Armenians, Greeks, Bulgarians, Arabs and Jews; 3. most fundamental and holy gastronomic elements such as *wheat (starting from 10.000 years ago), **olives (starting from 12.000 years ago) and ***vine/wine (starting from 8.000 years ago)

Gastronomy in Turkey covers local Anatolian, Ottoman Palace and contemporary international cuisine together with a developing wine culture which derives from the oldest terrain with the youngest premium wine industry in the world.

Possible route alternatives will be presented and these routes will include not only gastronomy and wine but also different cultures where you will witness how east meets west with within this unique geographical pot.

Visconde
Velado

Historic Product with New Technologies

Speaker: Oscar Quevedo (Quevedo, Douro)

Port Wine is one of the oldest wines in the world. The most part of its production has been exported to dozens countries in all continents. Quevedo found in the new technologies, specially social media, the most efficient, quick and easy way to communicate with its clients, spread out in many countries and speaking a diversity of languages. All this directly from the winery and with a pretty small marketing team.

Visconde
Azurara

The Wine Tourism in France and its points of improvement

Speaker: Desfrennes Ludivine (Terroir de Bacchus, France)

How to boost the attractiveness of its territory. Adaptation of supply to customer expectations. Marketing of the offer wine. Who is French wine tourist? The keys to success wine tourism Handle foreign languages.

13.00 – 14.25
D. Jeronimo

Turkish Lunch served with Wines of Turkey in the Palacio Freixo with Turkish Chef Musa Dagdeviren.

14.30 – 15.25

Session 2.3

Douro

Wine & New Media - A Bloggers Perspective

Speaker: Thea Dwelle (Luscious Lushes - A Wine Blog, USA)

Smart Phones, videos, wine blogs, oh my! Advances in technology and blogging tools have made the wine world and open dialogue for wine lovers and related businesses everywhere.

How do producers, tour operators, application developers and writers relate to each other and communicate? Join me to have a discussion on one blogger's perspective on how I navigate the winding road of blogging and new media.

Visconde
Velado

Marketing Strategies for Portuguese Wine Tourism.

Speaker: António José da Silva Pina (Universidade Lusófona de Humanidades e Tecnologias)

Wine tourism in some of the world's wine regions of the world is a burgeoning type of tourism, boasting high yearly growth rates. Existing literature on wine tourism has been devoted mostly to identifying wine tourists' motivations and the nature of business investments (usually of a private nature) in this growing tourism product. While Portugal possesses a very clear potential as a wine tourism destination nation on par with other destinations such as France and the United States, a great deal of work must be done before that can occur. Namely, effort must be put forth in regard to the planning and development of wine tourism in Portugal in order to ensure its economic integration, sustainability, and potential revenue. Therefore, the present article aims to contribute to discuss about improvements to the wine tourism in Portugal.

Visconde
Azurara

Argentina: Vineyards North to South

Speaker: Mariana Gil Juncal (Baco Club, Private Wine Club, Argentina)

Argentina is with Chile, the two main players in South America. Argentina is ranked among the top five worldwide regarding both consumption per person and production. In the last ten years, its openness to the world and exports have grown remarkably. The red wines best representative is the Malbec, which achieves a quality and results which could have never been imagined by the very French since this variety comes from France.

15.30 – 16.25

Plenary Session by Roie Edery, Aleksey Klemptner, Charity Winters & Desirée Anderson (Celebrity Wine Review TV, Hollywood)

Douro
(audience 100)

Leveraging Social Media to Engage Online Audiences and Share Our Passion for Wine



Celebrity Wine Review is an online wine review show based out of Hollywood, California. The show was created by the owners of CWR TV, an entertainment web TV channel, who also founded Arzoola Inc. The founders are serial entrepreneurs, social media and technology experts that happen to have a wild passion for wine. The show's mission is simple: Create content that educates and entertains, while at the same time, demystifies the world of wine in a way that makes it more accessible and likely to be incorporated into the lives of our audience.



Our host, Charity Winters, has interviewed celebrities on the red-carpet in Hollywood on top entertainment shows like the Oscars and "Extra" and is right at home, tasting wine with the stars on the set of Celebrity Wine Review TV. As a 20-year veteran of the Hollywood entertainment industry and an author of several health cookbooks, Charity brings just the right blend of talent and love for wine to the show, creating a strong connection with our viewers through her interactions on-camera, as well as more directly with the fans online via social media channels. Utilizing the founders' experience in social media, our content is broadcast across all leading online platforms, as well as through mobile TV channels that allow us to distribute mobile wine reviews, exclusive behind the scenes videos and other raw, unedited content. In our talk, we will be sharing our social media expertise and knowledge of the US audience, as well as discussing some of the lessons we've learned during the development of Celebrity Wine Review and what our outlook is for the future.

17.00 – 18.30

Afternoon Conference Programme

Douro

The Great Spanish Wine Quiz with Charity Winters & Desirée Anderson

It's the Great Spanish Wine Quiz, and there are some questions that need answering...Wine conference delegates, speakers, media, celebrities and organizers will join in teams to face the Spanish Inquisition as they taste Spanish wines and battle it out to see who knows their Xarel.lo from their bobal.

Tinto Fino and Tino del Pais are two synonyms for which grape? What is the name for the unusual black soil found in Priorato? Fino and Oloroso are the two basic types of..? How many twists are needed to loosen the metal cage holding the cork to the Cava bottle? Sumoll is catalan for which grape variety?

If you know the answer to all, some, or even none, of the above then join us as we challenge a host of wine and travel lovers to win the coveted Great Spanish Wine Quiz crown and prize. Prize sponsored by Ferré I Catusús, Vins I Caves.

Visconde
Velado

The Perfection of Port Wine from Sogevinus and the Excellence of Chocolate in a Tune of Aromas ...

Port Wines brands from Sogevinus group (Kopke, Burmester, Calem, and Barros) and confectionary Arcadia join together in a common and distinctive tasting during the "International Wine Tourism Conference, Oporto 2011". Commented by **Fernando Oliveira Master Blender**, we chose a special selection of Port wines amongst others the Burmester Vintage Port 2007, Kopke Colheita Port 1975 and the newest Kopke Aged White Port 20 Years Old.

18.30 – 23.00

Evening Social Programme

River Douro Cruise from Palacio do Freixo to Vila Nova de Gaia followed by a cocktail and food & wine matching dinner at The Yeatman Hotel

Anyone interested in taking part in this event should purchase their ticket available on a first-come first serve basis, at the Conference Registration Desk in the Palacio de Freixo Entrance or book online.



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08.30 – 15.00 Registration Desks Open

09.00 – 17.00 Exhibition Open

09.30 – 10.25 Plenary Session by Lara Dunston & Terence Carter (Grantourismo)

Douro

Reflections from a Grand Tour: local travel, sustainable travel, experiential travel and wine tourism



In 2010 a husband-wife travel writer-photographer team embarked on an innovative project, a yearlong grand tour called Grantourismo, in partnership with travel company HomeAway Holiday-Rentals. Lara and Terence's mission was to explore more enriching and authentic ways of travelling, through local travel, slow and sustainable travel, and experiential travel. They blogged about their journey on a daily basis and used Twitter and Facebook to connect with people and promote the project and their stories. Their aim was to inspire travellers to travel more sustainably, to choose holiday rentals over hotels, to stay longer in places and get beneath the skin of the places, by connecting with local people, doing and learning things, and choosing local products and produce. Wine, along with food, was an integral part of the project.



In this interactive session, Lara and Terence will share the experience of this innovative project, its successes and failures – with a focus on wine tourism. They will discuss their efforts to appreciate, learn about, and promote local wine - by attending food and wine events, doing guided wine tastings, wine-themed walking tours, cooking and wine courses, winery tours, wine bar-hops, and interviewing winemakers, sommeliers, wine writers, wine experts, and wine-store owners - and look at what worked and what didn't, from the perspectives of both the traveller and the travel writer/blogger. They will discuss the project from a marketing/PR perspective, how they worked with HomeAway Holiday-Rentals, the trickiness of writers/bloggers working directly with travel companies, and how they used traditional media, digital media and social media. Come armed with questions, as they are eager to share tips on how you can improve your wine tourism products, how you can work directly with writers/bloggers, how you can embark on similar innovative projects, and how you can use social media.

10.30 – 10.55 Coffee Break
D. Jeronimo

11.00 – 11.55

Session 3.1

Douro

GENERATIONS X AND Y: Understanding perceptions of wine and cellar door experiences as a means to motivate

Speakers: Carla Silva (Great Wine Capitals Research Grant Winner) & António Azevedo (Minho University Marketing Professor)

The wine industry has become increasingly competitive with a known surplus of wine on the global market. Many studies have concentrated their efforts on meeting the needs of the existing Baby Boomer population, aged between 44 and 65. However, to ensure sustainability, it is crucial that wineries with cellar door services explore the perceptions of the future Generations X (born between 1965 and 1977) and Y (born between 1977 and 1994). In this study 1988, and not 1994, is the year taken into consideration given that 21 is the legal drinking age in some countries and states), due to their segment size and buying power. The purpose of this study is to understand these market segments' perceptions on wine, determine their demographic and psychographic profiles, using social networking platforms, and conduct cellar tour visits in both an old and a new wine country, in order to determine their expectations and satisfaction with the cellar tour visit.

Visconde
Velado

Social Wine Marketing - A New Business Model for Wine Brands

Speaker: Diana Carriço (Liderplas, Portugal)

As we are living in a continuously changing world, it is necessary to step aside some theoretical issues and put them in practice. That is why Social Wine Marketing is the future main tool to create new experiences for customers & make them memorable. However, it is not an easy task to transform social media into a new business model to wine brands in spite of having it only as a marketing tool. This presentation gains relevance because it is necessary to put in practice the theory and coach/inspire the audience on how to implement this at their businesses and be aware of the main social trends on wine branding. I believe it will become a motivational presentation with great & useful inputs for all winery managers & marketing professionals of this area.

Visconde
Azurara

Solares de Portugal. A Personalized Philosophy of Wine Travel.

Conde Francisco de Calheiros, (President Solares de Portugal)

Finding suitable enchanting accommodation in an Old World wine region is often a difficult task for both travel agents and end consumers who go it alone. Solares de Portugal was born in 1992 with the aim of providing wine lovers with a "home" to use as a base to discover the varied wine regions of Portugal such as Alentejo, Algarve, Dão and Bairrada, Douro, Estremadura, Atlantic Islands, Ribatejo, Lisboa, Vinho Verde.

12.00 – 12.55

Session 3.2

Douro

Quinta do Seixo – the commitment by Sogrape Vinhos to create value for a Douro destination with Sandeman

Speaker: George Sandeman (Sogrape Vinhos, Portugal)

Over 120,000 people visit Sandeman's cellars each year, making them one of the most visited locations in the North of Portugal and inspiring SograpeVinhos to dedicate Quinta do Seixo in Tabuaço, near Pinhão, to Sandeman.

The recognisable symbol of the Sandeman Don, with its Portuguese cape, has drawn attention to the Douro origins of internationally renowned brand. Opened in 2007 by the EU Commissioner for Agriculture, Quinta do Seixo is a new and exciting location for wine tourists to visit, permitting them to tour within the winemaking facility and vineyards – tasting the wine in their origins.

The marketing and communication of Sandeman around the world highlights its Douro origins and a new micro-website will allow visitors to preview and plan their visit to Quinta do Seixo and the Douro region.

This presentation will provide an insight into the planning and success of Quinta do Seixo which led it to receive the International Best of Wine Tourism award in 2010 and the Turismo de Portugal, Novo Projecto Privado in 2009.

Visconde
Velado

Travel Fusion: Wine and Food Tourism Working Together

Speakers Chef Holli Ugalde & James Love (Chef Holli Enterprises, LA, USA)

A discussion focusing on how to utilize the current "foodie" movement to bolster food and wine tourism internationally. How celebrity chefs can be used to create interest and press for wine/food tourism associations and destinations.

Visconde
Azurara

Imagery, the Internet and Wine - a Picture Says 1000 Words

Speaker: Jason C Mancebo (Chow Studios, USA)

Technology, the Internet, social media; the roads are there to connect to wine consumers and tourists, but what medium are you using to tell your story and ARE you really telling a story?

Imagery, both still and moving, is key in connecting to consumers and telling your story well, with richness and with urgency. In this presentation, photographer, filmmaker and wine blogger C. Jason Mancebo of the \$20dollarwineblog and chow | studios presents both strategies on using imagery and the technical details on capturing rich, professional looking imagery of wine and food.

13.00 – 14.25 D. Jeronimo	Lunch in the Palacio Freixo.
14.30 – 15.25	Session 3.3
Douro	The New Douro - New wine Tourism
	Speaker: David S. Eley (A Good Nose)
	Author of the new illustrated Douro Map, David Eley firmly believes in the Douro's potential as a first class wine tourism destination.
	It is the world's oldest demarcated wine region, with an unparalleled landscape, superlative vineyard architecture and UNESCO World Heritage status.
	By improving professional standards and focusing upon the very best; elitism, exclusivity and excellence will become synonymous with the Douro Valley.
Visconde Velado	Winery Architecture for Better Production, Image, Branding Wine Tourism & Wine Sales
	Speakers: Carles Sala & Relja Ferusic (Sala Ferusic Architects, Spain)
	The architecture studio Sala Ferusic, from Barcelona, will state the key points in Wine Architecture, in terms of image and branding, wine tourism and production optimization, and will focus on their experience on the architectural design of the Catalan wineries Mas Rodò, DO Penedès, and Lagravera, DO Costers del Segre.
Visconde Azurara	1.5 Billion Wine Drinkers
	Aneesh Bhasin (Travel Pixels, Tourism Consultancy, India)
	India is not known for wines, and Indians never really drank wine to start with. However, things have changed dramatically in the last 4-5 years. From a spirits and beer dominated market, wine is becoming more popular day by day, even so among the below 30 years segment. Take the market as niche, with a population of 1.5 billion, imagine how much niche can be!
15.30 – 16.25	Session 3.4
Douro	The Wines of Chile Experience: Discover, Decant, Enjoy
	Speaker: Gail Thornton (Wines of Chile)
	In a dynamic and ever-changing world, more and more wineries are creating tourism activities so people experience a great adventure in a remote part of the world. We will take you from north to south, from wine tours to amazing landscapes so you can come, discover and enjoy Wines of Chile

Visconde
Velado

TBA

Visconde
Azurara

Wine Resort in Alentejo - Case Study

Speakers: Luis Carmo Costa (Neoturis – Lisboa) & José Cunhal Sendim (L-and & Vineyards)

A new touristic resort with wine as the main anchor is brought to life in Montemor, Alentejo, allowing owners to make their own wine from their own vineyards and tourists to enjoy a full wine tourism experience. The presentation will focus on highlights from the initial idea to the actual operation.

16.30 – 17.10
Douro

Plenary Session by Susanna Tocca (DOC-DMC & AIMS)

Portugal an Undiscovered Grape Escape Destination



Portugal is a largely undiscovered treasure-trove for wine and food lovers. With 35 winemaking regions and 11 wine routes from north to south, it is the oldest demarcated and controlled winemaking region in the world, home to the Douro winemaking region, where port wine has been made since 1756. It encompasses an admirable wealth of different wines, primarily produced from native vines which endow them with unique and distinct characteristics. The purpose of this talk is to enlighten you regarding the wine tourism jewels of Portugal and provide the independent traveller and tour operators and travel agents with information and tools for planning a grape escape to Portugal.

17.15 – 17.55
Douro

Closing Plenary Session by Daniela Mastroberardino (Movimento Turismo del Vino, Campania, Italy)

Wine Tourism Movement in Italy: current experience and future prospects



The Movimento Turismo del Vino (Wine Tourism Movement) is an Association created in 1993 that has encouraged Italian wineries to open their doors to visitors: Italy has now become the country of "Cantine Aperte". MTV's aim of promoting wine tourism and improving the wine areas' image and prestige, as well as their economic development. MTV wants to stand for protection of the environment and for quality agriculture; promoting a natural life-style that puts the visitor at the centre of attention.

The key wine regions of Italy hold an established position in the international marketplace. The positioning is the result of wine industry investment in product development and marketing. The "Movimento Turismo del Vino's wineries are an outstanding example of continuous improvement with significant numbers investing in tourism and tourism marketing also thanks to the "Hospitality code of Ethics". In addition to providing wine tastings and sales, many now provide regional food, specialised tours and events as part of the visitor experience. The presentation will focus on these aspects of the hospitality experience through statistical data and case studies.

18.00 – 18.15 Conference Closes

18.00 – 19.30 After Conference Programme

Visconde
Velado

Where there's Wine there's Olive Oil Sponsored by Tras Os Montes

A wine tour wouldn't be complete without an olive oil tasting. After all where there are vines there are usually olive trees. So wine and olive oil tourism goes hand in hand. In this practical session we will show you how to differentiate between different olive oils much in the same way as we do with wine – evaluating colour, aromas and taste. Only 30 places.

Visconde
Azurara

Tutored Port Wine Tasting hosted by the Port and Douro Wines Institute (IVDP).

Includes a presentation of the Douro Demarcated Region; different Port categories and their unique characteristics; tasting of special category Ports hosted by an expert; hand-out of Port-related information. Due to the size of the room, only the first 30 registrations will be accepted.

**4th Annual International Conference and Workshop 2012 will be
travelling to Umbria (Italy)!**
**See you there for a glass or two of fine wines from the grape
escape destinations around the world**

INDEX OF SPEAKERS

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Aneesh Bhasin	mail@aneeshbhasin.com
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Vasco d'Avillez	stilavi@netcabo.pt

Conference Feedback Form – 2011

Your feedback on this year's conference will be a great help in planning next year's conference. We would be grateful if you could complete and return this form before you leave. **All completed feedback forms received by Wednesday 2 February will be entered into a draw for a free registration for the next International Wine Tourism Conference 2012.** To help us to make the 2012 conference as successful as possible, we would like to know what to keep and what to change. Delegates who prefer to complete this form after the conference are welcome to post, fax or email it to the Wine Pleasures Office to arrive no later than 2 March 2011.

Your name (if you want to enter the draw):

Your email:

A. GENERAL COMMENTS

Your overall view of the conference
Please make any suggestions you have about future plenary speakers and/or events you would like to see

B. SESSIONS

Please circle the number that best represents your view.	Comments
Plenary Sessions 1 2 3 4 Poor Average Good Excellent	
Other Presentations 1 2 3 4 Poor Average Good Excellent	
The Social Programme 1 2 3 4 Poor Average Good Excellent	

C. CONFERENCE

Please comment about the following aspects. Please include suggestions for improvements where appropriate.

Communication with Wine Pleasures

Registration process

Documentation, including conference programme

Accommodation

Catering

Conference facilities

Exhibition

Where do you think we should hold the Wine Tourism Conference and Workshop in 2013?

Thanks again for your contribution!

WINE TOURISM WORKSHOP PARTICIPATING WINE TOURISM PROVIDERS

***Important Note:** The Wine Tourism Workshop Programme is strictly open to only registered workshop participants. If you have an interest in contacting any of the wine experience providers listed in this section of the handbook and you are **not** registered to attend the workshop and would like to make an appointment, please make your request at the Registration Desk. Workshop meetings are available on Thursday 3rd February.

18.15 – 19.30 *Wine Tourism Workshop Networking and Wine Tasting

Wines from Italy, Spain and Portugal. Also whiskey from Ireland.

19.30 – 22.00 *Dinner and Wine Matching sponsored by Movimento Turismo del Vino, Italy. The Movimento Turismo del Vino (Wine Tourism Movement) is an association created in 1993 that has encouraged Italian wineries to open their doors to visitors: Italy has now become the country of "Cantine Aperte," the annual event organised by MTV on the last Sunday of May. MTV is a non-profit association with the aim of promoting wine tourism and improving the wine areas' image and prestige, as well as their economic development. MTV wants to stand for protection of the environment and for quality agriculture; promoting a natural life-style that puts the visitor at the centre of attention. Among the almost 900 members of the Association are some of Italy's most prestigious wineries, selected on the basis of very precise characteristics, first of which is their high quality of visitor hospitality.



**MOVIMENTO TURISMO DEL
VINO ITALIA**

at International Wine Tourism Conference and workshop
2011

Date : 02-02-2011

Location :

Pousada do Porto – Palacio de Freixo – Porto – Portugal

Chef from Italy : Domenico D'Imperio





Workshop ITALIAN Dinner

Menù

Apetizer

“Bruschette” crostini con pomodoro marinato al basilico, patè di olive all’olio Dop Laziale

“Bruschette” toasted bread with fresh tomato, olive paste and Extravirgin olive Oil from Lazio

First Dish

“Schiaffoni” Campani con Alici, Caciocavallo Podolico di Calitri (da Azienda Agricola De Cecca di Calitri) e pomodorini.

“Schiaffoni” pasta from Campania, with Anchovy, Caciocavallo Podolico cheese, (from Azienda Agricola De Cecca di Calitri) and fresh tomatoes

Second Dish

Filetto di maialino avvolto in foglie di verza , guanciale croccante, patate ai fior di rosmarino

Rosted Pork fillet in savoy cabbage and bakon, & Potatoes spiced with rosmarry

Desserts

Torroncini campani from Pietradeifusi & Semifreddo al Dulcis

Nougats from Pietradeifusi & Dulcis wine “Semifreddo”

Wines

Lungarotti, - Torre di Giano - Doc 2009

Terredora, - Il Principio – Aglianico Irpinia Doc 2006



Participating Wine Experience Providers

THE FLADGATE PARTNERSHIP VINHOS	PORTUGAL
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Address: Rua do Choupelo 250, Vila Nova de Gaia 4400-088, Portugal

Web: <http://www.fladgatepartnership.com>

Email: ana.sofia@fladgatepartnership.com

Participants: Ana Sophia Borges (Visitor's Centre Manager)

About us

The Fladgate Partnership is an independent family group which owns the prestigious port houses Taylor's, Fonseca and Croft. Its principal activity and main focus is the production of premium wood aged and vintage Port Wine. The group owns several of the best known wine estates in the Douro Valley - including the famous Quinta de Vargellas and Quinta do Panascal. The commitment to produce top quality ports remains the focus of our company. We have invested our efforts in vineyards and cellars to ensure that the quality of our Ports continues to improve so that we can deliver exceptional offerings to our customers. A visit to our Port Companies, is, surely, a must do. It is a great opportunity to visit the world's finest producers of Port and taste some of the renowned Ports.

THE YEATMAN OPORTO	PORTUGAL
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Address: Rua do Choupelo 356, Vila Nova de Gaia 4400-088, PortugalRua do Choupelo, –
4400-088 Vila Nova de Gaia (Portugal)

Web: www.theyeatman.com

Email: Joana.Pais@TheYeatman.com

Participants: Joana Pais (Business Development Director)

About us

Luxury wine hotel in the historic port wine cellar district with panoramic views over the Douro Riber and the UNESCO World Heritage Site in Oporto.

Address: Quinta Sao Jose Rua Alto de Bonita, Sintra Chao de Meninos - Portugal

Web: www.cycling-centuries.com

Email: info@cycling-centuries.com

Participants: Ms Catherine Deffense (Director) & Martin Thompson (Tour Director)

About us

Since 1986 Cycling Centuries has created unforgettable, luxury bicycle tours through the stunning landscapes of Western Europe; considered today the leading experts in Iberian bike touring.

Enjoy maximum ride time on great routes, exceptional personal service, genuine cultural immersion and a focus on the finest local food and wine with true terroir.

As a local operator our in-depth knowledge of the places, the people and their customs provides a unique cultural backdrop to all our trips.

Currently we are one of the few luxury cycling companies offering a trip in the Douro Wine Valley with exclusive access to the big and small producers.

Experience exceptional bike touring in Spain, Portugal and France taking you from millennial cork forests to azure coastlines, through lost villages and ancient vineyards, we offer the best in real bike travel. Once in a lifetime, every time - Imagine the memories you'll bring home...

Address: 1st Floor, 62 Huguenot Road, Western Cape Franschhoek, South Africa

Web: www.franschhoek.org.za

Email: ceo@franschhoek.org.za

Participants: Ms Jennifer Prinsloo (Chief Executive Officer)

About us

Franschhoek Wine Valley is a well known wine region within the Cape Winelands area in South Africa. Many of the wines produced in Franschhoek have received international awards, in particular for Chardonnay and Syrah. Franschhoek is known as the gourmet capital of South Africa, due to its award winning restaurants. Special tourism products include the newly launched Franschhoek Wine Valley Food & Wine Route, where visitors may experience unique food and wine offerings. These include homemade charcuterie and wine tasting, wine blending with the winemaker, cellar tours, barrel tastings, food and wine pairing, harvest festival experience, gourmet restaurants, demonstration kitchen courses, varietal wine and Cap Classique tastings, sabrage demonstration, locally made cheese and wine tasting, olive and olive oil tasting, horse riding and picnics on wine farms while sampling the wines, staying on a wine farm. Franschhoek is a picturesque small village surrounded by high mountain ranges, and is well known as a wedding and honeymoon destination. Outdoor activities include golf, boules, hiking, biking, walking in the mountains, guided wild flower tours and walking tours. Accommodation ranges from 5 star hotels with spas, to guest houses and B&Bs. Franschhoek is a lifestyle destination where visitors "Celebrate Life."

VMPS – ÁGUAS E TURISMO – VIDAGO PALACE	PORTUGAL
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Address: Parque de Vidago, Apartado 16, Vidago, Chaves 5425-307, Portugal

Web: www.vidagopalace.com

Email: rsantos@vidagopalace.com

Participants: Ms Rosário Pinto dos Santos (Director Sales & Marketing)

About us

Nestled in forested parkland, just an hour's drive from Porto near Portugal's unspoilt Douro Valley, Vidago is a legendary spa and golf destination waiting to be rediscovered.

Surrounded by mountains and 250 acres of mature woods and parkland, Vidago Palace enjoys a tranquil setting – perfect for a relaxing and restorative stay. The pure country air and lush grounds, artfully dotted with ornate mineral-water pavilions, provide visitors with a welcome tonic to the trials of modern life.

A showcase for traditional craftsmanship, Vidago Palace is resplendent with hand-loomed rugs, elaborate tiling and hand-painted wall-coverings – all designed to respect and enhance the building's illustrious past.

With 70 rooms & suites a gastronomical restaurant and a wine cellar, guests can be assured of an exclusive experience while indulging in the many facilities Vidago has to offer. Among the most famous historic luxury hotels in Portugal, Vidago Palace is a proud member of Leading Hotels of the World

Address: R. do Alviela Lote 46-7º-B, Póvoa de Santa Iria 2625-209 Póvoa de Santa Iria, Portugal

Web: www.winexperiences.com

Email: geral@winexperiences.com

Participants: Mr Bruno Gomes (General Manager) & Teresa Gomes (Experience Manager)

About us

Feel & Taste Portugal by winexperiences.com

The art of wine dates back to Egyptian civilization, is born of chance, after some grapes forgotten and by magic, have become in the precious nectar.

The modernization of agricultural techniques and technology have allowed to evolve the processes and techniques of cultivation and production, creating unique products, which are part of history and culture of Portugal.

A country that prides itself on its history of discovery, the heroes of the sea, immortalized by the "new worlds that gave the world".

A Single Country that invites you to meet the traditional customs, unique landscapes and sea coast, the rivers, the nature, the architectural heritage and the food that comfort, body, senses and spirit.

It is in this environment that we developed and create WINE EXPERIENCES, challenges "tailor made" to your clients, available soon at www.winexperiences.com.

Come feel and taste Portugal, a country of good memories.

CS VNTAGE HOUSE HOTEL	PORTUGAL
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Address: Lugar da Ponte, Pinhao, 5085-034, Portugal

Web: www.cshotelsandresorts.com

Email: Ana.mendes@cshotelsandresorts.com

Participants: Ms Ana Espregueira Mendes (Sales Manager)

About us

CS Vintage House Hotel arises on Douro's riverbank with the vineyard slopes as its backdrop. Set in the world's oldest Demarcated Wine Region, Porto Wine, this XVIII century wine warehouse was meticulously restored and is today a beautiful hotel.

At about 120 km from Oporto the hotel enjoys a privileged and easily accessed location. You can get there via the motorway or if you prefer a more romantic scenery you can choose to go by boat or even by train via Douro's railway line.

CS Vintage House Hotel provides you an exquisite and high quality service which will contribute to your many unforgettable moments here. Facing the river and the vineyard be it from your room the beautiful gardens or the pool you are compelled to enjoy the tranquility provided by the Douro.

HOTEL THE VINE	PORTUGAL
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Address: Rua dos Aranhas, 27 A Funchal, Portugal

Web: www.hotelthevine.com

Email: Isabel.vasconcelos@hotelthevine.com

Participants: Ms Isabel Vasconcelos (Director Sales & Marketing) & Mr Pedro Henriques

About us

Our Concept

A hotel with soul, just like a good wine. The Vine is sophisticated and luxurious. With a touch of simplicity and discretion, just the way you like it. A dip in the panoramic pool, a vinetherapy session in the spa or a gourmet dinner with a view over the city: these are just a few of the pleasures awaiting you at The Vine.

HACIENDAS DE ESPAÑA WINE HOTELS	SPAIN
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Address: Ctra Ledesma Km, 12,500, Valverdon, Salamanca, Spain

Web: www.haciendas-espana.com

Email: fjasensio@haciendas-espana.com

Participants: Mr Fran Asensio (Sales Manager)

About us

Haciendas de España - A New World to Discover Fine Wine Estates, Special Terroirs, Wine Hotels, Venues and Exceptional Wines from Spain. These are the focal points of Haciendas de España, the most innovative venture built around wine ever to come out of Spain. The creation of Haciendas de España took place in 2.000 and currently has 9 properties around Spain: - La Quinta Marqués de la Concordia / \"The Wine Club\" (Madrid) - Masia L'Hereu / \"The Cava Village\" (Penedés-Barcelona) - Hacienda Zorita (Salamanca) - Hacienda Unamuno (Natural Park Arribes Duero-Zamora) - Hacienda Abascal (\"Golden Mile of Ribera del Duero\"-Valladolid) - Casa de Padua // \"The Wine Village\" (Ledesma-Salamanca) - Hacienda San Nicolás // \"The Organic Farm\" (S.Pelayo de la Guareña-Salamanca) - Hacienda de Súsar (La Rioja) - El Cortijo de las Monjas (Ronda-Málaga) Surrounded by vineyards each estate embraces local architecture, culture, gastronomy and tradition, while at the same time acknowledging modern wine making technology

BAN TOURS	CROATIA
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Address: Kaptol, 11, Zagreb 1000, Croatia

Web: www.croatiaculinarytours.com

Email: info@croatiaculinarytours.com

Participants: Pavle Markovic (Product & Business Development Manager)

About us

Ban tours specialized in providing best quality services related to wine & dine culture in Croatia. What makes this small country great is the diversity of wine and wine making tradition. Our country's treasures still have to be revealed by the foodies from around the world. Our professional and enthusiastic team combines excellent knowledge of the local gastronomy scene with a profound understanding of our client's needs. One-of-a-kind experiences that only insiders and true lovers of food and wine can deliver. All our products are carefully hand-picked, our providers are not only the best Croatian wine, cheese, ham or olive oil producers, famous chefs, ambitious and passionate restaurant or hotel owners but also our friends with whom we share the same ethics and philosophy. Indulge yourself, feed your soul and let us be your gateway to the secret world of the sumptuous Croatian cuisine.

Address: Rua Soares de Passos, 3 Alto de Stº Amaro, Lisboa 1300-314 Portugal

Web: www.pousadas.pt

Email: Patricia.antunes@pousadas.pt

Participants: Mariana Lacerda (General Manager) & Patricia Antunes (Events Coordinator)

About us

The Pousadas Portugal had their origin in the 40's, when the first Regional Pousadas were built to provide visitors with board and accommodation in keeping with the style and traditions of each region. In the fifties a new concept of a Pousada was created: the Historic Pousada, located in carefully restored monuments.

Situated in castles, monasteries, fortresses and places of special natural beauty from the North to the South, the Pousadas de Portugal are real treasures of our History. A privilege that has always been assured by the respect shown in the restoration of our national architectural heritage, which has been adapted to modern demands of comfort and well-being. Places that offer us a fascinating journey through our culture. Where there is always a story or a secret to tell, a legend or a tradition to recount.

We have divided our Pousadas into the following groups: Historic Pousadas, Historic Design Pousadas, Nature Pousadas and Charm Pousadas. Pousadas de Portugal are managed, since 2003, by Pestana Hotels and Resorts.

ECO TOURS	PORTUGAL
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Address: Rua do Passeio Alegre, 20, Porto 4150-570, Portugal

Web: www.ecotoursportugal.com

Email: vc Melo@ecotours.com.pt

Participants: Mr Vasco Carneiro Melo (General Manager)

About us

EcoTours Portugal is a tour operator specialized in charming wine tours. With offices in Lisbon and Porto, their team is made up of highly qualified and experienced people who are able to organize unique, fun and educational trips.

In recognition to the quality of our services, in March 2009, ecoTours Portugal was awarded with the National Prize for "Best Of Wine Tourism" prize in the services category. This contest acknowledges the wine tourism agents that make a difference through the quality and excellence of the services provided to their visitors, offering original and innovative experiences.

The name "ecoTours" represents a leading position in sustainable tourism. The charming wine tours are designed to minimize the environmental impact at the visited regions while sharing experiences in harmony with local people.

ADRIANO RAMOS PINTO	PORTUGAL
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Address: Av. Ramos Pinto, 380, Vila Nova de Gaia 4400-554 Vila Nova de Gaia, Portugal

Web: www.ramospinto.pt

Email: fcorreia@ramospinto.pt

Participants: Filipa Correia (Communication Manager) & Ana Isabel Pereira (Communication assistant)

About us

The House Ramos Pinto was founded in 1880 and for several decades, its history has been marked by innovation and respect for tradition. In the production and selection of the best grapes, in the systematic knowledge of the terroir and being the pioneer in the launching of Douro wines in Portugal and all over the world.

Today, Ramos Pinto still keeps its position as a traditional house producing high quality wines. However, feeling conscious of the need of being different, our House presents unusual characteristics in its sector: independent familiar management character, extraordinary politic of own production and continuous technical and technological research. Ramos Pinto owns in Douro Region, the estates Quintas do Bom Retiro, da Urtiga, dos Bons Ares & de Ervamoira. In 1990, the House Ramos Pinto became part of the Roederer Group, whose history has identical characteristics. The qualities that gave fame to House Ramos Pinto now took on an international dimension.

VALE DALGARES	PORTUGAL
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Address: Rua Coronel Lopes Mateus, 13 Vila Cha de Ourique, Cartaxo Santarem, Portugal

Web: www.valedalgares.com

Email: Joao.vilar@quatroancoras.com

Participants: Joao Vilar (Sales & Marketing Director)

About us

Vale D'Algares is different touristic centre, an alternative to the "sun and sea", 100 hectares large, located in Vila Chã de Ourique, in Portugal. It stands in three complementary vectors: high quality wine production; wine tourism, nature, events planning and horse riding.

Our aim is to offer some of the main products essential for national tourism: Eno-tourism, nature and Equestrian Tourism. Other cultural and activities related with the environment that surrounds us are also foreseen to take place as a visit to the Portuguese gothic capital in Santarem or boat trips in Tejo river, bird watching, trekking in the country side and many other activities by request.

Vale D'Algares undertakes the assignment of developing a touristic project and a business solution mixing several business units, by providing excellent service, oriented towards the specific needs of each client and capable of causing emotions and remembering.

Address: Herdade das Argamassas, Campo Mayor, Alentejo 7370-171, Portugal

Web: www.adegamayor.pt

Email: Melanie.bogalho@adegamayor.pt

Participants: Mélanie Bogalho (Wine Tourism Manager)

About us

ADEGA MAYOR WINERY DEFINES A NEW LANDSCAPE AND THE DESTINY OF A LEGENDARY VINEYARD AT THE HEART OF PORTUGAL.

Adega Mayor is a singular place in the Portuguese wine world. Designed by Álvaro Siza Vieira, the most renowned Portuguese architect, this unmistakable winery lies over the peaceful plains of Alentejo.

Come and visit this modern and beautiful space in a personalized and interactive tour: Learn the secrets of wine ageing, surprise your senses tasting our wines and enjoy a special view of the estate's vineyards, from the panoramic terrace. A fabulous and natural field for all kinds of outdoor activities such as company team building, orienteering with friends, or a balloon flight above the vineyards for the entire family!

Discover the richness of Campo Maior village, its culture, museums and typical gastronomy and spend an unforgettable time in Alentejo.

QUINTA DA ROMANEIRA	PORTUGAL
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Address: Cotas, Alijo 5070-252, Portugal

Web: www.maisonsdesreves.com

Email: hhr@maisonsdesreves.com

Participants: Hicham Hraid-Rochette (Director of opération - Maisons des Rêves)

About us

Quinta Romaneira is a luxury quinta located in the heart of a 900 acres vineyard in the Douro Valley. This Relais & Chateaux includes 20 rooms, outdoor and indoor swimming pools, hammam, massage rooms, and proposes boat ride on the Douro, picnic by the river, canoe, port wine tasting... Live the dream.

Address: Viale Giorgio Lungarotti, 2, Perugia Torgiano 06089, Italy

Web: www.movimentoturismovino.it

Email: info@movimentoturismovino.it

Participants: Sara Indira Belaief

About us

The Movimento Turismo del Vino (Wine Tourism Movement) is an association created in 1993 that has encouraged Italian wineries to open their doors to visitors: Italy has now become the country of "Cantine Aperte," the annual event organised by MTV on the last Sunday of May. MTV is a non-profit association with the aim of promoting wine tourism and improving the wine areas' image and prestige, as well as their economic development. MTV wants to stand for protection of the environment and for quality agriculture; promoting a natural life-style that puts the visitor at the centre of attention. Among the almost 900 members of the Association are some of Italy's most prestigious wineries, selected on the basis of very precise characteristics, first of which are their high quality of visitor hospitality.

AIRTOUR AUSTRIA & FRANCE AIRTOUR THE WINE & GOURMET CREATIVES	AUSTRIA & FRANCE
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Address: Kantgasse, 3, Vienna 1010, Austria

Web: www.aoc-genuss.at

Email: Rene.ebner@airtour.at

Participants: Peter Galhofer (Managing Director) & René Ebner (Sales Manager)

About us

The perfect partner for your wine and gourmet travels is definitely the one who knows the best vineyards all over Europe and for whom the wine estates from Bordeaux to Tuscany will always open their gates with pleasure. This ideal partner is familiar with top grade food products and has an excellent know-how, suitable for amateurs as well as for winemakers and sommeliers. If this partner is then also experienced in tourism, he is definitely the best choice.

Airtour Austria and France airtour are organizing tours with special wine and gourmet highlights now for more than 12 years. Thanks to our unique and distinctive tasting arrangements in France, Spain, Italy and our home-country Austria, we have established our excellent reputation in wine-related tourism. Just join our next wine tasting tour to the world's most famous wine estates in Bordeaux, search together with specially trained dogs for Black Truffles in the Provence region or discover the wines close to Vienna, a capital city of sophisticated culture. Airtour Austria is your ideal partner – for amateurs and professional wine and gourmet enthusiasts.

Address: Rua do Carmo 51- 5C, Lisboa, Lisboa 1200-093, Portugal

Web: <http://www.doc-dmc.com>

Email: events@doc-dmc.com

Participants: Cecilia Albino (Event Manager)

About us

DOC DMC Services Event & Wine takes as its mission to put Portugal on the map of the world's fine wine travel destinations. Portugal is a wine country throughout.

Explore it with us !

From tailor-made tours for wine lovers and wine specialists, to itineraries that allow to discover Portuguese wine informally, our services is professional and personalized.

Wine events to promote a wine brand or make the Highlight of an Incentive trip, our repertory allows us to find the ideal solution for every brief.

WINELANDS Portugal created by our company are road books with degustation vouchers that allow to discover the most beautiful DOC Areas of Portugal, visit wineries and taste the local gastronomy, taking advantage from our selection.

M'AR De AR HOTELS	PORTUGAL
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Address: Travessa da Palmeira, 4/6, Évora, Alentejo 7000-546, Portugal

Web. <http://www.mardearhotels.com>

Email. pedro.salazar@mardearhotels.com

Participants: Pedro Salazar (Sales & Marketing Director)

About us

M'AR De AR Muralhas (4*)

Let the magic charm you in a unique atmosphere, in a trip through time, where history and comfort walk together hand in hand. The city wall, lit by the stars, represents Time at the M'AR De AR Muralhas Hotel.

85 rooms and 6 suites in a cozy relaxing atmosphere highlighted by the romantic view over the gardens. At the restaurant, based on local gastronomy, where we provide coking classes and wine tastings, has à la carte menu with Chef António Nobre signature.

Indoors, the cozy atmosphere of a fireplace. Outside, the terrace with a fabulous view over the city-wall and gardens.

Five adjacent rooms (max cap. 280 people) with natural light, air conditioning and manual light control.

M'AR De AR Aqueduto (5*)

Link History to Modern Architecture at an exquisite place. Be surprised with innovation, originality and the unique hospitality and comfort of the Aqueduct carrying the stars. Évora, Portugal.

58 bedrooms and 4 suites conceived to create a unique atmosphere blending well-being, utmost sophistication and design.

The restaurant sits 80, has an extensive à la carte menu and an atmosphere of good taste and elegance. Creative and sophisticated cuisine of Mediterranean origin, yet respecting the traditional Portuguese flavors. Our winery with more than 50 references, has the right atmosphere for wine tasting, regularly combined with special menus.

Two multi-purposes rooms with 170 sq m and 120 sq m (old chapel) and three adjacent rooms with 150 sq meters, all with natural light and air conditioning.

Two bedrooms specially equipped for stays combined with the spa programs, comprising 5 cabinets, gym, sauna, Vichy bath and hydro-massage.

Address: Herdade do Esporão, apartado 31, Reguengos de Monsaraz 7200-181, Portugal Apartado, 24306, – 1251-997 Lisbon (Portugal)

Web <http://www.esporao.com>

Email. joana.brandao@esporao.com

Participants: Joana Brandão (Wine Tourism Director) & Maria João Ramalho (Front Office Supervisor)

About us

Herdade do Esporão is located in Alentejo, in the Wine Region of Reguengos de Monsaraz, a short drive away from the Historic city of Évora, and 01h30 driveaway from Lisbon.

At Herdade do Esporão the singular Terroir, the careful handling with vineyards and the ability of wine makers, result in very sublime wines that you can taste at the Wine Bar, learn about in a Wine Course or just enjoy it in the Restaurant. Here you can try the Alentejo' s Culinary inspirations created by our Chef Miguel Vaz harmonized with our Wines by the Chief Sommelier Patricia Ramos.

The Wine Tourism HE invites the visitor to know a lot more beyond the production of Wines and Extra Virgin Olive Oils. Activities regarding the Historical & Archaeological Heritage, The Culture & Art and Biodiversity elect the Herdade do Esporão the ideal place for your Wine Tour or Event!

Address: Avenida da Liberdade nº212 SL Dta, Lisboa, Estremadura 1250-147

Portugal

Web: <http://www.l-and.com>

Email: d.relego@l-and.com

Participants: Diana Relego (Marketing Assistant)

About us

L'AND aims to provide a sophisticated natural experience in vast areas, combining outstanding modern architecture based on the reinterpretation of Mediterranean patio houses, real eco respect, extraordinary wellness and hospitality services and the possibility of producing personalized rural products .

Wine culture it's a key element of the L'AND experience. In each resort the wine club allows the members to have his own vineyard and to produce each year his own wine in a totally personalised manner in a specially designed cellar with the assistance of an oenologist.

Effective environmental sustainability is a fundamental characteristic of our identity and it is materialised in the search of environmental excellence and energetic efficiency in the conception, construction and management of our resorts.

L'AND resorts combine a small luxury hotel with residential tourism and quintessential amenities with personalised units for second ad first residence."

SOGEVINUS FINE WINES	PORTUGAL
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Address: Avenida Diogo Leite 344, Vila Nova de Gaia 4400-111, Portugal

Web: <http://www.sogevinus.comwww.grupomatarromera.com>

Email: celia.lima@sogevinus.com

Participants: Célia Lima (Tourism and Events Business Director)

About us

Sogevinus is the proud keeper of centuries of knowledge and tradition in the wine business. This heritage was built across times by countless generations that created and developed the brands that belong to our company's universe: Kopke (XVII century), Burmester (XVIII century), Cálem (XIX century), Barros (XX century), Gilberts (XXI century). They represent 5 centuries of wine, which the company does its utmost to preserve. Visit us!

MESSINA HOF WINERY	USA
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Address: 4545 Old Reliance Rd, Bryan, Texas 77808, United States

Web: www.countryhouse.cefalicchio.it

Email: wine@messinahof.com

Participants: Paul Bonarrigo CEO/Winemaker & Merrill Bonarrigo MOM/Author

About us

Messina Hof Winery and Resort was established in 1977 by Co-Founders Paul and Merrill Bonarrigo. Paul is an accomplished winemaker and public speaker. Merrill is an author and wine hospitality instructor.

Messina Hof was founded on family values, romance and tradition and was a leader in the establishment of the Texas wine industry and ranks as one of the fastest growing, most award-winning wineries in the state.

Four-time winner of the "Top Texas Wine" at the Houston Livestock Show and Rodeo, Messina Hof wines are handcrafted at the winery, located in Bryan, Texas. Messina Hof Winery and Resort boast on their 100 acre property the Vintage House Restaurant, origin of Vineyard Cuisine; the Villa, which was voted "Most Romantic Bed and Breakfast in the USA" and the Wine Master's Room Wine Bar, voted best wine by the glass in the Brazos Valley.

Address: Sítio dos Vales, Caixa Postal 112, P 8400-031 Estombar

Web: www.quintadosvales.eu

Email: info@quintadosvales.eu

Participants: Maria da Conceição Carvalho

About us

Quinta dos Vales is a unique wine and art farm situated in the Western Algarve. From the total 50 hectares area, 20 ha are vineyards and 4 ha fruit orchards. In tastefully decorated gardens, sculptures made from various materials including stone and fibreglass can be appreciated. There is also a 2 ha animal park with deer, llamas, kangaroos, horses, pigs, sheep and goats.

The quality wines (8x gold, 10x silver winner at international and national wine competitions) are produced in our winery equipped with the latest technology. The wines can be tasted in the “Sala de Prova” which has a capacity for 60 people. In addition, there are several Houses / Apartments for tourist rental



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