

## **Winery visits and Wine Tourism**

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Wine tourism has been defined as 'visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors'.

Many wine regions and tourism destinations have realized that the benefits of wine tourism extend well beyond the cellar door to virtually all areas of the regional economy and into the urban areas that generate the majority of wine tourists. Wine, food, tourism and the arts collectively comprise the core elements of the wine tourism product and provide the lifestyle package that wine tourists aspire to and seek to experience.

In the current environment of massive increases in the production of wine, increasing global competition and tighter retail margins, direct sales to winery visitors coupled with merchandising and food and beverage sales provides a significant source of revenue to wineries. Thus combined with the consolidation of global wine companies and alcoholic beverage distributors and the shift in control away from the wineries to these major distribution and retail organisations, the importance of wine tourism to small and medium wineries has never been greater.

This paper analyses the international academic literature on the wine tourism, winery visitors and the wine tourism product experience.