

W.I.N.E.: Wine In Northeastern Europe: improving winegrowers' marketing skills in the field of wine tourism



Compendium of good practices

Index

Introduction..... 3
Croatia 4
Czech Republic 7
Germany 11
Italy 16
Poland 22
Slovakia 27

This project has been funded with support from the European Commission under the Lifelong Learning Programme.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Introduction

Nowadays, European winegrowers face ever increasing challenges particularly concerning small and medium winegrowers in Northeastern Europe. Most of them still manufacture their products according to traditional methods and the size of their vineyards varies from less than 1 hectare to few tens of hectares.

There are two main reasons contributing to the vulnerability of these small businesses. Firstly, small and medium winegrowers do not have adequate marketing skills and resources allowing them to effectively promote their product in the face of fierce competition both from national and foreign big wine producers. Secondly, the scarce diversification of their business makes them extremely sensitive to drops in production and/or sales of their product.

It is, therefore, important to promote wine tourism as an additional source of income by improving the skills of small and medium winegrowers in the field of marketing of wine tourism. This can be done by identifying good practices in the partner countries and sharing them in order to use them as the basis for the creation of training materials. It is also crucial to promote peer collaboration by involving the target group in mobilities to the partner countries in order to enhance cooperation both at national and local level that could lead to develop forms of joint marketing promotion in order to benefit from economies of scale.

The purpose of the project is to identify and share good practices in the field of marketing of wine tourism in the partner countries and to promote them among small and medium winegrowers using them as the basis for training. The good practices identified by the partners are presented in this compendium.

Croatia

In Croatia, tourism is a significant source of revenue, especially during the summer, with Croatia ranked the 18th most popular tourist destination in the World. On the seaside mass tourism is developed, nautical and cultural tourism and in inland areas rural tourism (wine tourism) and spas. Wine tourism actually represents an additional offer for visitors which are coming back from the seaside. Croatia has a long tradition of producing grapes and wine. Wine regions in Croatia can be divided into two, Continental and Coastal. The Continental region includes the regions Podunavlje, Slavonia, Moslavina, Prigorje – Bilogora, Pokuplje, Plešivica, Zagorje – Međimurje, whereas the Coastal region Istria, Croatian Primorje, Northern Dalmatia, Dalmatian Highlands, Central and Southern Dalmatia. The total surface area of vineyards is 27.000 ha. Wine tourism in Croatia can be recognized by old vineyards, fragmented areas and a large number of different types of varieties, approximately 60 grape varieties in commercial production, with as many as 200 varieties which can still be found in vineyards. Croatia is producing close to 800.000 hl of wine and it is on 4th place in the World in wine consumption, after France, Portugal and Italy. We can say that three varieties stand out as the most important ones, Graševina in Continental Croatia, Malvazija on the Istrian Peninsula and Plavac Mali in Dalmatia. We have close to 5.000 ha of Graševina (Reisling Italice), 1.500 ha of Malvazija Istarska, 1.500 ha of Plavac Mali Crni, 500 ha of Merlot, 500 ha of Chardonnay, 500 ha of Rajnski, 500 ha of Cabernet sauvignon. Wines are offered on wine roads, taverns, cellars, wineries, restaurants, wine shops and hotels. Strengths of wine tourism in Croatia are significant domestic wine market and consumption through tourism, rich selection of autochthonous wine, wine offer through rural tourism and wine routes, experience and tradition of grape and wine production. Weaknesses are large number of small producers who are poorly technologically equipped, use of outdated technology in

manufacturing, poor education of producers and high prices of wines on the market. Opportunities for Croatian wine tourism are to modernize existing capacity of wineries, strengthen small producers, increase competitiveness of wine production, reducing prices of production through modernization of wineries, reducing price of wine on the market, employment growth. Possible threats are creation of large stocks of wine, increased imports of cheaper wines of same quality compared to the exports of wine, wines are not cost-competitive on the external market, large number of small producers which, because of high production costs, cannot compete with large producers in the market.

Good practice no. 1: Plešivica Wine Road (part of Wine roads of Zagreb county)

In the year 2000, the project 'Wine roads of Zagreb County' started. The project included search of good offer for quality wines and other domestic products, organizing the producers and marking of wine route, regulation for wine roads, preparation of the tourist product (tourist signalization, logo...) and tourist promotion of products and services. Wine roads in Croatia must meet the following minimum requirements: must pass through the wine-growing area; must cover an area of at least one wine-growing area; must have production and supply of wine, and offer other grape and wine; must have at least five family farms at road distance of 10 km, which offer a tasting of their own wines, of which at least one is with controlled denomination of origin; must have at least two farms or tourist facilities that offer food services, primarily of peasant cuisine characteristic of the wine region; there must be a legal entity to represent the wine road (NGO); must pass through a naturally beautiful and preserved environment; must be properly marked; must have information material, which will be available to visitors, etc. The legal entity - Association of Wine roads of Zagreb County was founded in 2001. It gathers and organizes all stakeholders on the Wine Road, presents the winemakers and overall services, improves service quality through the implementation of various projects (Selection of Wine Queen

Zagreb County, Improving the quality of wine (Pinot Noir...), organize and participate in promotional events (wine fairs...), cooperate with regional and local government, cooperate with tourism associations and agencies. Croatia's wine road aims are: direct sales of agricultural products on the farm, increase vineyard area and increase the quality of wine, diversification of agricultural activities on the farm, increase sales, revenue and income of wine producers, increasing familiarity of wine-growing region, as well as individual winemakers, development of rural tourism, increasing economic and tourism activities in the wine-growing region.



The Plešivica wine road was established as part of 'Wine Roads of Zagreb County' and it is an example of good wine road in Croatia.

Today, the Plešivica wine road has:

- 35 OBJECTS
 - 33 wine makers
 - ← 4 wine tasting
 - ← 29 wine & food

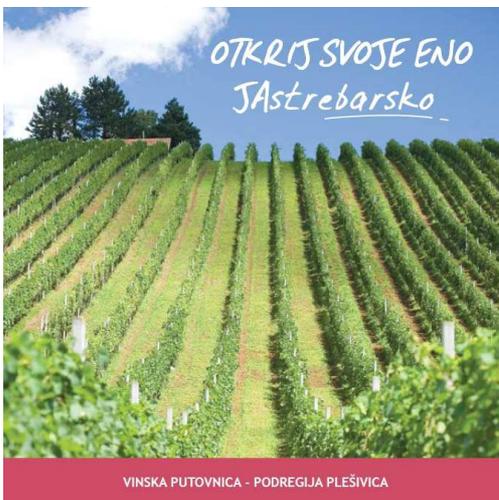
- ← 5 houses with accommodation capacity (24 (1/2), 21 (1/3), 2 (AP))
- ← 2 restaurants
- ← 1 wine-making company

The Plešivica wine road members offer various services and tour of their cellars. Apart from indigenous varieties Portugieser, yellow Plavec, sweet Zelenac and Šipelj you can also taste world-famous wines, such as Chardonnay, Rhine Riesling, Sauvignon, Traminer, and Pinot Noir and Gris. Tourism services offered within the Plešivica Wine Road can be divided into three types: All wineries offer wine tasting in their cellars, but some also offer homemade food. There are also wineries who offer accommodation in beautiful rooms with a view of the amphitheater formed by Plešivica vineyards that would leave you breathless. The Plešivica Wine Road is adorned in by beautiful tame landscape, cultural and historic sites, tradition, and friendly hosts. You can also enjoy various sports in the region, including: cycling, air sports, hunting and fishing, jogging, and trekking on the slopes of Plešivica. Plešivica wines have traditionally been winning awards all over Croatia and abroad, making quality wines a synonym for the Jastrebarsko region. In cooperation with Zagreb County, promotion of Plešivica wine road is held by City of Jastrebarsko, Jastrebarsko tourist board, Zagreb county, Wine associations (3), Self-promotion... The Plešivica wine road is doing a good job of self-promotion through organizing wine events (wine saints) and especially Jaska wine festival which is the most important festival and social event in Jaska and its surroundings. A rich cultural program during the day, selling exhibition and tasting of wines, with culinary delights and evening entertainment make events a thing that is not to be missed and it is attracting a lot of visitors to the wine road. Traditionally, it is also a place for presenting a candidate for the Wine Queen of Zagreb County. Over the last few years as a part of the festival, the Croatian president has been organizing a vintage for all consuls, ambassadors and diplomats accredited in Croatia - Diplomatic Vintage - which is followed by a big number of media and represents an

excellent way of promotion for all the participants in the wine road.

Good practice no. 2: Wine Passport - Initiative of joint promotion

"Wine Passport" is a project run by the Jastrebarsko Tourist Board and it is part of the project "DISCOVER YOUR ENO Jastrebarsko" which was co-financed by the Ministry of Tourism and included preparation of a brochure "Wine Passport" – sub region Plešivica, which popularized tourist offer of the Plešivica region (Plešivica wine road).



The promotion of the brochure was held in a Wine Bar, and was attended by a hundred guests; among them were many dignitaries, representatives of state institutions, media, travel agencies and winemakers, who became proud owners of the Wine passport.

This is a brochure in which you can find 19 winemakers and cooper Golub. Each of them is briefly described with their contacts and space for a stamp. Visiting the above mentioned winemakers you are winning a stamp, and the goal is to collect as many stamps you can to win great awards (coasters for glasses, decorative bottle, cup rack, wine barrel). This was a way of promotion aimed at gaining the guests' loyalty and promoting smaller (less known) winemakers.



All the participants in this project have this brochure as promotional material and the Jastrebarsko Tourist Board distributes it at various events, study visits or gives it directly to tourists.

Another goal of this brochure is to present the beauty and richness of Plešivica (Plešivica wine road), especially its excellent wines, and attract domestic and foreign tourists to visit Plešivica and enjoy all of its benefits such as quality wines, domestic food, accommodation, beautiful nature and homey atmosphere and thereby enrich and improve the tourist offer of Plešivica and Jastrebarsko.

Conclusion

A wine road requires constant work: it needs continuous improvement, education and promotion. It is important to continue, on each wine road, further education of producers, improving quality of wines and services, promoting and selling of wine road as a tourist destination, improving services and making a network of all stakeholders within the wine road.

Czech Republic

The beginning of viticulture in the Czech Republic dates back to the Roman Empire when Roman legions started to cultivate grapes imported from Italy when staying at some place for long term periods. This fact is also associated with the Roman Emperor Probus who lifted the ban of Emperor Domitian in 91 AD and ordered to plant vineyards in the Roman colonies beyond the Alps.

Viticulture was then further developed during the Great Moravian Empire as evidenced by archaeological findings of vine knives and seeds which prove the developed wineries of the Slavic population of this area.

An important role in the further expansion of vineyards was played by monasteries. Thanks to monasteries coherent wholes of vineyards were founded where vine varieties from France and Germany were grown as well as local ways of growing vines.

Very significant for the development of viticulture during the 14th century was the period of Charles IV who invited farmers to grow grapes directly in Prague's Castle gardens. Vineyard area in Bohemia and Moravia also grew due to activities of townspeople who had the necessary resources for costly investments in planting vineyards on the slopes.

Further progresses were undermined during the 30 years' war (1618-1648) with a massive devastation of vineyards, and later in the 19th century with the apparition of illnesses such as aphid and phylloxera.

Anyway, after this not very favourable term in 17th and 18th century Area vineyards in Bohemia and Moravia culminated. In some years, the overproduction of wine was so great that it could not be placed on domestic markets.

Structural changes in the Czechoslovak agriculture brought the need for transformation of viticulture into large-scale forms in the second half of the 20th century. The contemporary state of the wine industry has been accelerated by the wine law of 1995 and a wide privatization which affected not only

vineyards but also the production of wine. The mentioned has become the basis for the unprecedented development of the field.

Increasing the production and sales of wine was part of the Czech Republic programme in order to enter European Union in 2004, and funds by the government are available under the Wine Fund. Due to the strong government support, the land area of vine has increased from 12.000 to 19.000 hectares, mainly planted in Moravia.

Wine tourism in the area of Czech Republic

Natural conditions of Czech wine region, which lies on the Northern edge of the vine region in Europe, are a prerequisite for the emergence of wines of unique quality. In addition to pleasant taste properties, characterized by a full and delicate expression of aromatics, they are characterized by a higher content of wholesome natural ingredients.

According to the registration, carried out by the Ministry of Agriculture, the current production potential of the Czech Republic makes approximately 19.633,45 hectares and the total planted area is 17.198,05 hectares. This is a huge disproportion in comparison with the area before the 30 years' war that was ca. 19.000 hectares.

Nevertheless, about 96% of the overall Czech wine production comes from the Moravian region, 4% from the Bohemian region. Interestingly, white grapes are harvested on 2/3 of these areas, compared to 1/3 of blue grapes and production of wine reaches currently around 850.000 hectoliters per year.

When it comes to the average consumption of wine in the Czech Republic, it is relatively low compared to its European neighbours – 20l/per capita/year in the Czech Republic compared, for instance, to 100 in France. The reverse ratio would be applicable to the beer consumption, with around 160L/year/capita in the Czech Republic while 35 in France.

Most of the wine export from the Czech Republic flows to Slovakia that is the largest importer with around 18% of the overall production (ca. 153.000 hectoliters of wine in 2009, worth 13 million €). Imports from foreign

countries to the Czech Republic also represent an important market, although the balance of the Czech Republic is slightly negative.

As far as the import from foreign countries to Czech Republic is concerned, it is necessary to mention countries as:

- Italy – 39 %
- Spain – 14 %
- Hungary – 11 %
- Slovakia – 10 %

Moravian is interwoven by more than twelve hundred kilometers of marked trails known as Moravian wine trails, with each of those trails having its own special map. All ten regional circuits linking the 242 km-long backbone Moravian Wine Trail are usually connected with other tourist attractions in order to optimize the absorption capacity of the particular area.

The most important and well-known are especially wine cellars where you can try a sample of many kinds of wine and also sit in the wine cellar, discussing about wine before buying it directly from the winemakers. There is also a Wine Museum and an Exposition which are located not only in the centres of the sub-regions. You will find many wine exhibitions dealing with the colourful history and rich present of viticulture and enology in small villages across the wine areas in Moravia as well as Bohemia.

Good practice no. 1: Wine Routes

Czech wine producers received a substantial amount of subsidies from the Czech government before entering the European Union in May 2004, as part of its development program as a candidate country.

The reason for this is that there is an impressive number of wine producers in the Czech Republic, even though 96% are concentrated in the same area, namely the Moravian region, in the South-East of Czech Republic, around the City of Brno.

Indeed, more than 310 wine-growing villages gathering can be found in this area, which

corresponds to 17.000 ha of vineyards (representing approximately 23.400 football pitches).

The Bohemian region, around the Capital City of Prague, accounts for 4% of the production of Czech wine. Over 70 wine producing villages can be found there, harvesting grapes from a surface of around 630 cultivated hectares of vineyards (which represents the equivalent of 865 football pitches).

However, it is worth focusing on the Moravian region when presenting good practices in field of wine tourism. Indeed, it is quite easy to understand that the surface of exploited vineyards, the numbers of wine producing villages along with the sole number of wine producers is no way comparable with the equivalent figures concerning the Moravian region. It is actually on this character of uniqueness as a wine producing area than the Moravian region based its strategy in terms of tourism.

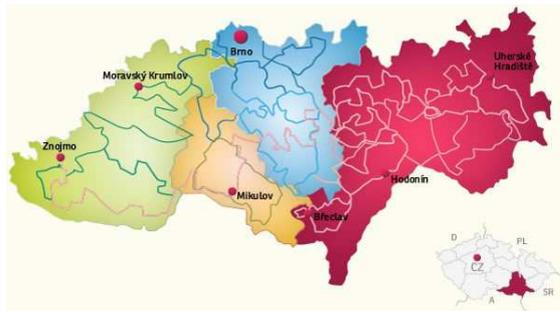
Ideally situated at the border with Austria in the South and South-West and the Republic of Slovakia in the South-East, this quite hilly region can count on its 6 UNESCO monuments to attract tourists from abroad, as well as from the rest of the Czech Republic.

This, combined with the view on hilly vineyards for as far as your eyes can see, provide perfect conditions to develop a tourism based on cycling from one village to another, or simply from one cellar to another one.

As a result, Moravia today is crisscrossed by more than 1.200 kilometers of cycling paths, or more precisely wine routes, along which curious gourmet tourists can enjoy some of the best wines in Czech Republic.

Indeed, more than 80% of the wine produced in the Moravian Region is considered as high quality wine, even considering the wide variety of wine produced there. This is essentially due to the geographical (and therefore meteorological) conditions particular to the region, which allow for a slower maturation of the grapes, and thereby for a greater diversity of aromatic substances. This would be especially true when considering the difference between the several varieties of white wine that tourists can find there.

Moreover, the Moravian region is divided into 4 sub-regions (see map below), namely the Mikulov, Slovácko, Velké Pavlovice and Znojmo one. All in all, these are more than 14.900 wine producers who are sharing this area in order to provide tourists from all over Europe with some of the best wine tasting sessions and the most varied and unforgettable wine routes.



Good practice no. 2: Fairs, Festivities and Enhancement

The Czech Republic is a territory rich of an important wine production both in terms of volume and space and creative when it comes to find innovative ways to attract and satisfy tourists. However, such a satisfaction could not be reached without improving the wine referencing system itself.

Indeed, no matter how curious and willing to discover the tourist may be, cycling for 3 hours across hills and valleys in order to reach a place or cellar that looks nice on the paper could be quite disappointing in the event the wine would turn out not to be a good one.



Czech wines are actually now divided into 5 “categories” and classified as regard their qualities and attributes. When mentioning the wine “qualities”, one should not misunderstand

this term. Indeed, this notion reveals different meanings, since it encompasses either the geographical origins of the wine or its taste, or both these attributes.

Effectively, wine growers and authorities developed, along with some regulations from the European Union, but mostly according to tradition, some geographical certification, or signs of recognition, along with some making-process certification (mainly as regard “traditional” or “Organic” wine).

Today it is therefore possible to distinguish between “table wine” (the lowest-quality wine) and the wine with geographical mark, or “Land wine” (made from domestic wine varieties). You may also find wines with mark of origin, considered as “Quality Wine” (made from domestic varieties, this kind of wine has to be harvested and produced in the same wine area); the “quality wine with predicate” (different wines whose production has to respect some very strict rules, would it be concerning the day or temperature of harvest, rate of natural sugars...). Finally, one may find the category of “wines of original certification”, or “VOC”, which must have the character of a particular region and follow the rules applying to VOC.

As concerns the quality wine with predicates, these can themselves be divided into 7 kinds: Cabinet, Late Harvest wine, Selection of grapes, Selection of berries, Botrytis wine, Ice wine and Straw wine.

It is however easily imaginable that these distinctions are not made only not to disappoint the curious cycling tourists. Indeed, this also allows for the fulfillment of two objectives: Providing wine amateurs with a proper referencing system, which allows for the recognition of the wine according to its quality, its origins, and therefore its price, being able to participate in Wine fair, expositions and contests all over the World.

As an example, during the Finger Lakes International Wine Competition 2013 in the state of New York in the USA, the winner of the show in the Ice Wine category was from Moravia. The Czech delegation left the event with pockets full of no less than 38 medals,

and was the only country to receive a standing ovation.

Even more interesting as regards the quality of Moravian wines, Czech Republic was part of the Top 3 in the Chardonnay du Monde 2013 contest in France, where 2 French bottles were sitting on the first 2 steps of the podium, the Czech one being just slightly behind.

In total in 2013, Czech wines were presented in 14 international wine fairs and contests (out of which 11 were in Europe), and collected more than 700 medals: 172 Gold, 435 Silver and 111 Bronze.

For more information, please visit the website: <http://www.wineofczechrepublic.cz/en/>



The international prestige of Moravian wine could not go without any repercussions on the wine tourism in the Czech Republic! However, as regards exportations, these remain quite weak, apart from the exportations to Slovakia and can be explained by multiple factors, such as the price as concerns Spain and Italy, or the history and protectionism as concern France. Despite these weak exportations, the Czech Republic, and mainly Moravia, attracts every year thousands of tourists from the Czech Republic and abroad to its multiple events, fairs and Festivities.

Among these events, the most important ones will with no doubt be the different Grape Harvest Fairs (vinobraní in Czech), taking place all over the wine producing regions, from

September until December, according to the harvesting season of each different grape.

The biggest one will undeniably be the Znojmo's one in Moravia. This festival is of the most interesting ones, since its aim is to remind the time John of Luxembourg visited the Moravian region in 1327, already aware of the Czech wine's quality. People would therefore be dressed in historical costumes, simulating the jousting of knights, or simply enjoying a couple of glasses shared with family, friends, neighbors and foreigners. Some very decent fairs are also organized in other wine-producing key places all over the Czech Republic, such as Poděbrady, Třebíč, Valtice ou Velké Žernoseky. St Martin's wine festivities, dating back the 18th century. Festival of Wines in Český Krumlov, the Day of Open Bottles in Némčičky, the Open Cellars festivities, and many others...

Finally, even though alike in many countries in Europe the production of wine is mainly a matter of tradition and ancestral knowledge (nowadays of course industrialized), nevertheless Czech Wines are constantly evolving, being developed by new generations of wine makers aiming at enhancing the Czech market. This can be done thanks to the multiple organizations providing formal trainings and courses about wine, tourism and hospitality management, such as the Mendel University of Brno (proposing a bachelor's degree in "wine-making"), the Wine Institute of the Czech Republic (providing training for owners/employees of wine shops and restaurants), or even the Association of Sommeliers of the Czech Republic.

Germany

Viticulture and wine tourism in Germany comprise 13 different regions, which are among the most northerly in the World with wide ranges of different and typical wines. The climatic conditions vary from the moist warm Gulf Stream climate in the West to the dry continental climate in the East.

This allows the cultivation and production of grape varieties on different soil types, resulting in very different wines. Long periods of growth and rarely severe heat conditions are good, so delicate and not so rich wines can mature. Thus German wines can be distinguished from wines of other countries by their lightness, liveliness and fruitiness. The wine-growing area in Germany is 102.000 ha (1,29 % of the World production). About 140 varieties are cultivated; the total amount is about 9.153.000 liters (3,24 % of the World production). The average yield per ha is about 89 hectoliters (hl). White wine account for about 64% of the production (mainly Riesling, Rivaner, Silvaner); red wine thus about 36% (mainly Pinot Noir, Dornfelder, Portuguese). However, this varies from region to region.

The names of the German wine regions are governed by German Wine Law and the German Wine regulations. Quality wine and Country wine regions can be distinguished. In total German Wine Law defines four grades of qualities and differences:

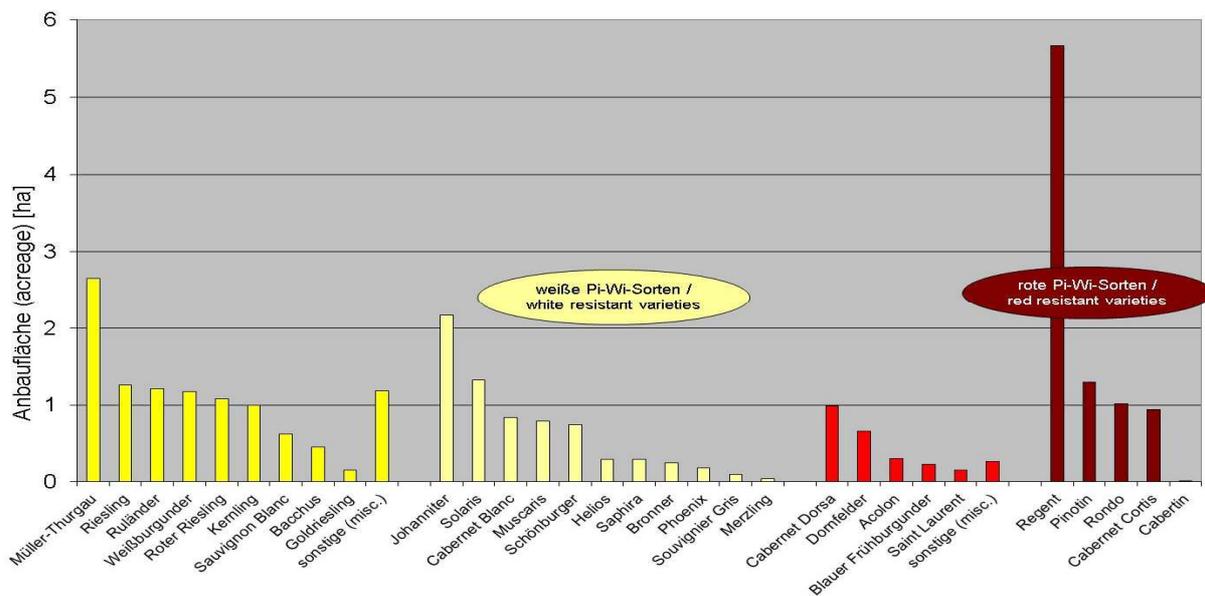
- Predicate wine
- PDO = protected designation of origin (levels: Kabinett, Spätlese, Auslese, Beerenauslese, Trockenbeerenauslese, Eiswein)
- Country wine (PGI = protected geographical indication)
- German table wine.

One of the 13 regions, the region Saale-Unstrut is located in northeastern Germany. The area Werder (Havel) with the most northerly quality wine growing in Europe belongs to the region Saale-Unstrut. Werder (Havel) is located in the Federal State of Brandenburg near Berlin. In the following general information about winemaking and wine tourism will be focused on that area.

Excellent grape qualities ripen under the Brandenburg sun. After all, the continental location provides more hours of sunshine than Rhenish Hesse or Rhineland-Palatinate. The wines produced in this region convince wine-lovers at wine tasting events, receive awards at competitions and have found their regular customers among the connoisseurs. Wine festivals are well attended. Consequently, Brandenburg is not an important wine-growing state with regard to wine acreage, but a wine-growing region of high visibility.

The vineyards of Brandenburg are currently limited to a total of 30 hectares. The wine planting rights in Brandenburg have now all been awarded. Today 95 % of the vineyards are concentrated in the southern part of the state, as well as in Werder (Havel). The Brandenburg Ministry of Agriculture is the competent state authority for the vineyards register, the management of planting rights, the collection of harvest and production reports, and for wine law in general.

Although the total Vineyard area in Brandenburg is rather small there is a very diverse and interesting wine-growing landscape. 78% of the vineyards are farmed by individual companies. Some of them meet the requirements of full-time operation. Since traditional grape varieties require high expenditure on plant protection due to their susceptibility to fungal pathogens, many resistant varieties were planted. As white wines, Müller-Thurgau, Weißburgunder (Pinot Blanc), Riesling, Ruhländer and Sauvignon Blanc grow here. In addition, there are new fungus-resistant (PiWi) varieties such Solaris and Muscaris as well as Saphira as new flavour varieties. Regent, the red fungus-resistant species is the most extensively planted variety. Another classic red variety is Dornfelder.



Very important for Brandenburg's viticulture and wine tourism are the wine-growing associations. They manage about one fifth of the total vineyard area. In addition, in 2013 ten Brandenburg vineries joined forces to found the Section Viniculture. Their (association and section) common goal is to make the regional viniculture known to a wide audience. This includes, for example, the organization of events advertised throughout the state, such as the annual "Brandenburger Jungweinprobe" (Brandenburg Young Wine Tasting) or the participation in state-wide campaigns such as the "Brandenburger Landpartie" (Brandenburg Country Outing) or the "Tag des offenen Weinbergs" (Open Day at the Vineyard).

The viniculture region Werder (Havel) - the most northerly quality wine region of Germany and Europe - is situated far away from the other traditional wine-growing regions in Germany. Thus, as an adjoining production area is not existing, this region with its vineyards has "insularity", country trade, machine trade and workshops are not on site. And in addition, due to the exchange of experiences and mutual aid, this seems to be complicated by such long distances to the next vine region. And do not forget; after nearly two hundred years of discontinuity of winemaking in the region its displacement by fruit growers results in weak acceptance of the wine production in a region that is more known as a

traditional fruit-growing region. This results in special conditions and circumstances that influence the development of viticulture and its marketing and wine tourism.

Considering the special island position of the winegrowing in the Region „Werder“ already mentioned, two examples shall be given referring in idea and realisation to these specialties and are seen by us as essential for a successful connection of viniculture and (wine) tourism.

Good practice no. 1: Weinwanderweg

Matching of municipality, county (administrative district Potsdam-Mittelmark), state Brandenburg, tourism enterprises, associations and the local wine-growers in the development of individual projects of wine-tourism taking the example „**Weinwanderweg**“ ("wine trail").

The promotion of wine growing represents one of the basic principles of the statutes as well as the actual activities of the „Verein zur Förderung des historischen Weinbaus im Raum Werder (Havel)“.

In the region Werder actually four vineyards exist. The vineyards *Werderaner Wachtelberg*, *Werderaner Galgenberg*, *Phöbener Wachtelberg* und *Alter Weinberg Töplitz* are

located in the municipality of Werder, but are situated up to several kilometers off each other and additionally nearly completely without reach of public transport. The attractive landscape of the Havel region with gentle hills and wide river meadows, forest and water invite to hiking and biking. It is one of the major concerns of the regional winegrowers to present their wines on-site to a broad public in the pleasant proximity of the vineyards. Thus the idea to connect the vineyards in a touristic way was obvious.

A well-established network of cycle tracks already exists in the region, only few sections have to be added. A much more complex and expensive project is the crossing of the Havel between Phöben and Töplitz by boat, the potential establishing of moorings and a complex authorisation procedure. In addition, the integration of local producers of vegetables, fruit and cheese is possible in the long term.

The association has taken a leading role in the realisation of such a project. Good will, donations and voluntary labour will not be enough to realise this. Allies were needed, sought and found. Those are, together with their most important activities:

The city of Werder (Havel):

- supports the choice, safeguarding, acquisition and financing, if necessary, of required areas and lanes that, in connection with existing infrastructure, establish the usability of the planned wine trail,
- fosters the idea and the concept with regard to the successful introduction to the necessary authorisation procedures as well as locating and obtaining regional and supraregional financial sources.
- supports public relations for the project in the media.

The administrative district „Potsdam-Mittelmark“:

- reviews and supports the project with regard to its introduction to the so called „LEADER“ programme securing a comprehensive possibility of funding,

- supervises and supports the processing and participation process of these supraregional processes for prompt and complete implementation.

The Tourismus Marketing Brandenburg:

- supports the project in press and media,
- promotes the „Weinwanderweg“ in the programmes of touristic enterprises and agencies.

The Land Brandenburg:

- supports (if possible) the project from the European agricultural program for the development of the rural areas
- includes the „Weinwanderweg“ into the program of the „Brandenburger Landpartie“ via the organizing agency „pro agro“.

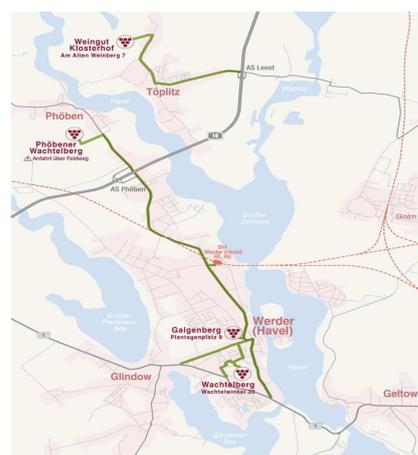
The Winegrowers:

- open their vineyards
- offer guided tours and tastings
- recognise this as a possibility to sell their products

Further partners actively supporting this project are sought. Particularly important is the continuous information of the public via Internet and the media.

It will be possible to establish a connection between the vineyards in the area of Werder (Havel) in form of a stable touristic experience with advantages for the winegrowers and tourism in general.

Weinwanderweg (wine trail) im Raum Werder (Havel)



Good practice no. 2: crowdfunding

Promotion of tourism and vineyards by merging of cultural heritage, inclusion, medium-sized initiative with sponsorship from friends of wine (lovers) taking the examples of different models of "wine - Sponsorship".

• Clay pit turned into Vineyard - its revival by donations

In 1763, the Prussian king Frederick II ordered to build a structure with 4 terraces, each 67 meters in length on the land below the Mühlenberg (Mill Hill), where a clay pit existed at that time. The prevailing soil conditions demanded a foundation depth of 28 meters. After completion, behind glass-panes and Trombe walls grapes, peaches, apricots, figs and apples were ripening. The garden was integrated into the royal court life and was considered as the second run of the royal vineyard within the Park Sans Souci. During the modernization of the terraces in 1848 the lowest terrace wall was covered by an exposed brick wall with two flights of stairs. This was decorated with the monumental head of Bacchus. On top of the vineyard, the winery building was built in the style of an Italianate villa.

After the Second World War, the area fell into decay for years and was partially not restorable. However, since 2004 the Bauverein Winzerberg (Building Association Vintner's Hill) in collaboration with the Foundation of Prussian Palaces and Gardens has been strongly committed to its reconstruction. Citizens, professionals and companies are participating as volunteers in the clearing and landscaping work. Construction apprentices are helping to rebuild the walls.



With the aim of completely re-establish the Winzerberg in 2015, a major fundraising was launched. Sponsorships and numerous individual donations were collected to help funding the 5.000 panes of glass terrace and install. In addition, the club has taken the revival of the use of the winemaker mountain.

In 2012, the first 100 vines historical table grapes were planted. A first grape harvest has already taken place. More plants - with wine grapes - will follow.

This model shows how, by merging tourist interest and Foundation's commitment to preservation of the cultural heritage on the one hand, and a medium-sized involvement, sponsorship and individual donations on the other hand, traditional viticulture could be revived.



• World Heritage and inclusion - wine from Klausberg hill afresh

Another active Royal Vineyard was created within the Park Sans Souci in 1769. Once again, based on an idea of Frederick II a terraced garden was established on the southern slope of the Klausberg hill. The garden, completely enclosed by a wall, features glass-paned Trombe walls (built to store the heat of the sun) provided very good conditions for growing peaches, apricots and apples as well as grapes. Until 1918, the garden produced exquisite fruit and grapes.

Since 2003, after decades of neglect and decay, there has been new life on the Klausberg hill. In 2007, a company, the Mosaic Werkstätten für Behinderte GmbH, a charity organisation providing work for disabled people

took over the horticultural care and opened up new prospects for people with disabilities as well. So far, ancient vine varieties were re-discovered, new fruit trees were planted and, last but not least, a trellis for the future educational pathway for grape-vine varieties was built.

In 2008, the garden was reopened for the first time. By the year 2019, around 4,600 different vine varieties are set to be in the vineyard. To finance and to support this, in 2011, a sponsorship for vines and trees was started. So far many tourists and wine lovers have contributed to the restoration of this historic vineyard. First wines were produced. The result is an herbal-spicy white wine of the variety Phoenix, which can be acquired. As before, everyone can support the recovery and reclamation of the vineyard by becoming a sponsor for one or more of vines.



The following models for vine sponsorships are available:

- **Wine Easy for 10,00 €**
 - Sponsoring a vine
 - incl. digital document as a PDF file, position description and a name plate on site;
- **Standard 1 for 20,00 €**
 - Sponsoring a vine
 - incl. certificate, to 160 g paper position description and a name plate on site;
- **Standard 2 (Prussian Ruthe) for 40,00 €**
 - Sponsorship of a Prussian Ruthe (3.76 m) for 4 vines
 - incl. certificate, to 160 g paper position description and a name plate on site.

- Wine is half the battle

One of the oldest vineyards of the city of Werder (Havel) is Galgenberg (Gallows Hill). Historians believe that in the 16th century the first vines were planted here. The mountain became one of the best wine growing locations of the city. Vines were cultivated on approximately 70 hectares of land. After the decline of viticulture in the March Brandenburg in the mid -19th century, fruits were planted. However, the barren sandy soil gave only low yields, so that the area turned into fallow land again.

Several years ago, the Verein zur Förderung des historischen Weinbaus im Raum Werder (Havel) e.V. (Association for the Promotion of the historical viticulture in the area Werder (Havel) has brought this vineyard back into public focus. In 2011, the city of Werder was able to acquire the land on the hill. In 2013 the area was opened with 1.4 Hectares, currently about 5.000 mature vines of different fungus-resistant red and white wines are planted and growing.

In the summer of 2012, the association started its project "Rent your own wines". Tenants can rent 12 or 20 vines or a multiple of it for a period of 10 years and are paid from the 3rd year on with the average yield in form of bottled wine. Of course, the shareholders can be active in the vineyard and thus learn more about the winegrowing trade. The project has found great resonance, so that even after a year and a half all for the project approved 2.600 vines were awarded.

The price for hiring is:

- 12 vines for 10 years to **117.70 €** per year
- 20 vines for 10 years to **160.50 €** per year



Italy

In Italy there are many wine areas: from Piedmont, with the famous Asti, Tuscany with Chianti, Trentino Alto Adige with Muller Turgau, Puglia's Negroamaro down to the two islands of Sardinia and Sicily. The Italian wines are produced throughout the Italian soil, with different microclimates and geographical areas. In particular, we take the example of Prosecco DOCG Conegliano-Valdobbiadene, a very famous wine which is much in demand worldwide.

Between Cortina and Venice, lie the hills of Prosecco Superiore. The hills roll sinuously from Conegliano to Valdobbiadene, opening up into small valleys colored of intense shades of green, speckled with the yellow of ripe grapes. Viewpoints offer a wide panorama over rows of vines, country houses and a tranquility that soothes the eye. This calm landscape is one of the most beautiful in Italy. The charm of these places, harmonious and serene like a late summer afternoon, is wedded to the pleasure of a wine that expresses a faithful reflection of a territory, its people, its history and living traditions that offer a strong continuity with the past. The Conegliano-Valdobbiadene hills, as well as its villages, hamlets, farmhouses and families, all speak of a very particular wine, of effervescence, of fine bubbles moving harmoniously in a glass. Among gentle hills, small villages and secluded corners, you can feel this perfumed nectar on your skin. Conegliano is an elegant and beautiful town with its cathedral dating from 1352, its shops and cobbled streets. From here, the road leads north to San Pietro di Feletto, where every corner has its own magic. Rolling hills stretch to the horizon, covered in rows of grapevines. Here you'll find the 12th-century Pieve, a jewel box of a church, and then the Molinetto della Croda in Refrontolo. Pieve di Soligo, a small town of aristocratic tastes with its elegant piazza, leads onto Soligetto, where the historic Villa Brandolini houses the Tutelary Consortium. Then Col San Martino, before finally reaching Valdobbiadene, in a sunset of images, the Piave Valley stretching to the horizon.

Prosecco is a sparkling wine with a slightly bitter aftertaste. It is produced in the Valdobbiadene area. Prosecco, in the quiet types, bubbly, sparkling wine, can be enjoyed throughout the meal, but it is particularly popular with appetizers of fish and rice and in the version with bubbles as an aperitif and in all times of celebration.

There are three varieties of Prosecco:

The first is Prosecco Brut, modern and has a great international success characterized by richer aromas of citrus and vegetal notes, which are accompanied with a pleasant hint of bread crust, combined with a beautiful gustative energy.

The second is Prosecco Extra Dry; it is the "classic" version with the aromatic varieties with enhanced flavor and "bollicine". The color is bright straw revived perlage. The aroma is fresh and rich aromas of fruit, apple, pear, with a hint of citrus that fade into floral.

The hill of Cartize is a 1.000-foot-high vineyard of 107 hectares (260 acres) of vines, owned by 140 growers. The Prosecco from its grapes, of which comparatively little is produced, is widely considered to be of the highest quality, or even the "Grand Cru" of Prosecco. Accordingly, a hectare of Cartize grape land is estimated to be worth in excess of one million US dollars. Nonetheless, in a blind tasting at the 2006 Vinitaly trade fair, Cartize *spumanti* were ranked consistently behind "normal" Prosecco.



Prosecco is the vine which guarantees the basic structure to the wine of Conegliano-Valdobbiadene, but Verdiso, Perera and Bianchetta, considered minor varieties, can be

used for a maximum of 15% in the production of Prosecco DOC.

The rules for the DOCG Prosecco Valdobbiadene also allow the use of the *Metodo Classico*: secondary fermentation in the bottle.

Approximately 150 million bottles of Italian Prosecco are produced annually. As of 2008, 60% of all Prosecco is made in the Conegliano and Valdobbiadene area. Production there amounted to € 370 million in 2007. Since the 2000s, Glera (Prosecco) grapes also are cultivated and wine from the grapes is produced in other countries including Brazil, Romania, Argentina, and Australia.

In the region of Conegliano and Valdobbiadene there are more than 150 producers and they form together the Consortium for the Protection of Prosecco from Conegliano and Valdobbiadene .

From 1990 to 2012, tourist arrivals worldwide increased by 52,7%, with an increment of 126,3% in revenues. In Italy, arrivals increased by 12,6%, with a respective revenue increase of 49,8%. In terms of Italian tourism, Veneto represents the first region for registered tourist flows during 2012. The presence of tourists in Veneto has increased, reaching 62,3 million, while arrivals are attested at around 15,8 million. In 2012, arrivals in Veneto, 64,7% of whom are foreigners, have seen a significant increase of 2,2% on a yearly basis. Foreign number of nights have also been distinguished by a significant leap forward, reaching 64,8% of the total, with an increase of 2,7% over 2011. Veneto's positive performances, highlighted in the short term, are confirmed by the long-term flow dynamics, which denote an increase both in total arrivals, by +58,2%, and total number of nights, with +45,5% over the period 1997–2012.

In Veneto, tourist destinations can be classified as follows: seaside, mountains, lakes, cultural, enogastronomic, territorial/cultural/other.

Wine tourism accounts for an important part of the tourist flows in Veneto, if it is considered that, in 2012, the average expenditure by foreign tourists for the purchase of enogastronomic products was 123 euro per presence, a clearly higher value than the

average expenditure incurred for other types of tourism (seaside, lakes, mountains, culture, etc.) and higher than the average expenditure in 2011, which was 95 euro per presence.

Wine tourism has been configured, in recent years, as a complementary way for generating income and employment in rural areas. In fact, the changes that have occurred in rural areas, in the wake of globalization, have led to attempts to broaden their economic base by including tourism, which has become part of a natural progression toward 'outsourcing'.

Good practice no. 1: The Consortium of Prosecco D.O.C.

The Consortium was established thanks to the foresight of the founders supported from the beginning by the Wine School and the Institute of Viticulture; by local institutions and associations of producers, sensing with great advance, the risk of approval to which even the noblest products are subject, focused on the quality and identity of well recognizable wines to protect and enhance the long history of the wine-growing hills of Conegliano and Valdobbiadene.

The Consortium, a private entity established by state law, was born with the dual task of collaborating with the State controls and compliance with the rules of production and, as expression of the will of the producers, to improve and enhance the product.

Its purposes, as defined in the statute, are to keep secure and improve the quality of Prosecco DOC and increase knowledge and the image in Italy and abroad.

Winegrowers and bottlers are on an equal footing both contributing to that representation, so that, as required by statute, a category does prevail over the other, but the interests of the Prosecco DOC prevail over all.

The Brand:



PROSECCO SUPERIORE DAL 1876

A red-white "P" surrounded by medieval walls: this is the historical brand of the producers of the Consortium.

In markets where the prevailing competition between companies of the same area with respect to those of other areas or other countries as it is, for example, in the international markets, the designation of origin confers a competitive advantage to the companies of the group compared to the others.

In this context, the companies are more concentrated in competing to increase the collective market share of their area of origin instead of competing in the domestic market and against companies in the same area. Until competition for the collective share maintains the precedence over private interests, the interaction appears to be stable, lasting and fruitful.

This goal is achievable by attributing part of the business prerogatives to the Consortium, in particular the choice for the variables that companies can use in competitive strategies such as price, quality, brand, packaging, means of communication, etc.

The District of Prosecco D.O.C.:

It extends over about 20.000 hectares of hill slopes, of which approximately 5.000 are vineyards. The production area includes 15 municipalities: Conegliano, Susegana, San Vendemiano, Colle Umberto, Vittorio Veneto,

Cison Valmarino, San Pietro di Feletto, Refrontolo, Pieve di Soligo, Farra di Soligo Miane, Vidor, Follina, Tarzo and Valdobbiadene.

The District is a real "economic system": thanks to the production of Prosecco DOC, Conegliano Valdobbiadene has created many activities related to this sector, up to form a complete production chain. Distilleries which transform the marcs of Prosecco from the cellars into the precious spirit symbol of territory, the Grappa, are working in close contact with the winemakers.

Thanks to the large number of wineries, many wine-related activities were born in the area, which are now an integral part of the system Prosecco DOC, such as laboratories, companies that supply products and services for oenology. Also important is the role of the School of Oenology in Conegliano, which together with the University of Enology and Viticulture Institute for Experimental gives life to one of the most important training and research centres in the field in Italy.

Around the District of Prosecco DOC there is the hospitality of the territory consisting of hotels, restaurants, wine bars, taverns and farmhouses where it becomes possible to promote the typical products of these zones.

Promotion and defense of Prosecco:

There are many reasons for choosing Conegliano Valdobbiadene as a destination for a relaxing holiday: a city rich of art, history and culture. Here too, the Prosecco DOC plays an essential role: in addition to being the welcome wine and the true king of the table, it has also promoted the creation a new form of tourism, wine tourism, thanks to the development of accommodation such as bed & breakfast, cottages and guesthouses, located inside the wineries and perfectly integrated with the environment. But there's more: during the last century the area of Prosecco DOC was enriched with thematic itineraries entirely dedicated to wine, designed to help visitors discover the beauty of the area.

The Consortium is also means of collective brand promotion. The lever advertising is possible only for a few large companies present in the compartment, while for most of

the producers, managers of medium or small companies whose relative share market is negligible, compared to that of a large company, the high costs of implementation of a communication policy on a national scale pose a heavy limit to the opportunity to emerge, to be known and present with its product outside the restricted local area.

The solution could come from the support of all the small and medium manufacturers on the market to enable collaborations aimed at enforcing the achievement of one or more common purposes; all this must be structured, but properly, in order to avoid excessively disperse resources available to individuals and maintaining an advantageous small-medium productive structure.

The collective communication and promotion represents, in fact, the only economic instrument that allows small or medium-large businesses to overcome the constraints imposed by limited financial capacity.

Associations, consortia, public entities (regions, provinces and municipalities) or private operate in terms of collective marketing, most of the times, in different ways one from each other, even if, analyzing them separately, we find that the different strategies used take into account the evolutionary process of communicational campaigns in this sector.

The forms of Promotional Activities:

The following events are some of the main fairs in the wine sector in Europe: the Prowein Düsseldorf, the Vinitaly in Verona, the ANUGA Cologne, the Wine festival of Merano, Prosit of Arezzo, the Salone del Gusto and Salon wine in Turin. The producers from the Prosecco Consortium are present at all these events.

Also the workshop organized with the collaboration of the U.VI.VE. (the Union of the Consortia of wines from Veneto) and seminars initiated in Germany with the I.C.E. (the Italian Institute for Foreign Trade) are particularly important: they are the most direct and effective communication tool for employees to reach the sector and operators from other countries, and can therefore aspire to win new customers and thus new markets.

The event Vino in Villa:

Three days entirely dedicated to the Prosecco wine and its territory. The event starts on Friday evening with the traditional gala dinner where the event is presented to the press and the authorities, it then continues on Saturday with an evening dedicated to the tasting of the Prosecco "labels" that during the year were marked by receiving awards.

Sunday is the day dedicated to the public, the exhibiting companies, members of the consortium, that allow everyone to taste their "Prosecco" hoping to be able to conquer new potential customers as well as consensus.

Good practice no. 2: Tourist communication

The common communication:

The term collective communication means a form of commercial communication which, unlike the others, involves a number of companies both public and private.

Collective communication has now become a vehicle for promotion for wine products, as a result of sudden changes in markets and their increasing globalization, an instrument of marketing essential to deal with competitive future market economies. Thanks to the development and application of communication techniques to promote a product or a collective mark it is possible to achieve results, such as increased demand, creating new incentives that can bring companies to penetrate new geographic areas and the global economic possibility of inducing a development in the area of origin involving, apart from activities directly related to the typical product, also side activities of all the other sectors.

In fact, it is essential to begin to think of a way to produce and commercialize totally different from the current, adding to classic marketing systems, those derived from new theories concerning the collective communication.

The subjects of common communication:

The subjects who organize or participate in activities of collective communication promoted

in favor of Prosecco di Conegliano and Valdobbiadene, are mainly: the Consortium, the association Altamarca, the mountain community of Treviso Alps, the Committee Provincial National Union of Pro Loco of Italy (UNPLI), the Confraternity of Prosecco, the Consortium DOC Treviso, the Chamber of Commerce of Treviso, Province of Treviso and the Veneto Region.

The association Altamarca was founded in 1993 from the meeting between producers of Prosecco Spumante D.O.C. and institutions such as the City of Valdobbiadene. The purpose of such a public-private partnership is to enhance the area of the high hill that stretches between Treviso Conegliano and Valdobbiadene, its traditions, its history and its art by organizing promotional events involving the main product of these areas: the wine Prosecco.

The Chamber of Commerce represents the point of reference for the over 24.000 companies (those registered in the register of companies) scattered in the province of Treviso. In terms of activities related to collective communication of the Prosecco di Conegliano and Valdobbiadene, the Chamber of Commerce of Treviso plays only the role of lender, leaving to individual institutions object of financing the management of the funds and the organization of the events.

The objectives of common communication:

The collective promotion should seek to identify the common grounds for cooperation between producers, not focus on competition, and limit the range of action to them. It is, therefore, be able to:

1. enhance the common characteristics and not the differentiating ones;
2. activate initiatives that impact on the attitude of opinion makers (rather than on sourcing decisions of distributors);
3. implement actions on new markets instead of continuing to operate in those in which the presence is already articulated.

The above-mentioned activities, whose specific boundaries are delineated case by case

according to the growth of management of relational and interactive marketing by companies and where communication and cooperation play a very important.

The communication, therefore, is understood as an open process of understanding and selection of the meanings brought into play by the various partners and which refines the growth of common experiences. The cooperation, however, serves to adjust the current behaviors, so as to expand those trusted resources that enable the maintenance and management of relationships in time.

The final and instrumental objectives are clearly related to the links that are established between the implementation of investments in collective communication, the stimulus to which they give rise, the change in behavior induced in the consumer and the change in terms of turnover in the whole chain (distributors, manufacturers, distribution chain) investment object communicational.

Communicative intervention (ex. fund a study designed to confirm or investigate the links between the consumption of the product and improving the health of those who use it) will strengthen the more favorable positions and at the same time soften the adverse.

The coordination of the producers is an operational tool which allows to achieve several purposes, first of all to obtain a precise respecting of good manufacturing standards that ensure a common high quality, and especially constant, of the product.

The instruments of common communication:

Public relations target a large number of different operators: media in general, public institutions, social organizations, interest groups and professionals, etc.

The term advertising means all those actions that allow to convey a clear message to consumers about a product or entire productive sector. It is possible to achieve this using any media channel capable of reaching the target receiver. Examples of action are advertising spots on TV and radio, ads in newspapers or magazines, billboards, the

publication of specific material such as brochures and books.



Finally, all those forms outreach using new technologies, network-related Web and mobile applications (WAP), creation of portals dedicated to manage listings, direct mailing addressed to the specific target groups, sms sent directly to the users on their mobile phone, etc.).

The propaganda is that form of communicational tool usually made from editorial material for use by the press and television which may contain information such as how to prepare and service the product being promoted, messages related to its origins or any intrinsic properties that have beneficial effects on users, etc.

Important, given the high frequency of use, is the type of educational campaigns, especially those aimed at young people and children: firmly attract the attention of those who are addressed and get favorable information, which according to traders is one half of the fundamental communication strategies; indeed, it allows to transfer different information to the recipients.

Vinitaly case:

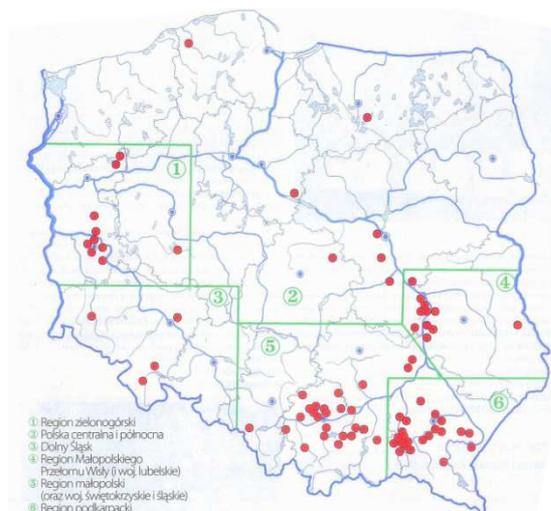
"Vinitaly" takes place every year, usually during the second weekend of April, at the fair centre of city of Verona.

The event has a very good media coverage, both by domestic and from the nations represented in Verona by the exhibitors. However, Vinitaly is not only an exposition of products of the highest quality, but it has

several important moments of promotion, contests international debates, technical updates for professionals, in order to meet all the needs and curiosity of the visitors who visit the exhibition during its five days of opening. It is also an opportunity for the professional industry to obtain information, participate in tastings led by expert sommeliers, take part in trainings and seminars on wines from all around the World held by experts of the highest level. All this makes of the Vinitaly the most important showcase for Europe's wine in the World.

Poland

Wine production in Poland has a long tradition. The first mentions of vineyards and wine traces back to the 13th century, when wine was produced by local monks. The Polish winemaking had a stall period during the climate cooling in the period 16th – 18th century. There was a short revival after that, but shortly after the 2nd World War it began to disappear again. The modern grape growing and winemaking appeared in 1980's, when Roman Myśliwiec started his own vineyard and winemaking operation. His extensive testing of many grape cultivars resulted in a selection of a number of grape kinds that are best suitable for the Polish climate and conditions. After 30 years of his work this knowledge has been spread along with the grape rootstock he was producing. The current extent of grape growing in Poland is shown in the picture below.



Map of the Polish wine regions (source www.winokultura.pl)

There are several areas that can be identified:

- the Podkarpacie region, especially the area near Jasło and Krosno,
- the Małopolska region, from the area of Kraków to the East,
- the Lubuskie region, mainly concentrated around Zielona Góra
- the mid-Wisła region south of Warsaw
- the Lower Silesia region.

Wine tourism is the fastest-growing area of the tourist industry globally. It is most often described as trips to one or more places related to wine production (such as vineyard or a winery) or takes part in an event related to wine (wine tastings, wine presentations, wine holidays, etc.). What is often included as a very important point is the educational aspect – usually enotourists learn about vineyard cultivation, grapes and winemaking process.

The demographics of enotourists is quite specific:

- usually 24 – 45 years old
- couples or single men
- professionals, managers and high class specialists
- university degrees
- income higher than average.

There are several ways a typical wine tourist interacts with the winemaking operation:

- wine tastings – a possibility to get to know the wines that are produced in the facility,
- visits of the vineyard and winery – a unique opportunity to be introduced to the operations of wineries, including the possibility to talk directly with owners, winemakers and others involved in the production of wine,
- direct sales of the wine – assuring best quality due to the product arriving directly from the producer, without lengthy transportation or storage in unknown conditions,
- bed and breakfast – completing the offering with an option to stay overnight.

Enotourism has reached Poland a few years ago. Most recent estimations assess the number of wine tourists in Poland at around 1-2 thousand people. Most of them travel to the South (Czech Republic, Slovakia, Hungary), while Polish winemaking operations are still relatively unknown.

It cannot be a surprise given the fact, that commercial winemaking in Poland is a relatively small industry. In 2013, there were forty two commercial wineries registered at the Agency for Agricultural Market. In 2014, the figure is seventy. There is further growth expected over the next years.

On the other hand, there are no official statistics regarding how many of those wineries are prepared for wine tourists (and to what degree), but it can be safely assumed that most of those operations have some sort of offer targeted at enotourists. This offer could be just wine tasting, but also sampling of local food, full-size restaurants or bed and breakfasts. There are even some top quality hotels and spas built around the wine theme. One of them is Dwór Kombornia in Podkarpacie, that also includes Carpathian Wine Salon with a large selection of both domestic and international wines. They have a unique offering with their time-based tastings, where the visitors may taste an unlimited number of wines in 60 or 90 minutes, depending on the package.



Image - Salon Win Karpackich (source: dworkombornia.pl)

It is natural that the wine tourism in Poland is still in its early stage of development, similarly to winemaking itself. While this could be perceived as a weakness, it does represent an opportunity for grape growers and winemakers. The growth that is forecasted may provide a good alternative to traditional farming and growing standard crops (cereal, potatoes, etc.) with an additional income from expanded enotouristic operations.

Good practice no. 1 - Winery hospitality – taste wine, eat local and relax

While the winemakers in the Podkarpacie region (or whole of Poland) are at the beginning of their development, there are several ideas that have been seen during the study trips to various countries of the project,

that could accelerate this development. What has been noticed is that often winemaking facilities are close to (or completely connected) with a wider tourism offer. There is no single solution which is right, but it has been observed that a wider hospitality offering is a good means to improve the overall traffic. The result of that is better performance of the business and increased profitability.

A very good example of this practice is the Vineyard „Two Borders” (Winnica „Dwie Granice”) located in two villages, Przysieki and Trzcinica, close to Jasło. The vineyard was established in 2004 and the first harvest was in the year 2006, since then regularly. Right now it operates on 3,2 hectares.



The project was a „dream come true” for the owners who are Lidia and Marek Nowiński and is taken very seriously by them. Grape varieties grown by them were chosen after long studies to achieve difficult in Polish conditions balance between quality and reliability or disease and weather conditions resistance. Visitors are invited to a house with a fully equipped winery, tasting room, a cellar and a shop where wines and souvenirs may be purchased. During wine tasting all guests may visit the cellar where they can see, smell and literally feel the climate of winemaking. All questions are welcomed and answered with understanding and extensive knowledge.

„Dwie Granice” became one of the first vineyards not only in Subcarpathian Region, but in Poland that could legally sell wines in the year 2013. The local shop is the best place to purchase their wines. That can be done not only after each wine tasting, but from Monday to Saturday between 12 and 17.

Guests can choose what kind of wine tasting they prefer. There is a selection of snacks or even a full meal to come with the wine. Wine tastings may be conducted in Polish, English or Hungarian.

www: www.winnicadwiegranice.pl

A much bigger offer comes from the Maria Anna Vineyard which spreads over 16 hectares and is situated in the northern part of the Strzyżów province, precisely in the village of Wyżne (the Czudec parish) in the Podkarpackie region. The vineyard is located near the international route leading towards the Polish-Slovak border. The nearness to the Rzeszów city, just 20 kilometers away, is an additional convenience for the guests willing to visit the Vineyard. The charming land of the Strzyżów Plateau surrounding the Vineyard provides proper conditions for hiking and cycling tourism as well as skiing in winter.



The history of the Maria Anna Vineyard dates back to 2003. The former owners – the Grzechs, coming from Rzeszów, planted the first grafts of white vines on the land up to about 0.4 hectare.

In 2006 they charmed people with the climate of the place and the exceptionally picturesque landscape. The current owners decided to purchase the whole land together with the existing buildings. They felt then that both the vine plantation as well as the very production process itself would become their passion. In May 2007 brand-new plantations were made, hence the vineyard spread to about 2 hectares. Currently 12 grape varieties are grown, amongst which are Chardonnay and Bianca (white wines) as well as Pinot Noir and Regent (red wines).

For the wine tasting they offer white and red wine tasting connected with a visit to the vineyard and cellars, production and mellowing rooms. Guests may see the production process as well as the wine production devices. A talk on the wine production is provided, visit to the vine plantation is also in the program.

Besides wine and vineyard, owners have prepared large tourist offer. As for guest house, the Winnica Maria Anna offers air conditioned rooms and bungalows with free Wi-Fi. All rooms and bungalows are elegantly furnished and decorated with wooden furniture and warm colors. Each comes with a beautiful hills view and a private bathroom with hairdryer. Breakfast is served every morning in the spacious on-site restaurant, which specializes in international dishes. Barbecue facilities are provided. Guests can benefit from an on-site ski slope with a ski lift, the Lodowiec Babica. Ski school and equipment hire are both available.

To facilitate professional events or larger events there is a large banquet room for 150 people with a beautiful terrace on the picturesque Strzyżów Plateau which surrounds the vineyard, a cosy wine room for 25 – 30 people, excellent for training courses as well as meetings, wine cellars in which trainings or wine tasting in a unique atmosphere can be organized, arbors, fire and grill places as well as open-air events, a huge conference room with a screen, projector and flip-chart.

There are some extra attractions possible: a mini zoo, a fish pond, ponies, massages (Ayurvedic, orient, therapeutic)

After special appointment excursions, cycling tours, canoeing, horse races, quad and jeep tours, parachuting shows, sightseeing trips, full service for foreign groups (airport, transport, linguistics), children playgrounds and open-air schools, open-air painting and photo sessions, grape harvest may be organized.

www: www.winnicapodkarpacie.pl/en/

The two examples mentioned are different. What differentiates them is: location (proximity to bigger cities), size, calendar of operation, history.

The first one is easier to follow by smaller winemaker, while the second requires large investment but has the possibility of greater return.

The main issue is that they are similar in major things that can and should be implemented in small scale winemaking business to be successful. Those are:

- necessity for good signage, ample parking and grounds that are clean and pleasant,
- guests have to be greeted promptly, if possible by the owner or a family member,
- an absolute necessity is local food, cheeses, bread, cakes, sausages,
- creating tasting menus in a way that makes it economical in order to meet different needs,
- seasonal wine restaurant, with full menus as an additional advantage,
- visitors must be comfortable, tasting room should accommodate at least 20-25, best number is 50 guests,
- on-site overnight stay possibility or at least very close-by,
- after tasting, there should be someone to help customers complete their transactions quickly and painlessly,
- customer must go home with wine and good memories so the winemaker gets the maximum revenue and leaves a positive impression with each visitor.

What is important in the mentioned cases is that these businesses are not there just on their own. They are a part of wine trails, are near other tourist attractions, have biking trails nearby. This helps drive additional traffic – not just the ones arriving there on purpose, but also the passers-by.

It important to note, that expanding beyond winemaking into hospitality will require significant investment. Out of 100+ current members of the Podkarpacie Winemakers' Association, only a handful runs a Bed & Breakfast and/or a restaurant. While most of those vineyards are small, there is a number of them which could benefit from expansion. There is an opportunity which they need to take advantage of – the new EU Rural

Development Plan 2014 – 2020. It includes funds for development of smaller farms (including vineyards), but also for food processing (including winemaking) and diversification of rural sources of income (tourism). Those funds may enable many of the medium-sized winemaking operations to expand into a commercial activity.

Good practice no. 2 – use of social media

Winemaking is an industry with thousands years of heritage. The winemaking process in itself relies on the same basic principles that changed very little during the time. They have improved due to development of science and advances in beverage industry, but the basis was the same.

Enotourism is on the cross-roads of winemaking and tourism and has appeared only in 1970's in California. It spread afterwards to other winemaking regions of the World. Tourism, in general, has embraced the Internet and electronic communications several years ago. The advent of mobile technologies in the recent years has also made it possible to replace traditional paper-based information resources (maps, guides) with convenient applications on the smartphone.

Another recent phenomenon is the growing use of social media. According to Wikipedia, social media are “computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks (...) Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.”

The following picture shows the six types of social media that are used in marketing and PR.



source: www.winebusiness.com/content/image/fig1-social-med-channels.jpg

The channel that is used the most by wineries and vineyards to promote enotourism is the Social Networks channel. The most popular examples of social networks are Facebook and Twitter. By using this channel effectively, you can encourage tourists to visit your winery, advertise events, create fans, have online conversations, and engage in dialogue. Some tourists will share both positive and negative winery experiences with friends using this channel.

According to winebusiness.com it is critical that getting involved into social media has to be well planned and should implement the following processes:

- clear strategy (set clear objectives for results),
- trained staff (identify or hire trained staff that is experienced in social media),
- funding (provide adequate financial resources),
- teamwork (identify and train others within the company to support the social media strategy),
- website integration / mobility (clean design, tags for Search Engine Optimization, etc.),
- track results (on a monthly basis)
- continuous improvement (monitor and implement new trends in technology, update strategy if necessary).

The first example of a well-executed social media strategy for promoting winery and wine tourism is the Facebook page of the Jasiel Vineyard from Jareniówka near Jasło (www.facebook.com/WinnicaJasiel). The page is clean, well-designed and consistent with the visual identity of the Vineyard and their wine labels.



The information section of the page contains all what could be expected, including a brief history of the Vineyard, description of the grape varieties grown, wine tourism services offered, map with location, and contact details. The photos section contains many albums divided by theme (time of the year, grapes, harvest, wines, etc.).

What is most important, however, is that the page is continuously updated with fresh information about the vineyard. Usually the posts include information about events, wine market updates, pictures from the Vineyard, wine competition achievements. The frequency is around 4 updates per month, which seems quite frequent, but not too obtrusive. So far the social networking strategy is successful – the page has currently nearly 700 “likes”, which is quite a lot for a very small producer of wine and wine tourism destination.

The second example is Dwie Granice Vineyard from Przysieki, also near Jasło (www.facebook.com/winnicadwiegranice). The page design includes close-ups of their wine bottles and a picture of a grape bunch.



Similarly to Jasiel, the info section is full of useful details, however it goes much more into detail – includes multiple phone numbers and also opening days and hours. The photos section is quite broad and covers most of the areas also included in the Jasiel photos. What is different, however, is that they have made a very good use of it to promote enotourism. There are many photos from the vineyard, winery, but also from various events that Dwie Granice takes part in, or wine tastings that are organized in the Winery.

Slovakia

Slovakia is home to almost 400 active winemakers producing variety or branded quality wines with protected geographic indication and attribute wines with protected indication of origin from the 19 634 hectares of vineyards in 390 municipalities in 6 main wine regions. Slovak winemakers may be vine-growers themselves; they can possess relationship with the growers in neighbouring regions and buying the grapes from them or both. There are many places in Slovakia where you can get close to the wine as one can imagine.



Malokarpatská - Lesser Carpathian wine region is located in the south-western part of Slovakia, where the vines are grown for more than three thousand years. Vineyards are planted on the slopes and plains of the Lesser Carpathian mountain range and in locality Záhorie on the surface of 5 588 hectares.

Nitrianska - Nitra wine region can be considered as the most miscellaneous with the highest number of each other distinct - but locally specific vineyards with a number of diverse grape varieties planted on 3 884 hectares.

Stredoslovenská - Central Slovakian wine region comprise of 2 320 hectares of mainly less than 1 hectare single vineyards located in warm area between Hont and Gemer. Wines are distinguished by higher and more persistent aromatic quality what is considered as one of the main characteristic of the region.

Južnoslovenská - Southern Slovakian wine region situated north from river Danube. It is warmest part of Slovakia and 4 903 hectares of registered vineyards are planted on loess uplands, sporadically on fat,

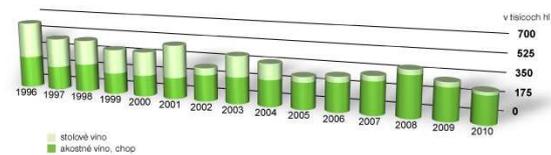
silty clay soils with good water holding, which are suitable for growing of black grape varieties.

Východoslovenská - Eastern Slovakian wine region has 1 733 hectares of vineyards planted on the slopes of volcanic mountain range Vihorlat and on the undulated edge of the East Slovakian lowland in the southern parts.

Tokaj wine region consists of 1 357 hectares of registered vineyards in 7 tokaj municipalities planted with Tokaj grape varieties Furmint, Lipovina and Muškát Žltý. Region is characterised by the climate and soil conditions that are optimal for creation of a noble rot botrytis cinerea person.

Wine-growing region	Total area	Yealding vineyards	Unyealding v.y.	Uncultivated v.y
Malokarpatský	5805	4774	305	726
Južnoslovenský	6103	4934	229	940
Nitriansky	4083	3545	185	353
Stredoslovenský	2364	1731	62	571
Východoslovenský	1704	871	17	816
Tokajský	1418	587	53	778
Total	21477	16442	851	4184

Wine production:



Wine consumption in Slovakia:

In 2010 → 13,2 litres

In 2011 → 13,3 litres

In 2012 → 12,8 litres

In 2014 → 14,7 litres (less then 1/3 domestic wines)

There are currently **37 officially recognized varieties of Vitis Vinifera**, which can be used for the production of high-quality wine. They include varieties found all over the world, such as **Chardonnay, Pinot blanc, Noir, or Gris**, known in Slovakia as **Rulandské biele, modré,** and **sivé,** as well as **Sauvignon, Gewürztraminer, Cabernet Sauvignon, Alibernet, St. Laurent,** and **Zweigeltrebe.**

Slovakia masterfully produces varieties that are typical for central Europe, such as **Welschriesling and Riesling, Pálava,**

Moravian moscatel, Müller-Thurgau, Irsai, Aurelius, Bouvierovo hrozno, Dievčie hrozno, Feteasca regala, Neuburské, Veltlínske červené skoré, or Grüner Veltliner. The blue varieties are represented by **André**, the up-to-now undervalued gem among blue wines, **Blafränkisch**, and also **Neronet**. But the true gems are the varieties cultivated specifically for us. Their taste personifies a piece of our country, as well as a piece of our own skill, tradition, and soul: **Devín, Milia, Noria, Dunaj, and Silvánske zelené.** These wine varieties cannot be found anywhere else in the world. It is encouraging and gratifying to know that more have already lined up: **Hron, Váh, and Nitra.** Finally, one must not omit the tokaj varieties – **Furmint, Lipovina, and Muškát žltý** and their unique growing and winemaking technologies turning them into such extraordinary wines.

Winetourism

Wine has been made in the region of present-day Slovakia since ancient times but the country's 40-year totalitarian regime suppressed small, private winemakers in favour of mass production, bringing a poor reputation to this traditional skill. The fall of the communist regime and open borders has brought new vigour to Slovak wine producers as well as more curiosity from wine amateurs as well as connoisseurs. There are now plenty of small and larger winemakers opening their cellars to more and more people who are interested in learning about wines made in Slovakia.

Slovak wine roads are visited most often by Slovak and Czech tourists, but they also attract Austrian, Swiss, and French visitors as well as Poles who have discovered the fine wines produced in Slovakia.

Wine roads and events

Wine roads were developed through the joint efforts of an association of winemakers, wine merchants, municipalities and tourism businesses in the selected regions of the country. The aim of the associations have been to foster the development of the regions, especially in tourism connected to their winemaking traditions.

Most popular event is annual Day of Open Wine Cellars and is mostly held in September and November. The region's winemakers open their cellars for two days and offer young as well as vintage wines for tasting. There is a similar event in May, St Urban's Day of Open Wine Cellars.

Wine roads:

Lesser Carpathian Wine Road

Wine Road Záhorie

Kameninská Wine Road

Nitra Royal Wine Road

Modrokamenská Wine Road

Turnianska Wine Road

Požitavská Wine Road

Podunajská Wine Road

Turnianska Wine Road

Tokaj Wine Road

Good practice no. 1 – Tokaj Macik Winery

Tokaj is geographically closed viticulture and winegrowing region in the Bodrog river-basin area bounded by Zemplín mountains and Rozhľadňa mountain peak in north and in south in Hungary by the confluence of Tisa and Bodrog rivers. It is historical and territorial part of extensive Tokaj region, larger part of which lies in Hungarian territory.

In Slovakia 907 hectares are delimited by law and although it is the smallest Slovak viticulture area as for the surface of the region, at the same time it is the most unique region full of singletons that can be found nowhere else. Only here on the rocky hillsides of old volcano warmed up by warm wind from Hungarian Steppe the noble rot goes well Botrytis Cinerea, base tokaj selections. Their tuff cellars are protected by oak barrels in which the wine of kings goes round and reaches bread taste. The Earth, Sun, people and wine, this is all about Tokaj wine which is bottled and distributed worldwide.

TOKAJ MACIK WINERY is young (established 1995) and progressive family winery located in

centre of Slovak, in the village Malá Trňa. The fourth generation of Macik family winemakers is nowadays producing the highest quality wine. The latest techniques of growing and making wine work hand in hand with rich experience and tradition of winemaking.

Thanks to quality and progressive design winery has been setting trends for the last couples of years. Family is bringing something new every year, which is more than expected by customers. As they always tried to go beyond the regular to satisfy wine lovers, they were awarded with the best. Three times in the row 2009, 2010 and 2011 - Winery of year in Slovakia. Wines are also highly rated and recommended. The last prestigious award was Wine of the year 2014 in Slovak Republic for Tokaj wines.

As one of the most elite winemakers in Slovakia, MACIK WINERY succeeded at foreign markets. High quality products were discovered by international importers. Nowadays Michelin restaurants and also many others across Europe are offering wines from undiscovered Slovak part of Tokaj region. Company is also exporting to Asia, where sweet wines are wanted.

Winery is producing modern wines but also keeping the tradition of making classical wines made by oxidative method. Nowadays light and fresh modern wines are more popular. Wine collections such as AXIS, MONO, GRAND, VERSUS and BOTRIS are burning the myths about heavy sweet wines from Tokaj. On the other hand, MACIK WINERY is keeping the tradition and they can offer unique wines aged in mid-age wine cellar from 13th century.

TOKAJ CLASSIC wines are wanted by most of wine specialist and wine collectors. These wines can age for ages. Macik Family offers opportunity to keep wines in Archive wine bank, where the value and quality increase.

It is a wonderful land where sun is never shaded by sheath of smog. Bloodily it is grown scrambling higher and higher to the sky where it proudly watches how the new day begins only thanks to it. It brought fame to this land also due to what is grown here. Grape is grown here from which the Wine of kings and King of

wines is made that already in 17th century king Louis XIV had been drinking at his court, the TOKAJ. It is impossible to imitate it. It contains both crisp spring air and hot summer sun and mountains which spread around and don't allow the rain come closer. Everybody looks for different bottom in wine. For one it is a source of fun, for the others it is source of advice and for some source of money. But one thing is for sure. Good wine can't be made without love. Nevertheless, if anybody makes it just for money, they can never become completely happy and wine made by their hands cannot hand out such warm feeling opening one's soul and heart.

Making of Tokaj selections: From historical point of view only three varieties were used in making Tokaj wines. Furmint, Lipovina and Yellow Muscatel. Today also other varieties are approved or tried such as Zeta variety; however, these wines do not reach maturing potential of wines made of original varieties. In individual berries infected by *Botrytis cinerea* sugar and other substances of grape juice are concentrated and by the action of enzymatic effect of fungus aromatic expression is concentrated as well. These dried grape berries called "cibéby" (raisins) are manually harvested and consequently added to dry Tokaj wine. According to the amount of raisins added we differentiate "puttonyosness" of Tokaj wines. One puttony is approximately 20kg of raisins that used to be added to the volume of so-called "gontský barrel"; it had volume of 136 litres. So in making of 6-puttonyos Tokaj selection it is used 120kg of raisins per 136 litres of wine. Such wine has at least 150 g/l of sugar and historically matured at least 8 years in small wooden barrels. Even higher category is Tokaj Selection Essence, what is basically fermented free-run must of raisins and Tokaj Essence Nectar, what is non-fermented free-run must with sugar content of at least 450 g/l. Tokaj selections are made as 3, 4, 5 and 6-puttonyos. Besides these we recognize also other wines such as Tokaj samorodny dry and sweet, Tokaj forditáš, Tokaj mášlaš or Tokaj varietal wines.

At present the company cultivates around 50 ha in Tokaj region and produces 200 000 litres of wine per year.

Besides winegrowing and winemaking, family is offering accommodation, wine tours, tokaj vintage, wine shop, bike rental, restaurant with traditional cuisine and organizing conventions, weddings or interesting programs for private and corporate clientele.

Good practice no. 1 – Tokaj Wine Road

The **Tokaj Wine Road (TWR)** association was established in 2008 to promote the development of tourism, culture, but also cultural and social life in the Tokaj wine region. The stimulus for its creation was the need for knowledge of history and present of this area, the corners, attractions, traditions and customs, but also wine-growing, technology of processing or production of Tokaj wines.

Tokaj Wine Road including municipalities, farmers and wine producers from this area, cultural and historical monuments, wine bars, taverns, service providers and hospitality services, travel agencies, associations involved in the development of the Tokaj wine region, and so on.

The organization of the Tokaj Wine Road project involved: Košice self-governing region, the Association of Municipalities Tokaj region, city Trebišov, municipalities, towns and villages, Trebišov Regional Cultural Centre, Museum Trebišov, Tokaj wine producers, NGOs.

Tokaj Wine Road is part of the Slovakian Tokaj wine region. Tokaj wine region is its area of 907 ha minimum area of production in Slovakia and the world at all. Tokaj wine region is situated in the district Trebišov, in the land of seven villages Čerhov, Veľká Trňa, Malá Trňa, Černochoch, Slovenské Nové Mesto, Bara and Viničky. This area also includes other municipalities such as Borša, Ladmovce and Zemplín without Tokaj vineyards.

The Tokaj wine region is grown grape varieties Furmint, Lipovina, Yellow Muscat, which produced varietal wines, dry and sweet.

One of the key tasks is to find and use grants and grant opportunities support activities in order to increase the attractiveness of Tokaj wine area, improving the image, marketing, services, and thereby increase the competitive advantage Tokaj microregion.



Tokaj is the only one



The main aim of Swiss - Slovak cooperation project programme (2012 - 2015) was, that Tokaj region will become an exceptional destination for the development of tourism, for the visitors and for the residence as well.

Educational programme:

The aim of this activity was to provide the necessary information, knowledge and skills to the local people that are necessary for the critical mass of the locals to be able to provide extended offer of high-quality services and

information to the visitors coming to TOKAJ region

- language programme
- local Tokaj guides training

Revival of traditional crafts training programme

The revival of traditional techniques and technological practices will provide the expansion of the range of products and services within the field of tourism – new regional products and services will be added.

- Wine tasting course
- Traditional bread baking course
- How the TOKAJ wines were made by our fathers
- Beekeeping course – production of honey from TOKAJ
- Course of traditional products made of wine twigs or wood
- Drying of fruits and grapes course
- Local gourmet specialties course
- Private accommodation provision course – traditional Tokaj hospitality

Tokaj Tourist information centre - was reconstructed from old kindergarten in municipality of Čerhov. It serves as: info center, wine shop, shop with local products, services for cyclists, degustation hall with fireplace, place for camping and caravan park

Significant dominant - 12 metres high **viewing tower** designed to the shape of a barrel. Extending the offer for cyclist, for those who are looking for active leisure with available services and offer to leisure time

No one will get lost in the Tokaj region anymore - Established and well-functioning joint navigation and information system within the TOKAJ region will facilitate visitors' access to all necessary information. "Classical" navigation and information system – high-quality and efficient marking of tourist infrastructure and important places within the region with cultural, natural or historical value.

Promotional materials to raise awareness

One of the weaknesses of the Tokaj wine region in tourism was a low tourist awareness of the opportunities offered by the visitors to their vineyard microregion. This weakness TWR association removed by the issue of promotional material and travel guide Tokaj wine road. These materials have been given the financial support of the Kosice self-governing region.

Promotional material presents the Tokaj wine region as a whole. The curriculum is primarily images with accompanying text, which is a wine region, Tokaj Wine Road with its municipalities, wine-growers in the area of services, tourism and traditional culture.

Tourist guide contains tourist information about the available infrastructure for the visitors as the Tokaj region, accommodation and catering options, the provision of various services, information about cultural and historical circumstances to the micro-region and other useful information.

Tokaj vineyards by bike

Although the paths and routes for cyclists in the Tokaj region are relatively short (52,6 km), they are well marked, equipped with places to relax, picnic, information boards about the history of the region and the mysteries of growing grapes and wine production.

Each stop will offer the opportunity to see and visit the unique natural and cultural values, to visit protected areas and natural reserves, national cultural monuments, archaeological sites, including the Tokaj wine cellars tufaceous recess in the rock.

Cyclists have to use existing state roads, forest roads any other roads, because the numbers of bike trails are very limited. In the high season and weekends there are tasting booths open for tourists. Information and maps are available at the information offices, all information sites, service providers, and on the web.



The villages of Tokaj and their role in tourism

The municipalities in the region are gradually realizing the potential of their region and are gradually mobilizing their population, businessmen as well as each other to greater activity and involvement in tourism. Until now, it has mainly consisted of the following activities: organization and co-organization of events, the acquisition and use of resources for the implementation of various development projects, acquisition, processing and providing information in the field of tourism, attractions, promotion, presentation at regional exhibitions and fairs, interregional and international cooperation, providing advice and methodological help in tourism and regional development, the establishment of municipal museums, social spaces and rest areas, construction and marking of bike routes and cycle ways, the implementation of information signs. Many communities want to foster the development of basic tourism infrastructure, such as the provision of accommodation by providing their own capacities, or as agents.

There are many events all over the year but the biggest one is The Tokaj Wine Cellars Open Day which is held each year in September drew thousands of people and it takes one weekend.

website: www.tvc.sk