









SUSTAINABLE WINE TOURISM



A GLOBAL SURVEY

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Description of the sample (n=1,579)



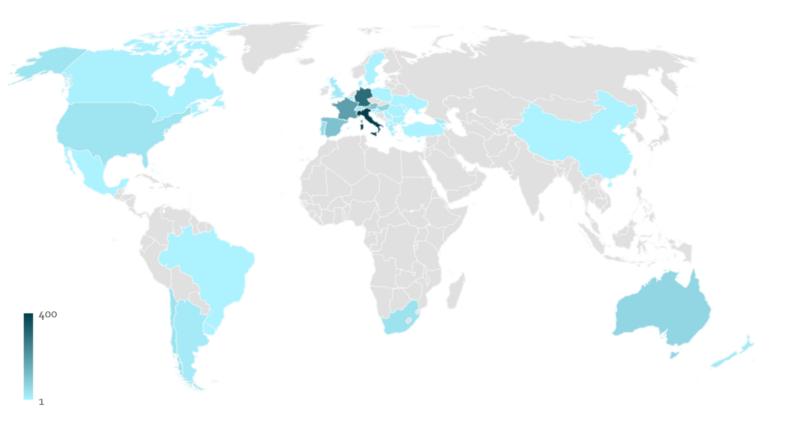
Quantitative study

Survey method: Online survey

Data collection: November 2021

Dataset: 1,579 wineries from 42 countries

Aim: To quantify and to verify wineries' perceptions and attitudes to sustainability in wine tourism

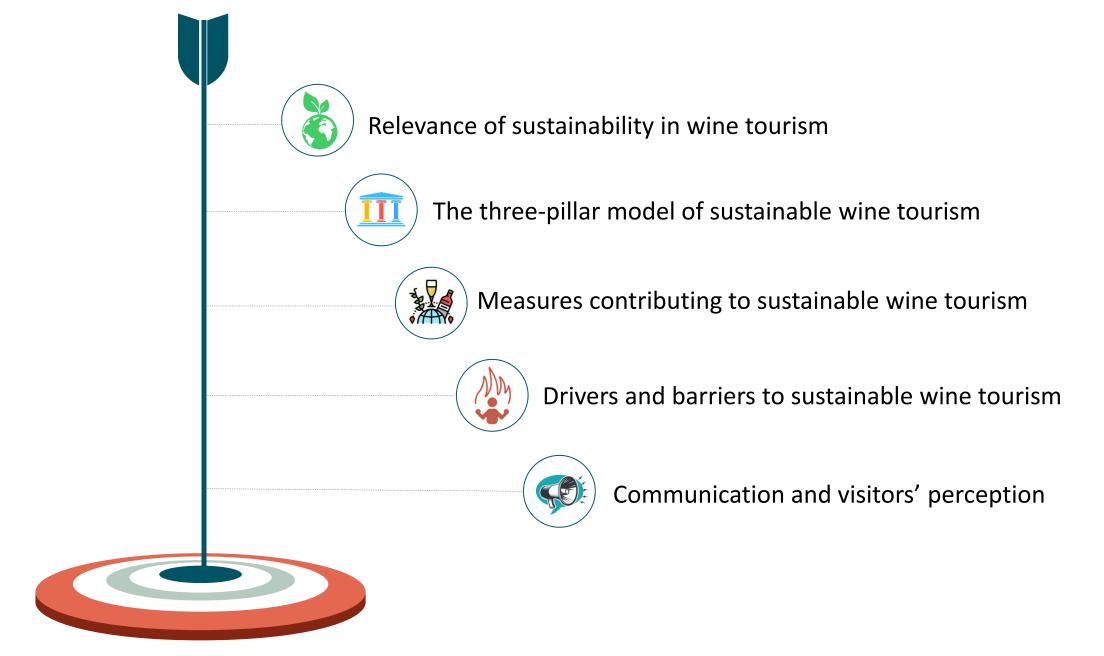


Top responding countries



Survey topics addressed

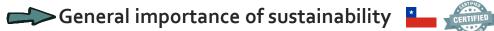


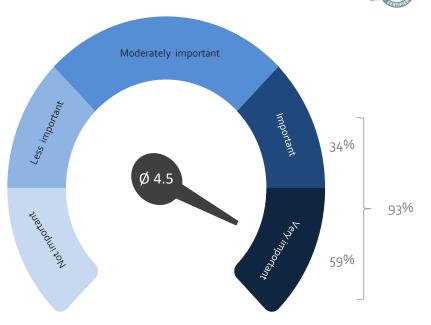




Relevance of sustainability in wine tourism







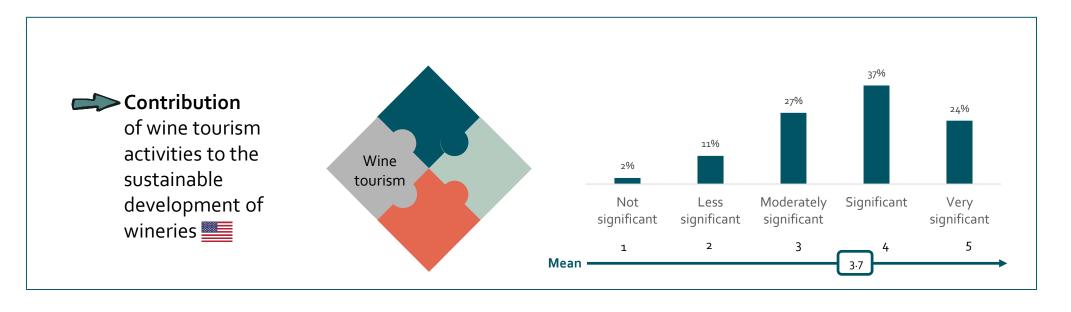
Perceived sustainability of the wine tourism operations

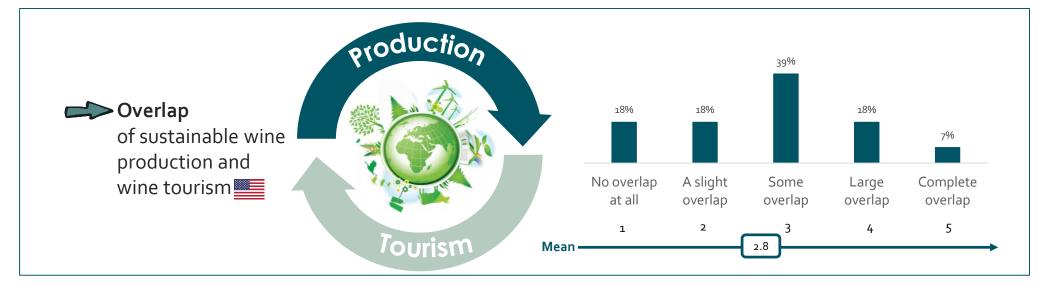




Relevance of sustainability in wine tourism



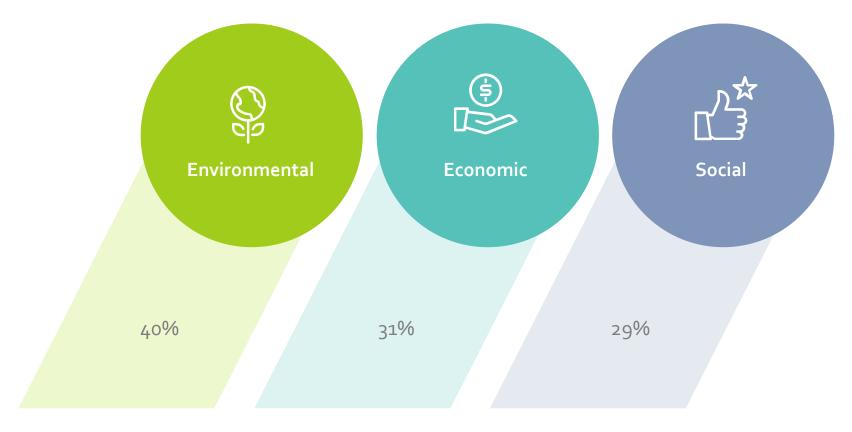






Importance of the three pillars with regards to sustainable wine tourism





No significant differences by country, size of winery or certification



Biodiversity

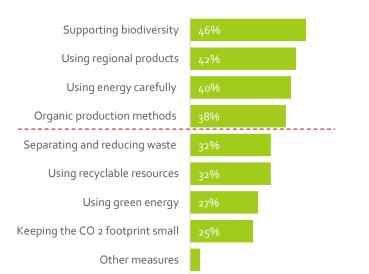
Most effective measures contributing to sustainable wine tourism





Regionality

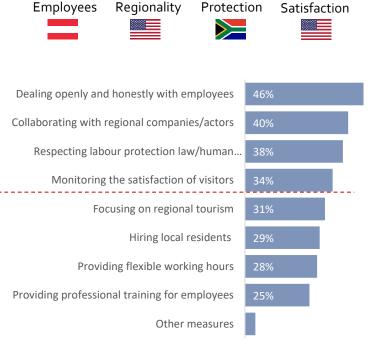




Energy

Organic



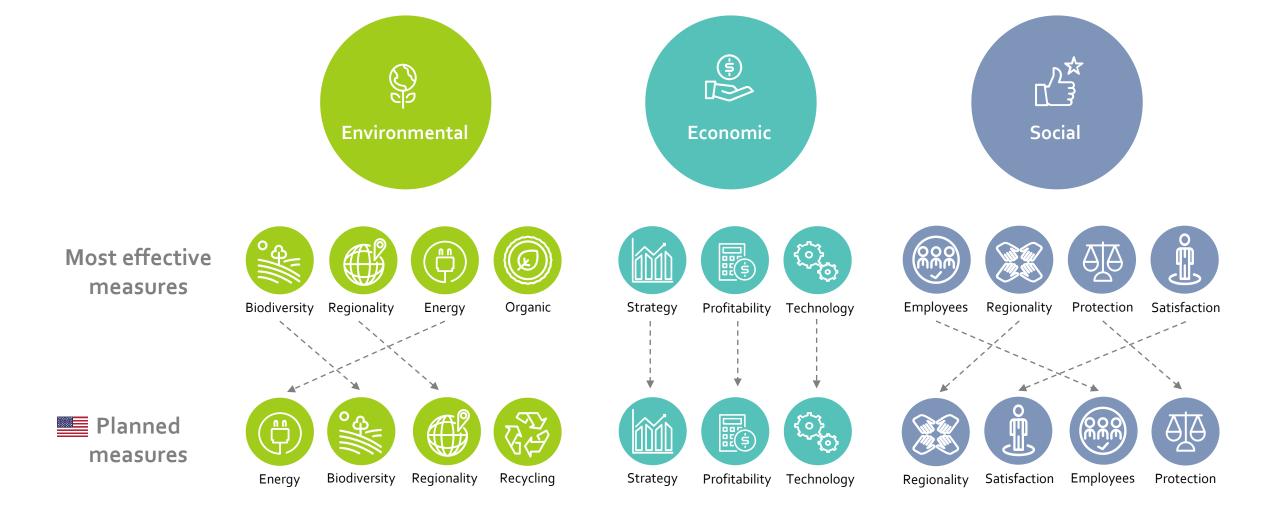


Social



Most effective vs. planned measures contributing to sustainable wine tourism





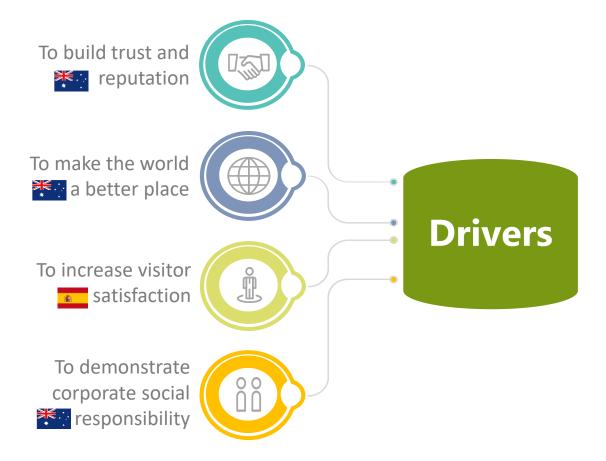


Drivers and barriers to sustainable wine tourism

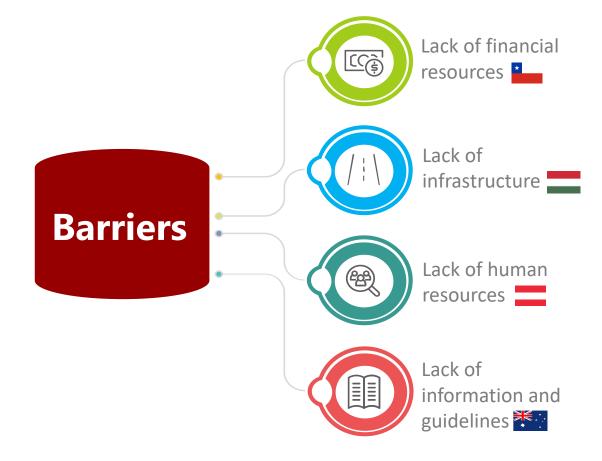




Main drivers towards sustainable wine tourism



Main barriers to sustainable wine tourism





Communication and visitors' perception



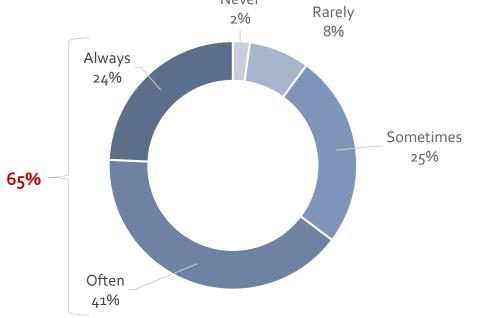


Communication of sustainability ____ Certified



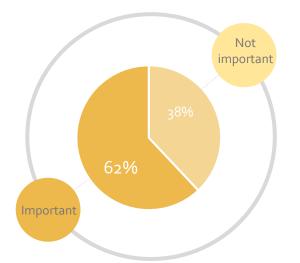




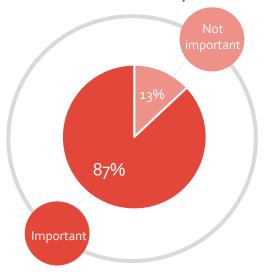


Visitors' perception of sustainable wine tourism practices













Information needed



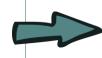


Sustainability and sustainable wine tourism are of great importance



Definition and measures of sustainable wine tourism

- -> lack of experience, direct answer complicated
 Supported measure catalogue
- -> concrete ideas, direct answer easier



Guidelines and consultation service



One of the main barriers

-> lack of information and guidelines

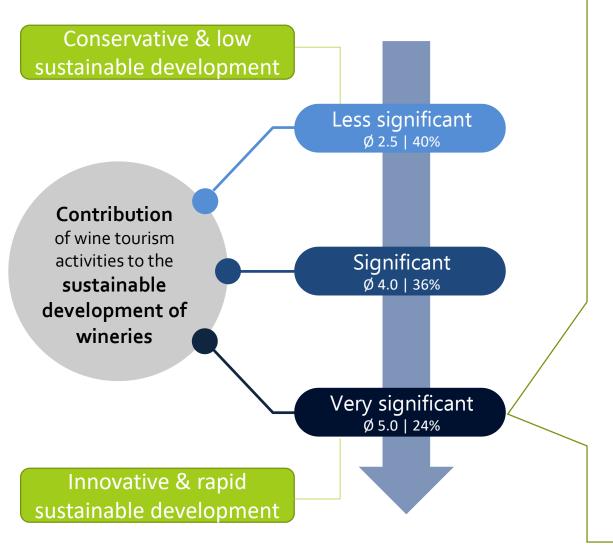
One of the reasons against sustainable wine tourism

-> lack of information and guidelines

Willingness to develop



According to "wine tourism's contribution to sustainable development"—> divided in three groups



- > Importance of sustainability
- Sustainable tourism operation
- Wine tourism service
- Overlap between production and wine tourism in terms of sustainability
- Organic production
- Wine tourism as profitable business unit
- Monitoring visitors' satisfaction
- Increase visitor satisfaction
- No barriers of sustainable wine tourism
- Communication
- Visitors' perception of importance

Importance

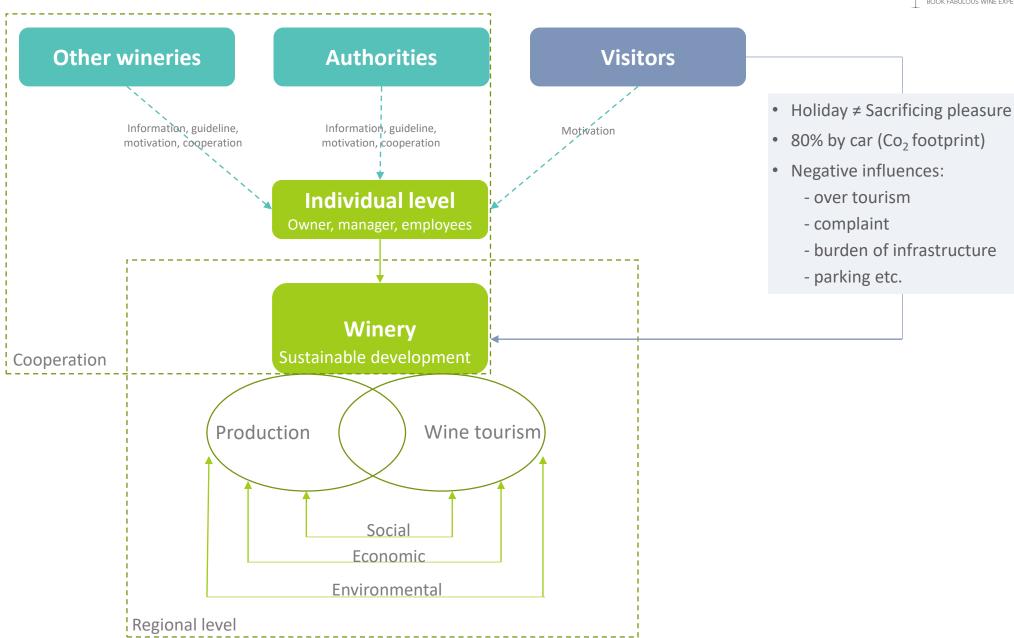
Overlap

Measure

Drivers & barriers

Communication





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Quotation:

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