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routedesvinsdeprovence.com

Bilateral Meetings

- BUSINESS MEETINGS. Please fill the cooperation profile

Description

The Wine road of Provence aim at bring together operators of wine tourism in Provence.

To do it, the wine-makers and tourism networks got organized to define together a project respecting their expectations : promote wine tourism in Provence.

Nowadays, more than **430 Domains and cooperative cellars** are represented in the Wine road of Provence. **8 PDO (Protected Designation of Origin)** are gathered : Baux de Provence, Coteaux d'Aix-en-Provence, Palette, Cassis, Bandol, Coteaux Varois en Provence, Côtes de Provence (Sainte-Victoire, Pierrefeu, La Londe, Fréjus), Bellet

Founding principles of the Wine Road of Provence:

A quality initiative. The wine makers commit in:

- To assure a personal welcom by a qualified person,
- To offer systematically a commented tasting,
- To allow a visit of the cellar and the vineyards.

A training program : wine tourism English, layout cellar, visit arrangement, wine tasting...

A specific road signs which allows easily to find vineyards.

The web site routedesvinsdeprovence.com :

- Looking for and discover domains or roads,
- Inquire on the news on wine tourism, the events...
- Create a personal itinerary...

This site is available for smartphone and in english version.

Organization Type

BSOs and Institutions

Areas of Activities

Protected Designation of Origin - PDO

Protected Geographical Indication - PGI

Territorial Marketing

Wine Tourism

Offer & Request

Wine Road of Provence

Wine tourism promotion in Provence

Keywords: digital strategie touristic road wine road

Cooperation Offered

1. Outsourcing co-operation
2. Technical co-operation
3. Sales / Distribution

Cooperation Requested

1. Technical co-operation
2. Sales / Distribution