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OENOTOURISME

Chambre Régionale d'Agriculture

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
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