
WINE TOURISM FROM THE
#winelover
PERSPECTIVE
BONUS: THE GERMAN TRAVELLER
MARKET PROFILE
BY KARIN LUIZE DE CARVALHO
- FOUNDER OF FAME CREATIVE LAB
- CHIEF DIGITAL STRATEGIST AT #WINELOVER

CONTENTS

@karinbrazil

WHO AM I?

- Dedicated **#WINELOVER** and **WSET Alumni**
- Chief Digital Strategist & Head of Partnerships at **#winelover**
- **Creative communicator** with 25 years+ of experience in brand content strategy, digital, PR & marketing, and multi-channel communications.
- **Storytelling** fan and power **networking** living in **Germany** since 2004
- Director for the **Brazilian Tourist Board** (Embratur) 2004-2008/ 2013-2016 for several markets: DE, CH, A, BE, NL, RU, SE, NO, FI, DK
- Main working topics: **travel, wine, lifestyle, wellness, fitness and fashion**
- Experience **includes** NTOs and Federal Promotion Agencies
- Worked in one of **top 10** PR & MKT agencies in Germany before founding **Fame Creative Lab** in 2013

fame ★ creative lab

@famecreativelab
#famecreativelab

ABOUT FAME CREATIVE LAB

- **Founded** 2013
- Boutique **marketing, PR, digital and events** agency with a focus on **tourism, wine, consumer goods and lifestyle**
- Based in the heart of **Frankfurt**, counting with satellite offices in **Munich**
- Core **activation markets** are **Germany**, **Switzerland**, **Austria** & the **Benelux**
- Big **technology** fans
- **Sinergy** is all, and we love brand **co-ops**
- Some wine-related **references** worth mentioning:

#winelover, Wines of Brazil, Alentejo, Wines of Uruguay, Staffelter Hof Winery, Burgenland, Navarra, Piemonte, Azores, Consorzio Montepulciano D'Abbruzzo, Consejo Regional de Tequila


#winelover


WHO


LUIZ ALBERTO:
THE FOUNDER

www.linktr.ee/winelover

Group by Official Winelover Community

#winelover

Public group · 28.3K members

Joined + Invite

@hashtag.winelover @1winelover #winelover


• Online since 2012
• Largest online, independent, not-for-profit wine community worldwide (+28.300 dec. 2021) based on FB
• The #winelover community promotes the love for wine using digital media and through social and educational events.
• The community consists of people from around the world, sharing the passion for wine.
• As journalists, bloggers, wine ambassadors and aficionados, we facilitate communication, education and promotion within the world of #wine.


#winelovers are:
✓ Wine pros
✓ MWs
✓ MSs
✓ Certified Educators e.g. WSET
✓ Journalists
✓ Oenologists
✓ Distributors
✓ Enthusiastic
✓ Wine writers
✓ Wine bloggers
✓ Communicators
✓ Wine influencers
✓ Wine aficionados
✓ Business oriented
✓ Wine connoisseurs
✓ With technical knowledge
✓ In search of new insights

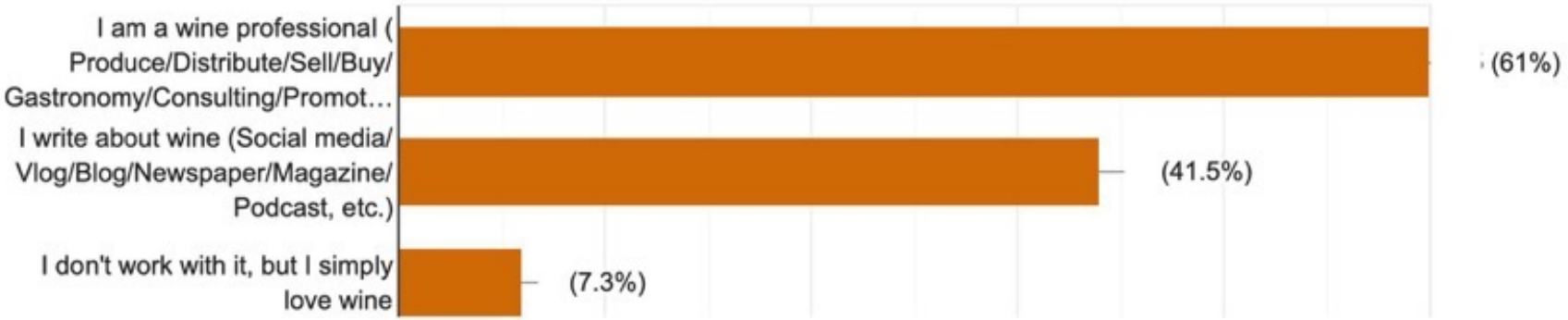

#WINELOVER Ambassadors


FIGURES & FACTS
+40 COUNTRIES
+28.300
FB FOLLOWERS
CORE #WINELOVER
ALUMINI:
ca. 300 active+ members/alumini
- Journalists, Distributors, MWs,
MSs, Oenologists, Winemakers,
enthusiasts
EVENTS/TRIPS:
Average of 5-7 official
community wine trips per year
(incl. ANNIVERSARY), plus
several „hangouts“ and parties
around main wine events


ANNIVERSARY*
EDITIONS
1st #winelover hangout Eisenstadt, Austria, 2012
1st #winelover anniversary Terni, Umbria 2013
2nd #winelover anniversary Trieste, Friuli 2014
3rd #winelover anniversary Alentejo/Romania2015 4th
#winelover anniversary Jerez/Athens 2016
* IWS Douro 2016 (Community Symposium, not an
anniversary)
5th #winelover anniversary Cyprus 2017
6th #winelover anniversary Costa Daurada 2018
7th #winelover anniversary Madeira 2019
8th #winelover anniversary Republic of Moldova 2020 9th
#winelover anniversary Online 2021
10th #winelover anniversary Greece 2022*


HOW DO
#winelovers
TRAVEL?

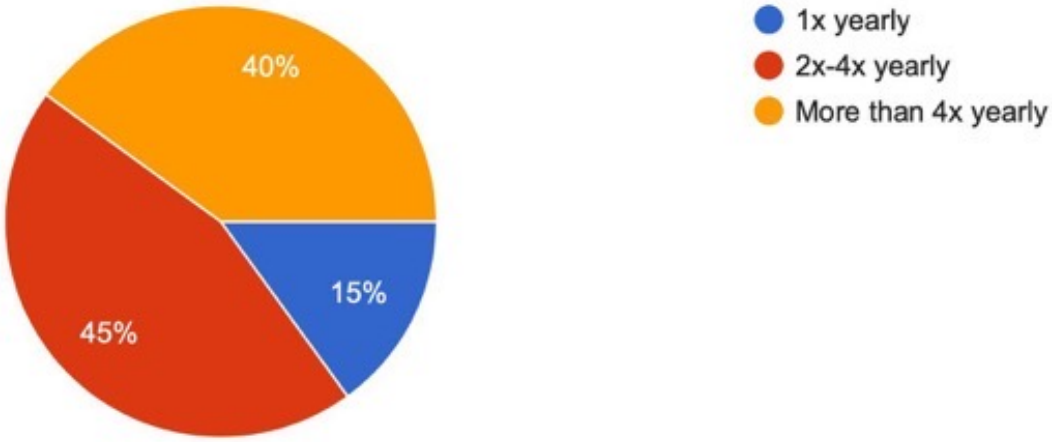
WHO ARE YOU?


I am a wine professional (Produce/Distribute/Sell/Buy/ Gastronomy/Consulting/Promot…
(61%)
I write about wine (Social media/ Vlog/Blog/Newspaper/Magazine/ Podcast, etc.)
(41.5%)
I don't work with it, but I simply love wine
(7.3%)

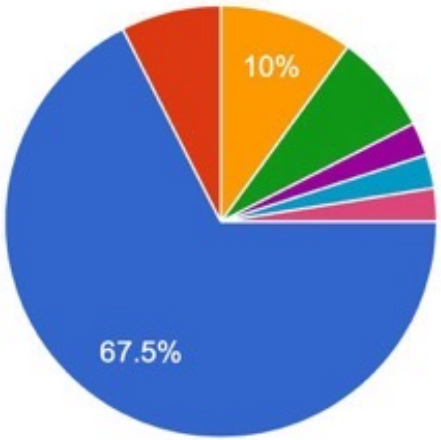
WILLINGNESS TO START TRAVELLING AGAIN

TOP PRIORITY WHEN ORGANIZING TRIPS

FREQUENCY OF WINE TRAVELS

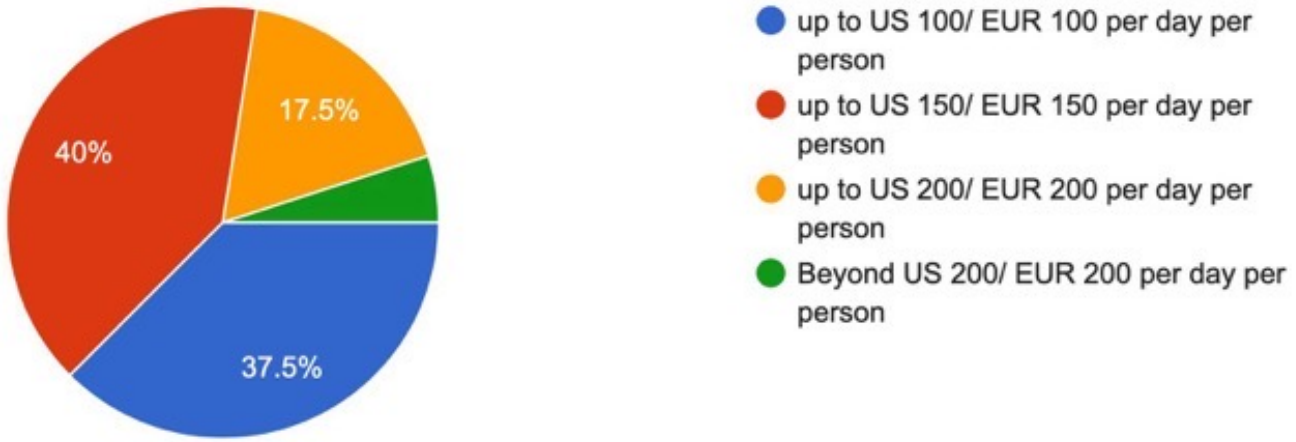


SEASONALITY OF TRAVEL

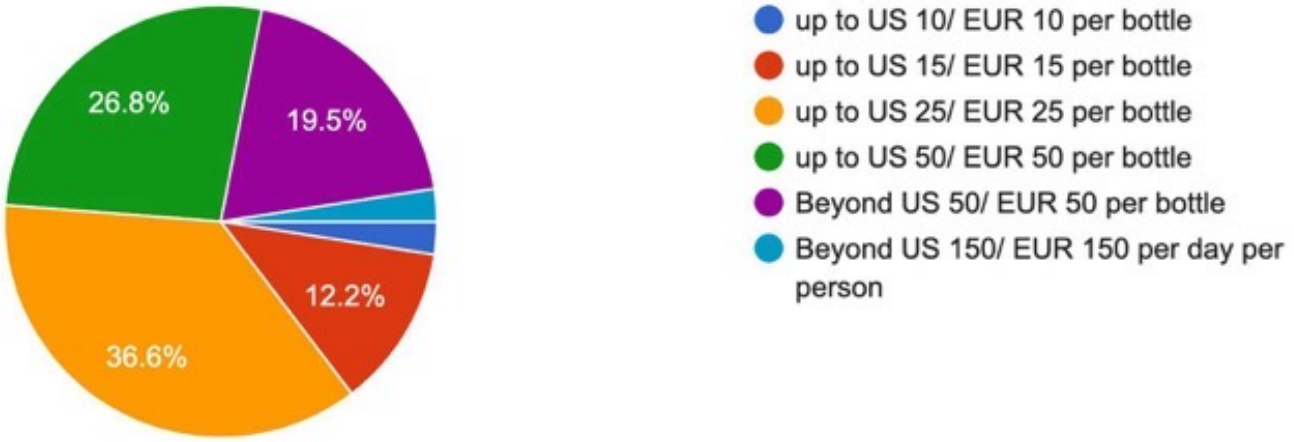


- Any time for me is fine
- Only during summer/spring
- Rather during autumn/winter
- Rather during harvesting time
- I love working harvest, but I want to go when winery workers are available to engage.
- Never during cold weather, never interfering with harvest.
- Spring and autumn, when it isn't too hot

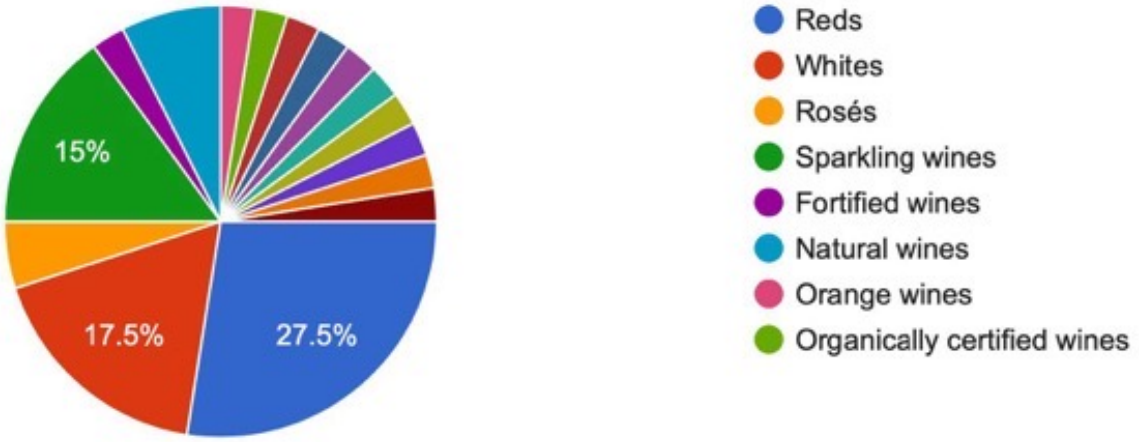
EXPENDITURE : WINE PROGRAM (EXCL. HOTEL AND TRANSPORTATION)



EXPENDITURE: WINE BOTTLE FROM VISITED WINERIES



FAVORITE TYPES OF WINE

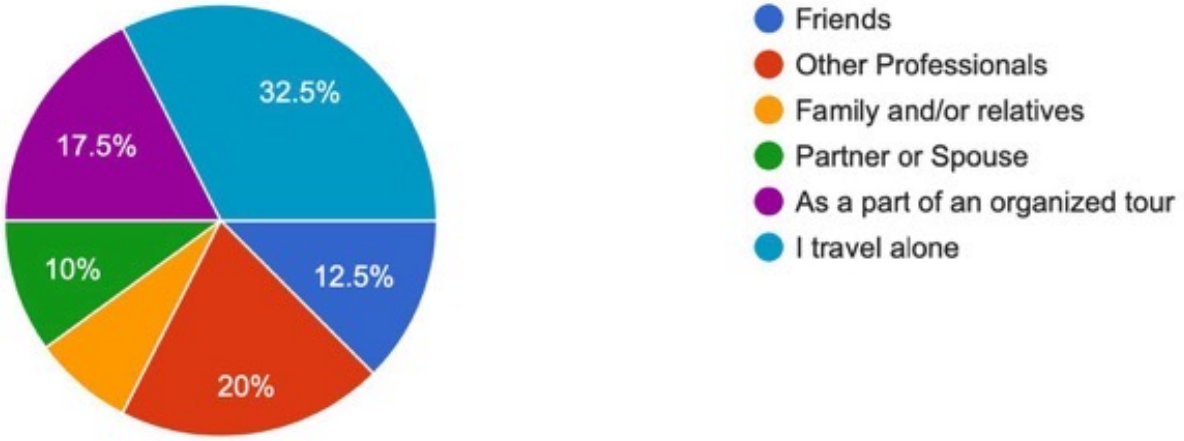


CHOOSING A WINE DESTINATION

“I know a lot and find most “education” to be handled by people junior to myself. I would not want forced sport.”

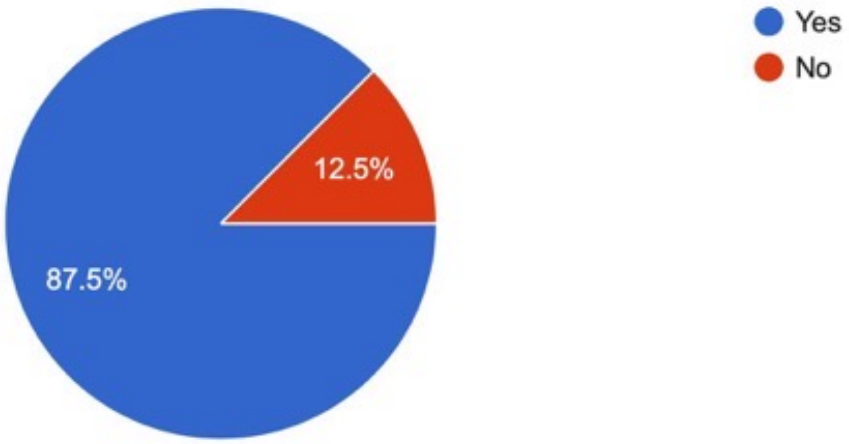
“For me, it's mostly about the high-level education. I would no longer attend if we "dumbed" it down to the lowest knowledge level and/or made it 1) fancy, 2) commercial, 3) all about travel rather than wine”

TRAVEL COMPANION

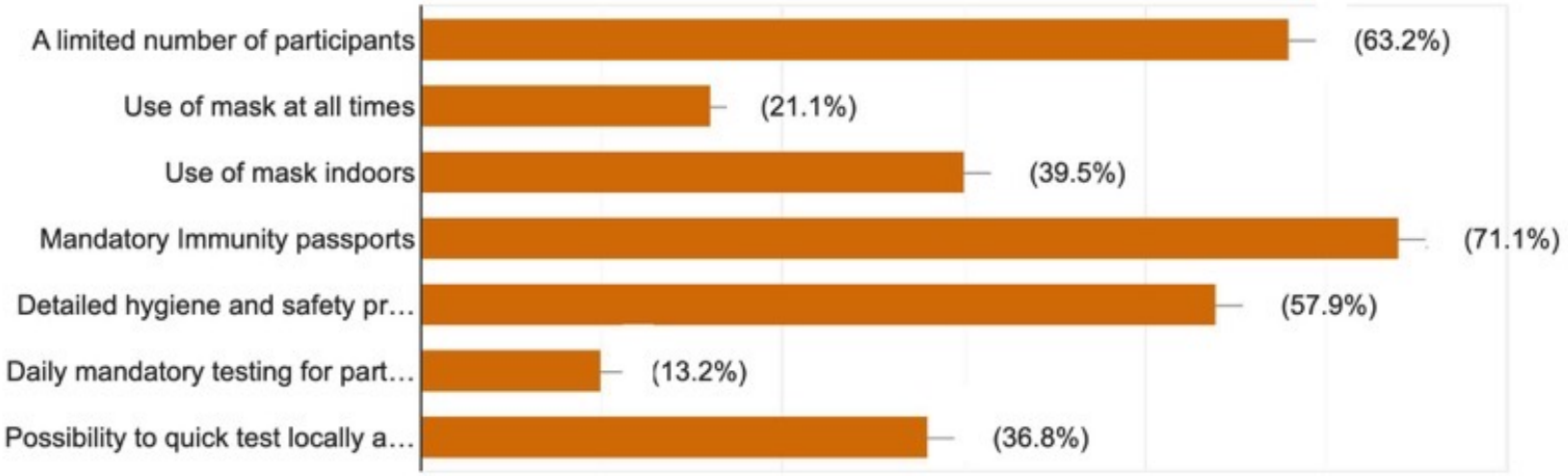


TOP OF MIND - REASONS TO COME BACK

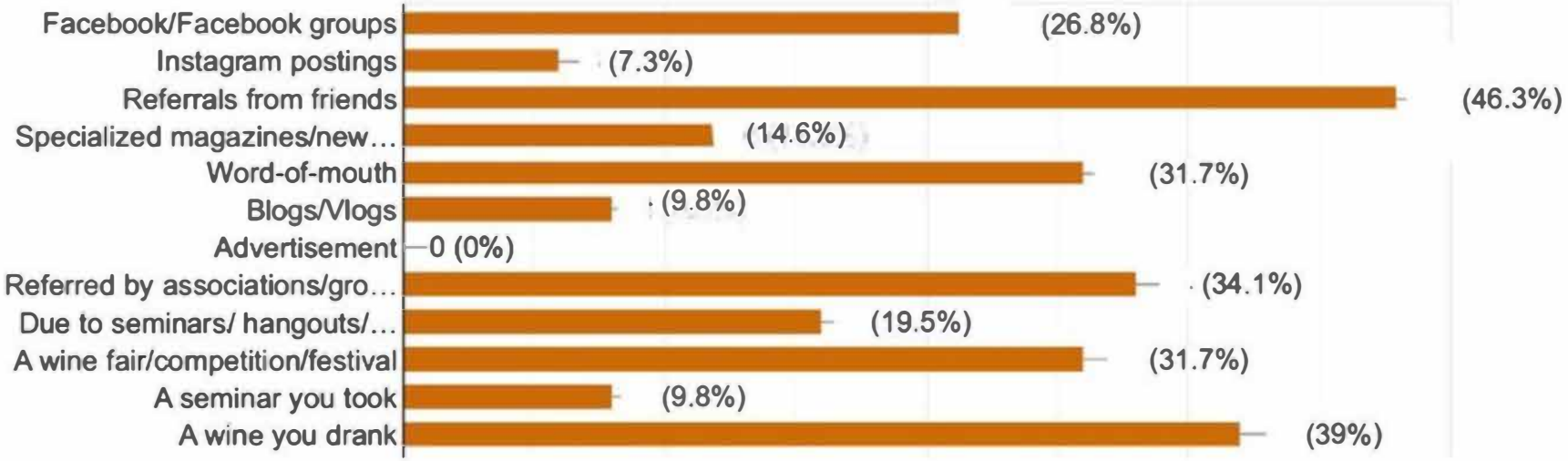
HAS A WINE YOU DRANK EVER INSPIRED YOU TO TRAVEL TO A WINE REGION?



HOW WOULD I FEEL THE SAFEST (COVID 19)?



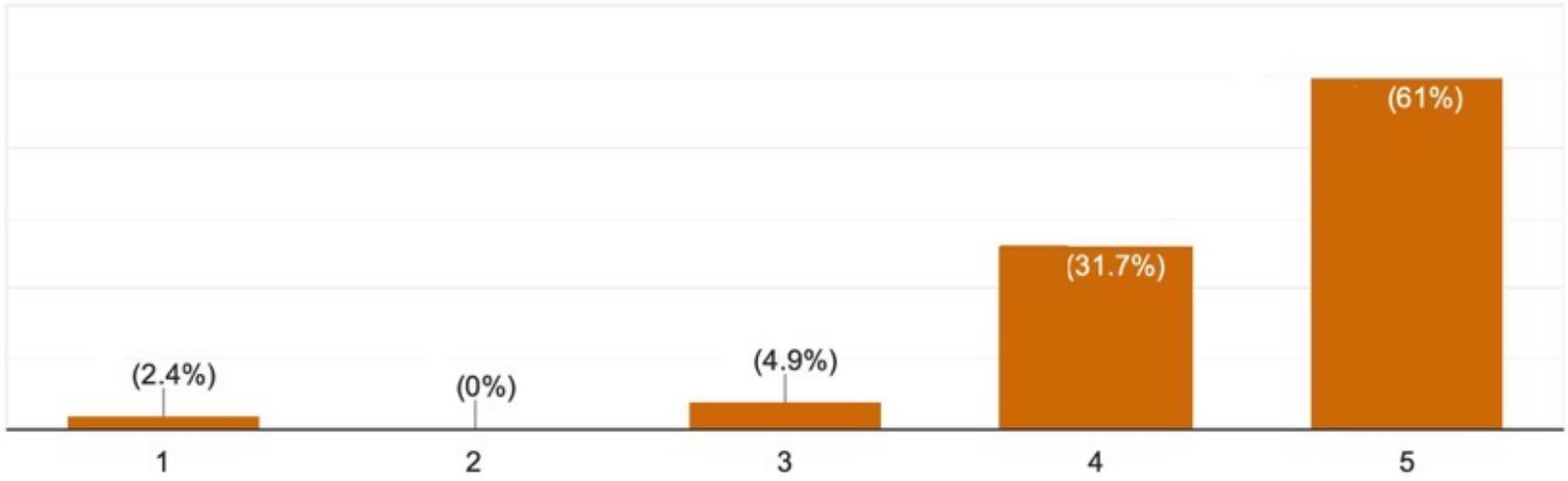
INSPIRATION SOURCE



TOP/FLOP

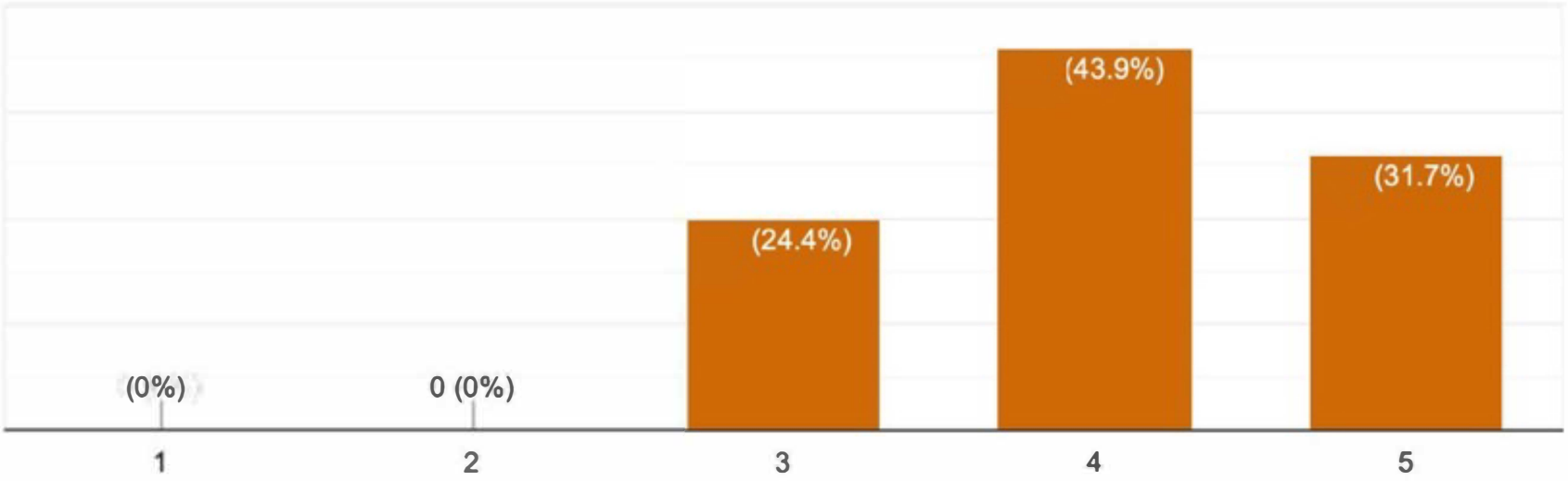
FEATURES

AUTHENTICITY OF EXPERIENCE



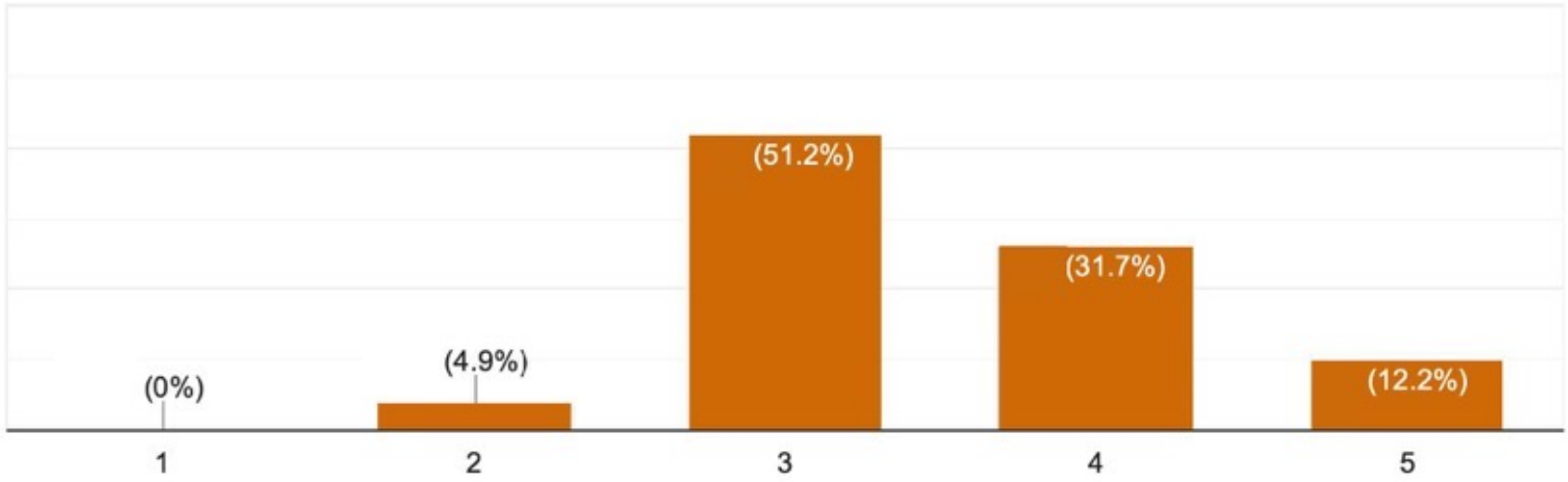
(Where 1 being considered least important, 5 being considered extremely important)

INTERACTION WITH LOCAL COMMUNITY



(Where 1 being considered least important, 5 being considered extremely important)

QUALITY OF HOTELS IN THE SURROUNDING



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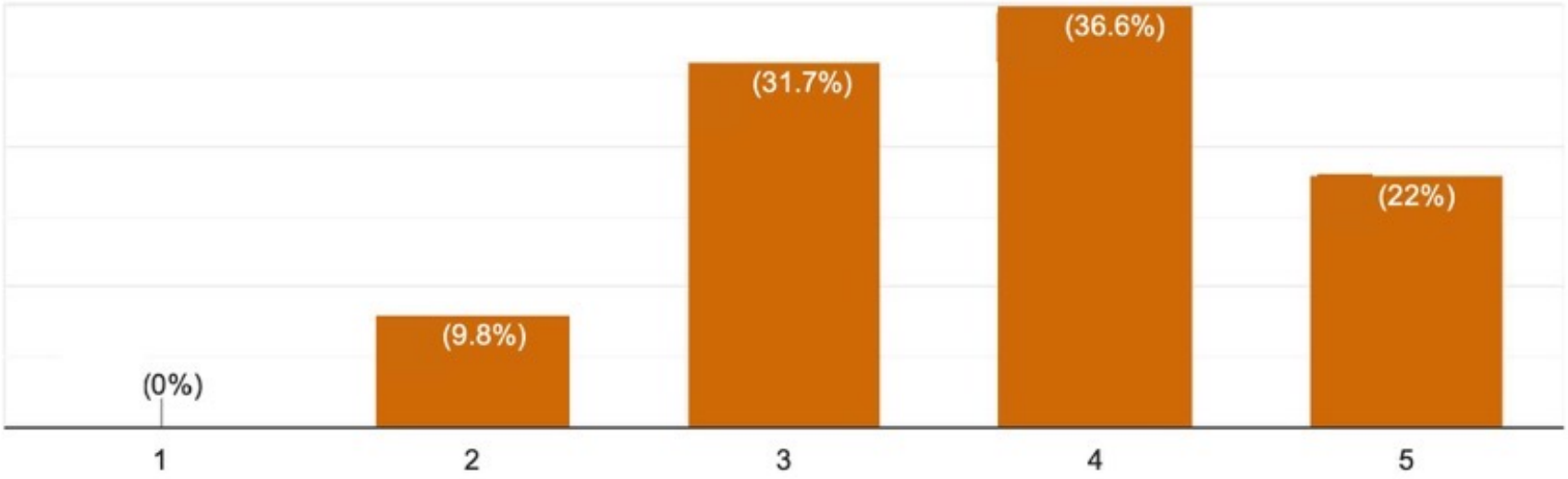
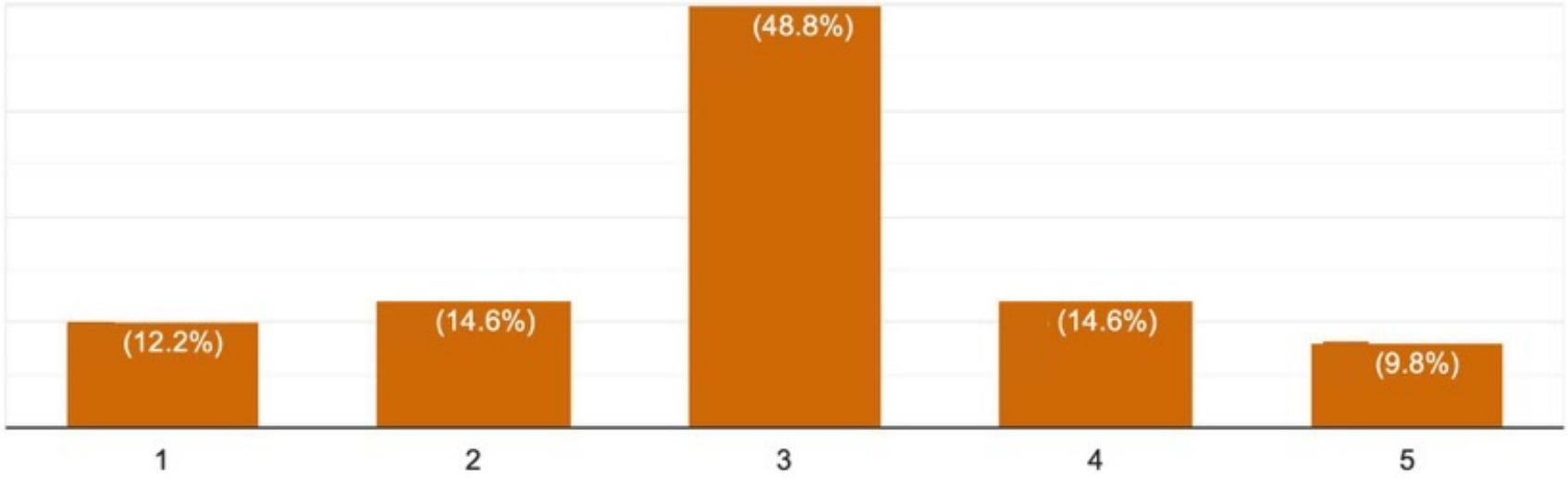
QUANTITY OF WINERIES IN THE SURROUNDING



(Where 1 being considered least important, 5 being considered extremely important)

QUANTITY OF FAMOUS WINERIES IN THE SURROUNDING



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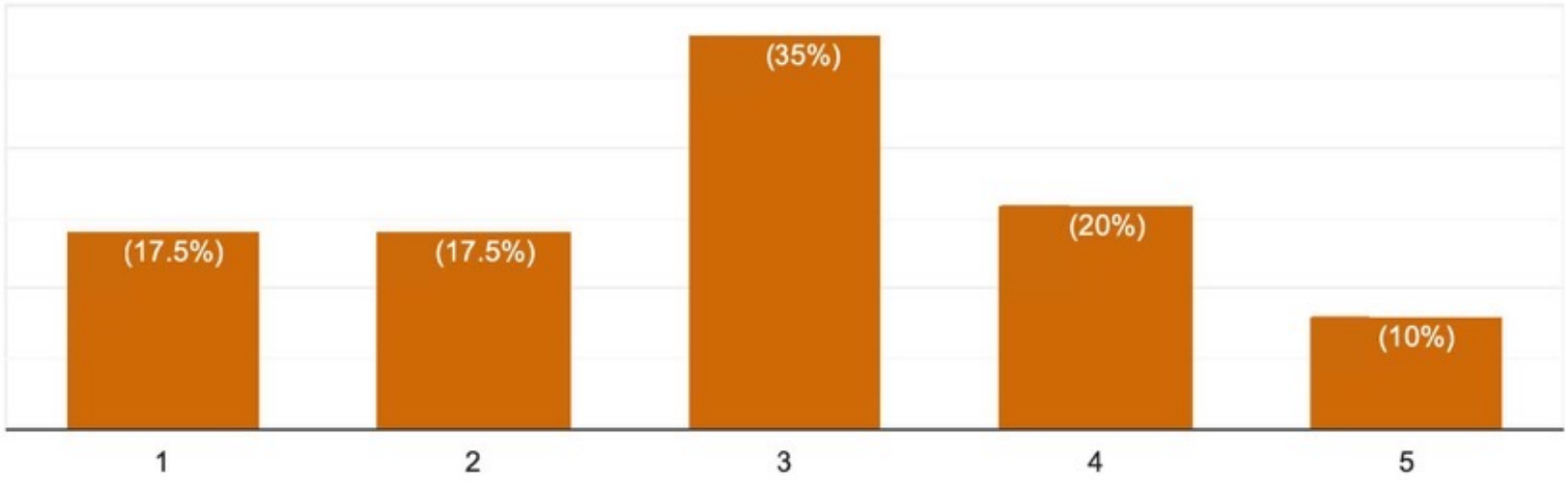
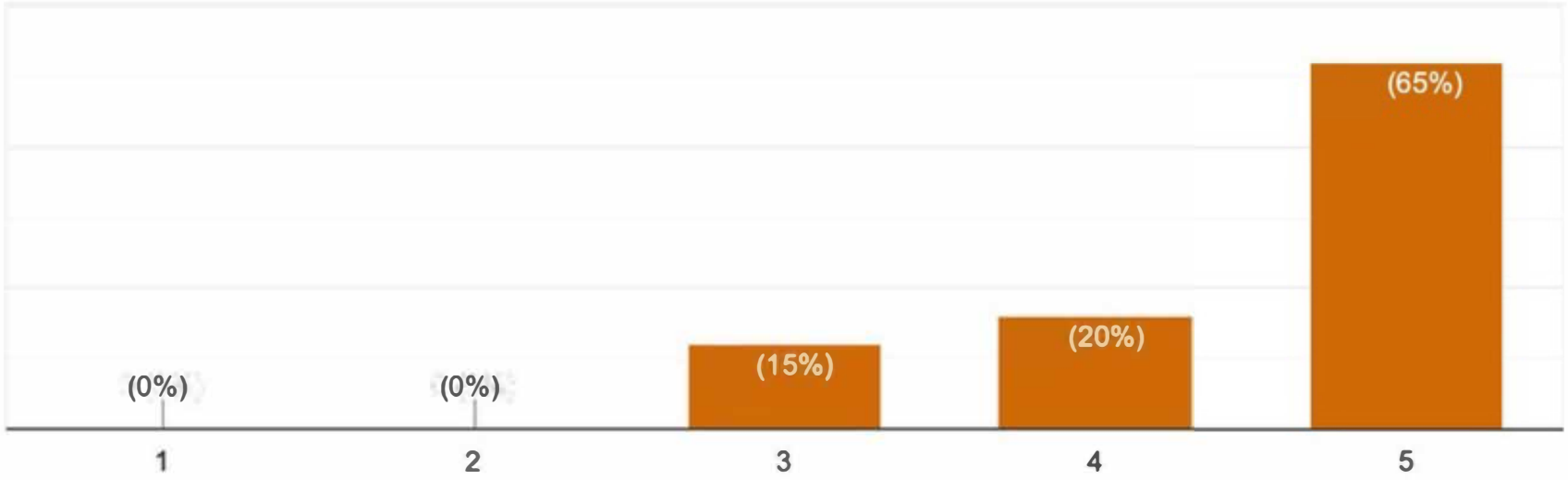
FOOD PAIRING IN FOCUS



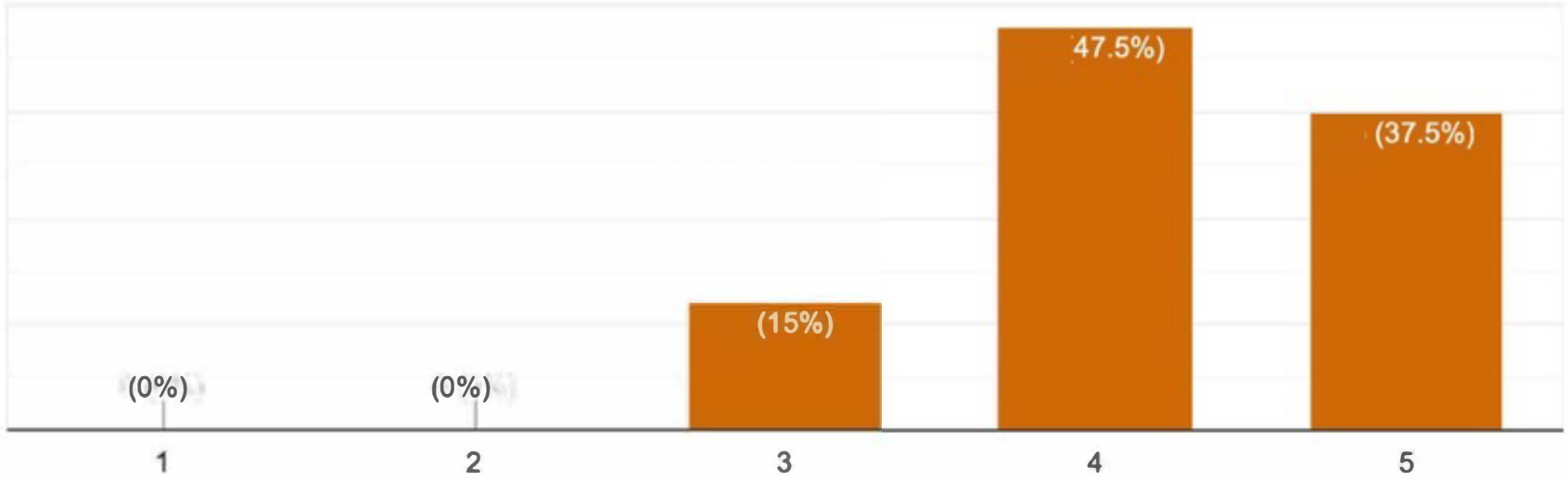
(Where 1 being considered least important, 5 being considered extremely important)

OPPORTUNITY TO TALK TO THE WINE MAKER



(Where 1 being considered least important, 5 being considered extremely important)

IMPORTANCE OF SPECIAL CELLAR TOURS



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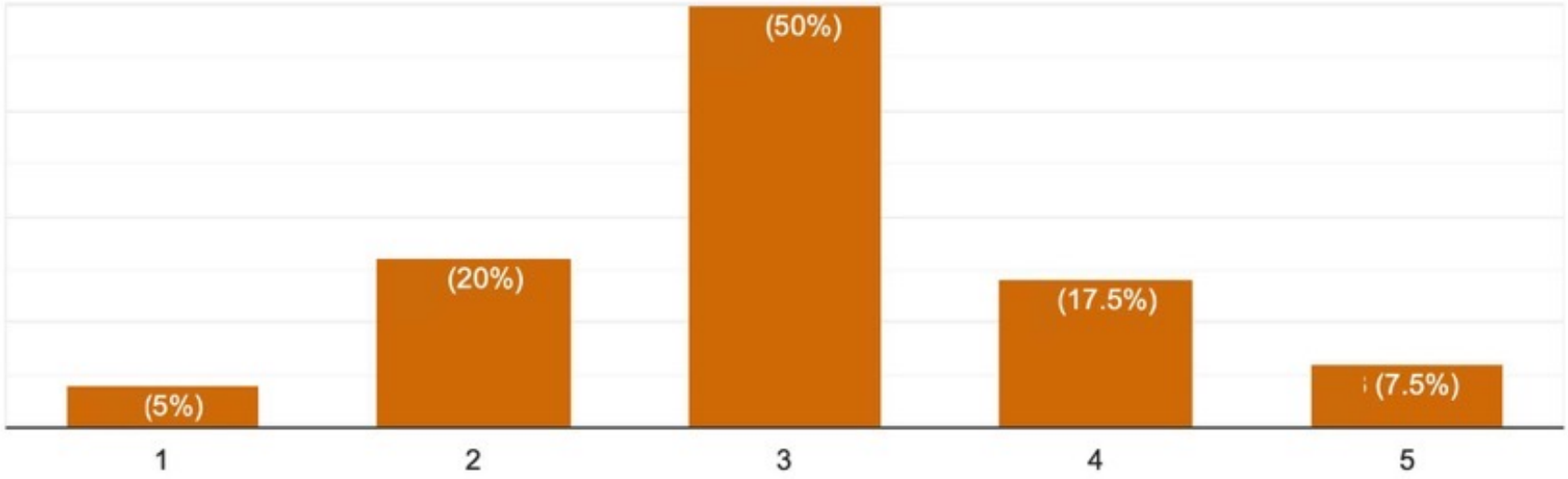
WINERY IS ORGANICALLY CERTIFIED



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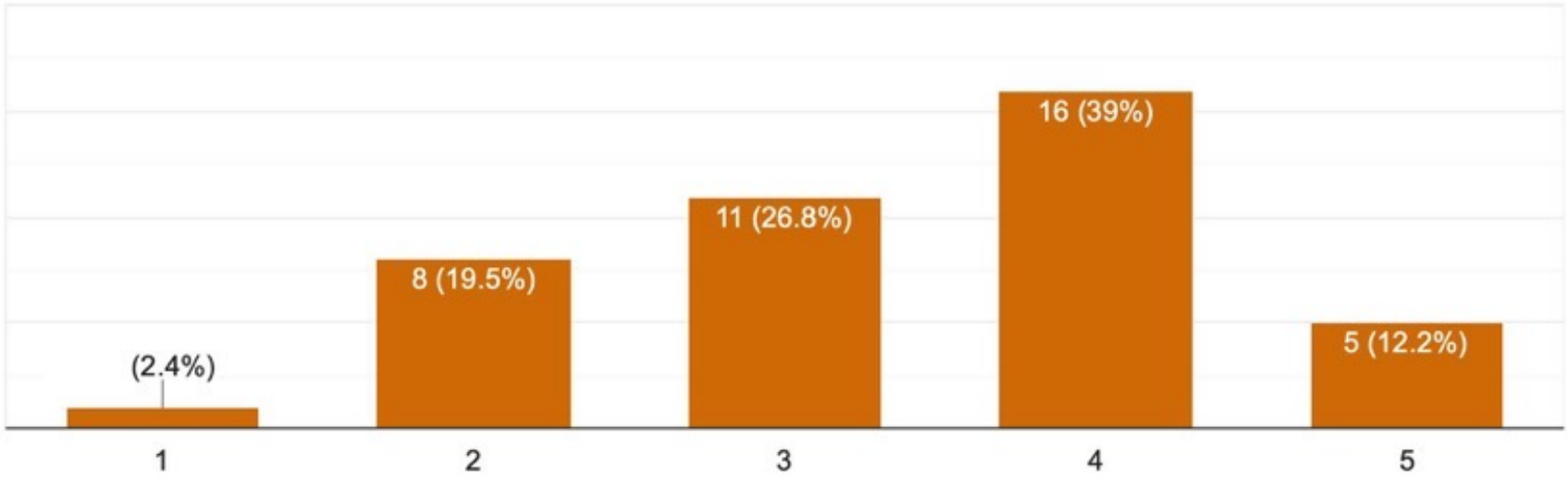
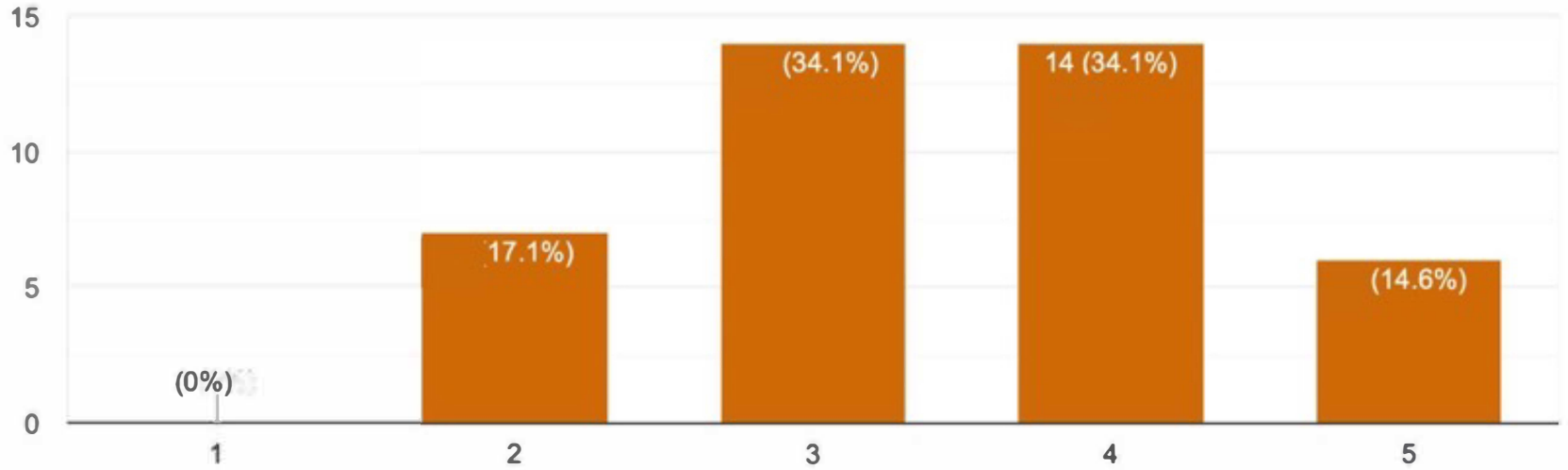
GREAT NATURE IN THE SURROUNDINGS



(Where 1 being considered least important, 5 being considered extremely important)

GREAT CULTURAL OFFER IN THE SURROUNDINGS



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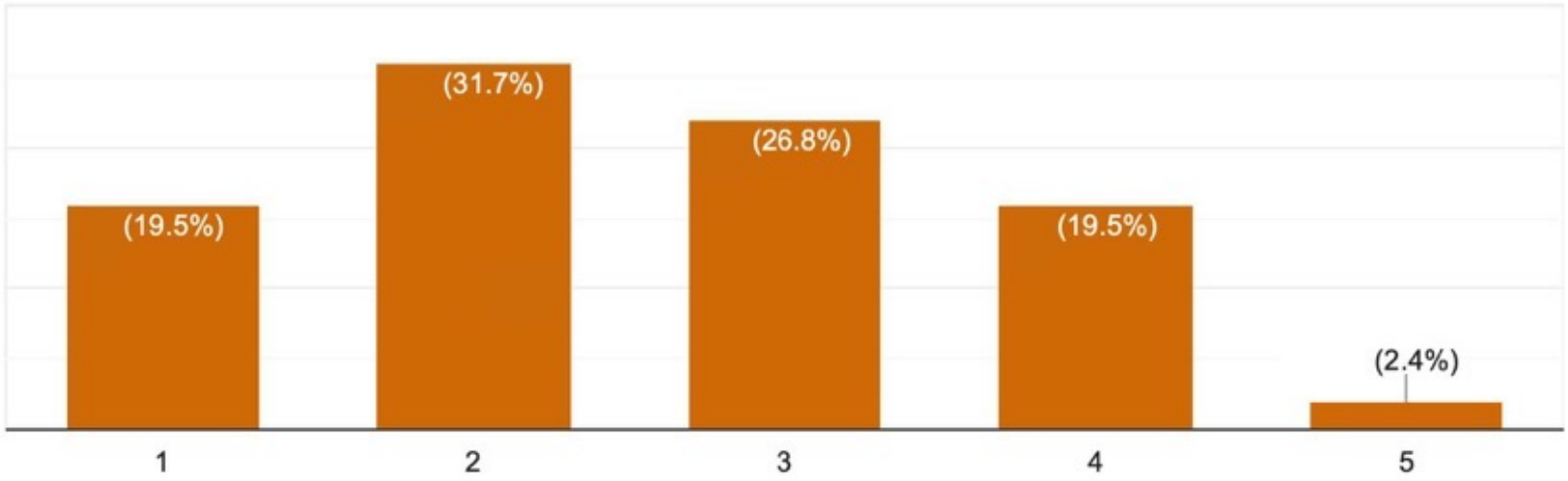
INTEREST IN LUXURY/INDULGENCE FEATURES



(Where 1 being considered least important, 5 being considered extremely important)

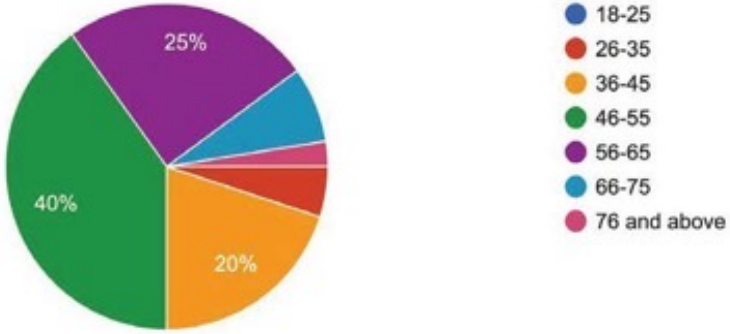
TOP OF MIND – QUALITIES WHICH ARE A MUST IN A WINE REGION

TOP OF MIND – WHAT MAKES A TRIP ONE TO BE FORGOTTEN

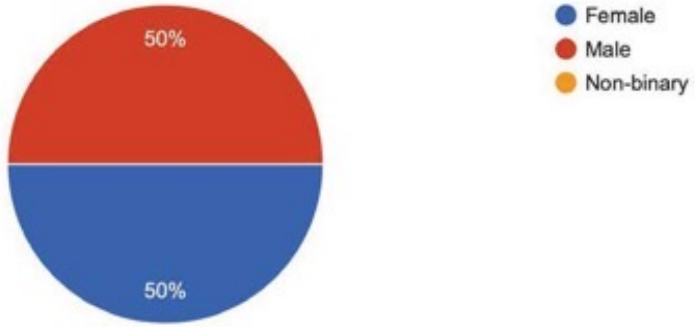
DATA SOURCE – 71 FILLED QUESTIONNAIRES

ORIGIN

AGE



GENDER

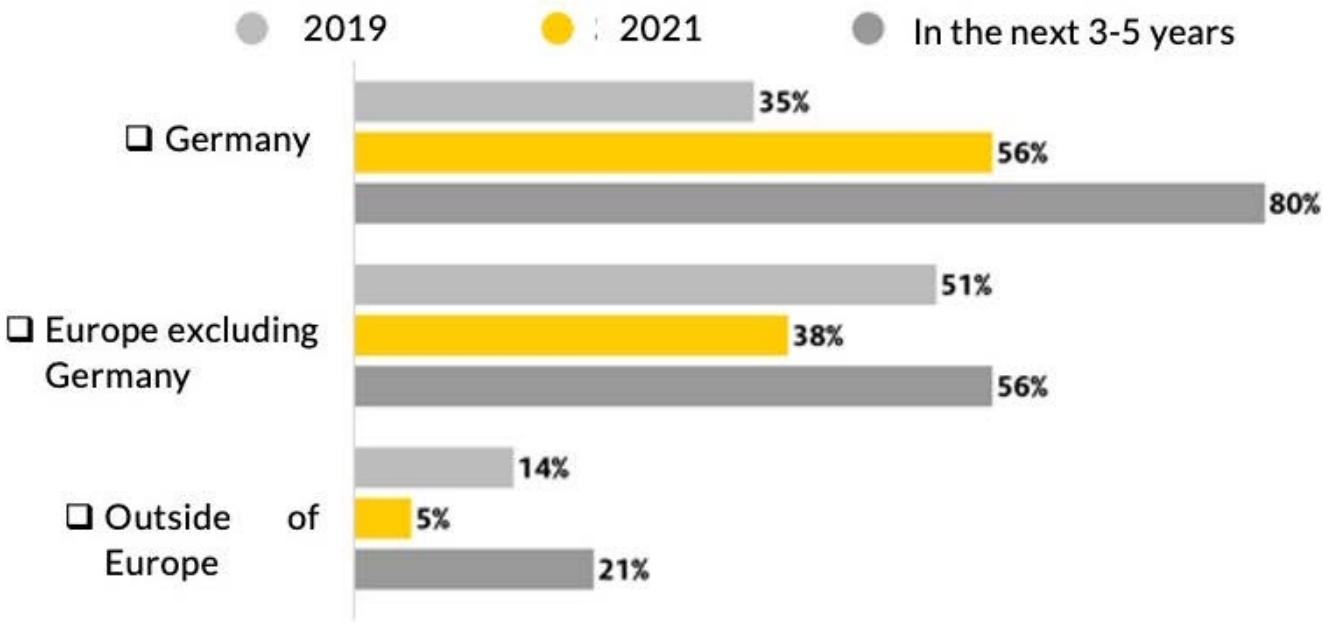


THE GERMAN TRAVELLER IN SHORT

- 12.5% of Germans would prefer more **sustainable** transportation options when traveling.
- 47.3% of respondents indicated that **sustainability influenced their travel** decision
- Choosing a more **sustainable** mode of transportation for travel within the destination ranked first among sustainability criteria (55.1%, e.g., train, hybrid/electric car).
- In second place is the choice of a destination that is **strongly committed to sustainable initiatives** (51.4%) and in third place accommodation that actively reduces its carbon footprint (30.7%)
- For **nature-oriented** types of vacation, interest remains even above pre-Corona levels
- **Luxury travel** is also on the rise
- The **intention to travel** abroad has increased significantly since the beginning of the year 2021 along with the availability of a vaccine. **It has reached 90% of the pre-pandemic level.**
- Since summer 2021 there are **hardly any travel restrictions** in place anymore for fully vaccinated and recovered citizens
- More than **70%** of those interviewed will in future attach particular importance to compliance with **hygiene standards and customer-friendly cancellation conditions.**
- Although online booking has grown immensely during the pandemic, **travel specialists are considered vital** at times of uncertainty due to COVID-19 **(also because of flexibility packages/ insurance)**
- **Flexible rebooking** options and good medical care at the vacation destination will also become more important in the coming years
- **Pre-Booking numbers from Q2 on are looking good,** even for destinations that are still closed.
- **As long as a destination is open** (also if a test is required), German citizens are allowed **AND WILLING** to travel there and do not need to quarantine upon return they would still take the chance, unless the areas is a virus mutation one.

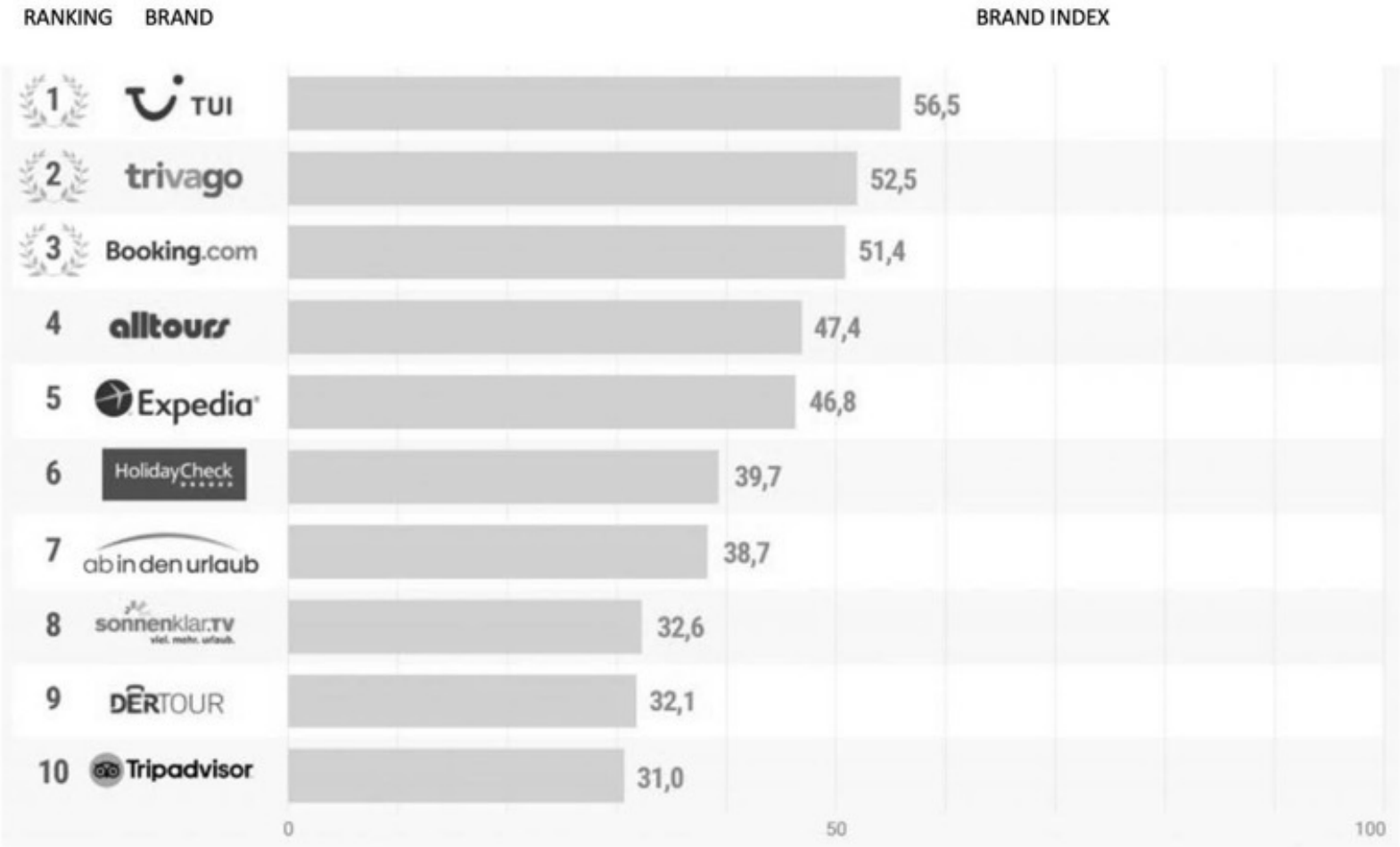
THE GERMAN TRAVELLER IN SHORT

❑Main travel destinations for future travels before and in the next 3-5 years



THE GERMAN TRAVELLER IN SHORT

❑ Strongest Travel Brands in Germany



FINAL CONSIDERATIONS

- ✓ **Already willing to travel:** 2022-2025 big years for European destinations
- ✓ Wine and region attractiveness are **main reasons**, but…
- ✓ Knowledge, authenticity, and education programs are **key factors**
- ✓ **Tradition** and **novelties** go hand in hand
- ✓ **High-yield** kind of tourism, **less affected** by seasonality
- ✓ Highly influenced by **alike-minded groups**
- ✓ **Good wines** are key and inspire travel planning
- ✓ **Trends:** Small groups, sustainable travel, detailed hygiene procedures, flexibility, highly knowledgeable staff
- ✓ **Not so important:** organic certification, luxury/indulgence features, food pairing while tasting
- ✓ **Key features:** GREAT WINE, GREAT PEOPLE, GREAT FOOD, AUTHENTICITY
- ✓ **Key things to avoid:** BAD WINES, OVERPRICED EXPERIENCES, RUDE STAFF, POOR HYGIENE, HUGE GROUP SETTINGS

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THANKS

#winelover fame ★ creative lab