**Guidelines for developing wine tourism in the regions of the partners and**

**possible joint promotion strategies**

Main problems winemakers are facing:

1) Small scale of production of most of the winemakers concerned

2) Insufficient collaboration among winemakers and between them and other stakeholders (administration, civil society, etc.)

3) Inadequate amount of professionals of promotion directly involved in the promotion of winemakers’ businesses

4) Disadvantageous legal framework (in particular in Poland)

5) Insufficient level of own resources and external funding (financial sector, state aid, civil society)

Considering the abovementioned challenges the partners have come to the conclusion that in order to tackle these problems it would be desirable to:

a) Create or strengthen local organizations in charge of wine and wine tourism promotion, possibly employing at some extent professionals of promotion. Such organizations could be in charge i.a. of fundraising from different sources (crowdfunding, public aid, EU funds, etc.). They should collaborate with similar organizations from other regions of the same country as well as from different states (joint promotion, exchange of good practices, etc.);

b) Carry out technical lobbying towards the public administration at several levels starting from the lowest (local) level up to central government level. The aim would be to show the potential of wine tourism and the barriers which are hampering its development, postulating both financial aid and advantageous changes for winemakers in the legal framework. Awareness actions should be addressed also to the general public in order to gain its support and attention (bottom-up: from local level to upper levels).

As the points above show, collaboration might be the key to success for small winemakers. This is why joint promotion appears to be a desirable goal. Joint promotion could take the shape of:

- joint promotional events (like open air promotion in cities or at exhibitions – sharing the costs);

- exchange of promotional materials, so that tourists visiting one region can find information about partner winemaking regions;

- cross-border cooperation, for ex. wine routes across the border