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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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