

A glass of red wine is the central focus, partially filled with a deep red liquid. The background is a dark, rich red with a blurred silver fork visible on the left side. A semi-transparent dark grey rounded rectangle serves as a backdrop for the text.

# Best practices of Global Wine Tourism. Implications for **Armenia**

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# WINE REGIONS OF CROATIA

## CROATIAN UPLANDS (BREGOVITA HRVATSKA)

## ISTRIA & KVARNER

## SLAVONIA & DANUBE (SLAVONIJA AND HRVATSKO PODUNAVLJE)

## DALMATIA (DALMACIJA)

### NORTHERN DALMATIA (SJEVERNA DALMACIJA)

### DALMATIAN HINTERLAND (DALMATINSKA ZAGORA)

### SOUTH-CENTRAL DALMATIA (SREDNJA-JUŽNA DALMACIJA)



 **WINE FOLLY**

Thematic map boundaries are representative not exact. (2017)

# Croatia — Wine immersion

## *The first underwater winery*

- The north part of Croatia – Istria. The Greeks and the Romans planted first grapes 2,000 years ago.
- Many autochthonous grape varieties not very well-known internationally. Complicated names.
- Dubrovnik selected as the filming location for Game of Thrones. Unique winemaking method – increase number of tourists.





# Edivo Vina winery

- On slopes of Pelješac peninsula – in Dalmatia.
- Wine bottled and placed in amphora. Under the sea at depth of 18–25m. Stored and scattered on locations of Pelješac aquatorium. In bottles for three months, and under the sea for one up to two years.
- Exposure in travel websites and e-magazines.





# Implications for Armenia

- Capitalize on telling a unique story. Promote the rebirth of traditional method - karas.
- Discovery of Areni Cave. Make most of it. Unique activities beyond tours in the cave.



# GREECE



# Santorini

## All wine oriented

- Santorini is said to be an island that has more wine than water.
- Santorini vineyard is first known for its unique volcanic lands. Some of the oldest vineyards in modern Greece - 300 years - phylloxera never reached.
- Vinsanto – mix of autochthonous grapes.
- Unique method in vineyard – ‘kouloura’
- **58** dry wines and **22** sweet wines are P.D.O







**95** **ROBERT PARKER'S**  
**Wine Advocate**

**SANTORINI ASSYRTIKO GRANDE RESERVE 2014**

**"...brilliant, delicious and impressively structured..."**

*Mark Squires - 30 June 2017*

**SANTO WINES** **70**  
1947-2017  
**SANTO**  
THE POWER OF  
COLLECTIVENESS





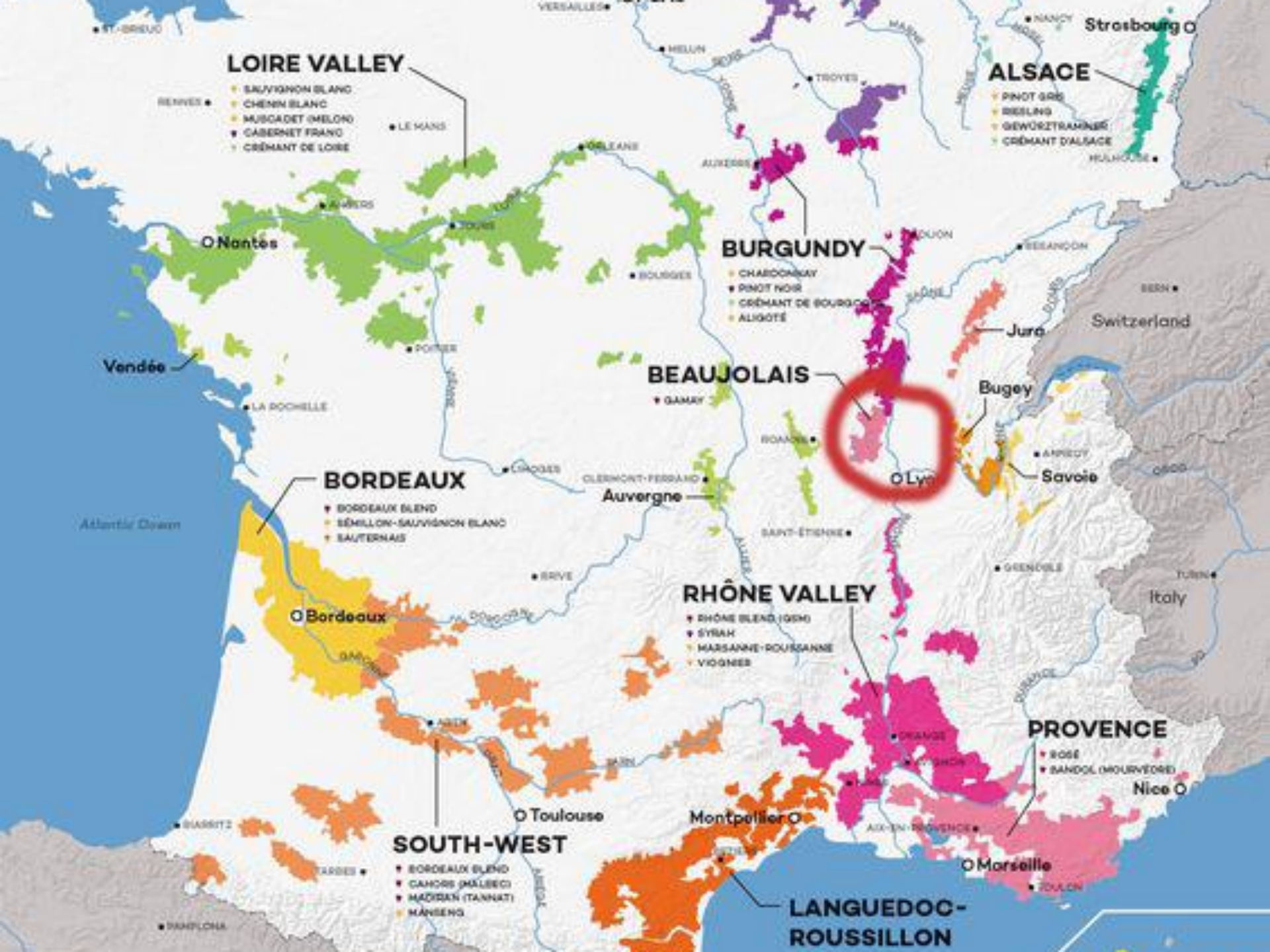
# Promoting location and not necessarily brands

- Welcome drink at hotels
- Visit wineries and boat tours
- Promoting in restaurants “Santorini wines”
- On website of the island and hotels
- Wine tasting included in various tours (Great wines and famous sites, art and wine)
- Genuine hospitality – treat with wine



# Implications for Armenia

- Welcome guests with Armenian wines
- More knowledge — more sales, dishes with Armenian wine
- More info about Armenian wines and gastronomy for tourists
- Include wine tasting in various tours
- Create a brand name upon a grape variety
- Be generous, treat guests with wine





# Wine and kids in Beaujolais at Hameau Duboeuf

- Few families engage in wine tourism — an opportunity!
- First Wine Park in Europe — open all years 7 days/week
  - ✓ Wine experience to families
  - ✓ Wine museum, wine tasting, wine making center, 4D cinema, wine station, golf, a botanical garden, exhibition related to wine, restaurant, shop, receptions and conferences venue.











# Implications for Armenia

- Attract family travelers. Activities for children outdoors and indoors.
- Show photos / video related to the specific winery / owners / grape varieties
- Promote the tradition / cultural heritage
- Enhance wine tasting experience with local snacks





THANK YOU FOR  
YOUR ATTENTION!