

**FIRST NATIONAL WINE TOURISM CONFERENCE**  
**20 NOVEMBER 2018 – PALAIS DES CONGRÈS DE PARIS**

**PRESS KIT**

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## **FIRST NATIONAL WINE TOURISM CONFERENCE**

On 20 November, Atout France is organising, in conjunction with the Wine Tourism Council (Conseil Supérieur de l'Œnotourisme) and at the request of Jean-Baptiste Lemoyne, Secretary of State attached to the Ministry for Europe and Foreign Affairs, the inaugural National Wine Tourism Conference. The occasion will provide an opportunity to place the spotlight on this rapidly expanding sector and to decide upon its main lines of development in years to come.

### **An economic challenge**

France is the world's leading tourism destination (in terms of numbers of visitors) and its n°1 exporter of wines and spirits (in value). Wine tourism provides an opportunity to develop these two major sectors of our economy. The sector has enjoyed huge success with visitors (10 million wine tourists in 2016 alone, representing a 33% increase compared with 2009 and an estimated revenue of 5.2 billion euros). Its attractions enable visitors to enjoy a unique experience in our wine tourism destinations which ties in with our *art de vivre* and enhances France's appeal as a destination. It also provides an opportunity to discover our wine-producing expertise and makes a valuable contribution to our wine exports.

### **An underlying trend**

Increasingly, visitors are fragmenting and theming their holidays in order to enjoy a wider range of experiences. Wine tourism is playing its full part in this trend and everything suggests that the discovery of our wines and *terroirs* will be a central theme in the tourism of tomorrow. And with an increasing number of wine consumers and travellers, wine tourism has a very optimistic future ahead of it. Tastings and visits to wine cellars are the most popular activities for our wine tourists, all of whom are keen to enjoy new experiences and to immerse themselves in our culture. As a result, over the past few years France has seen a veritable renaissance in the experiences offered by wine professionals with the introduction of a whole host of unique options across France which meet the expectations of visitors and growing trends such as wellbeing, responsible drinking, a desire to participate and, of course, a stronger presence on digital media.

### **A dynamic sector worth supporting**

Wine tourism is a highly dynamic sector of the economy in which the potential for development is still significant. Given that 87 million international tourists visited France in 2017, it is logical to hope for more international wine tourists than the 4.2 million that we welcome on average every year.

As a result, France has an opportunity to take the lead in this sector going forward.

The First National Wine Tourism Conference organised today must be the catalyst for a policy that aims to encourage the development of France's wine tourism sector.

## **20 ACTIONS AND MEASURES TO HELP DEVELOP WINE TOURISM**

### **Improve the quality of the wine tourism offer**

Within a context of increasing competition, the enhancement of the quality of the wine tourism offer, an exhaustive assessment of it, greater clarity for distributors and different clienteles, the professionalisation and accountability of leading players in the sector as well as the adapting of rules and regulations to the sector's specific requirements are the necessary pre-requisites for any effective promotional and marketing activities for the wine tourism sector.

1. Give France global leadership in terms of the prioritisation, segmentation and clarity of the wine tourism offer through the launch of an experimentation strategy based around a classification of wine tourism experiences in close collaboration with industry professionals, while at the same time continuing to enhance the quality of France's wine tourism offer by strengthening the requirements of the Vignobles & Découvertes label.
2. Enable destinations which have been awarded the Vignobles & Découvertes label to take the lead in the national coordination of the network and to develop their own marketing strategy through the creation of a federation of Vignobles & Découvertes destinations.

### **Professionalise the sector**

In regions of the world with a more developed wine tourism sector, innovation within the industry seems to have experienced a temporary period of stagnation. Here, France still has an opportunity to stand out by showcasing wine tourism within the academic and training fields. The professionalisation of the industry is a key issue that will guarantee high-quality service likely to strengthen the attractiveness of our offer in relation to our competitors.

3. Create a Wine Tourism chair in collaboration with a French university or higher vocational training institution and the establishment of a wine tourism training school to ensure that the training on offer is in keeping with the requirements of the profession.
4. Develop a MOOC (online training course) dedicated to wine tourism, and the updating of the very popular "*Guide de l'accueil en cave*" (Wine Cellar welcome guide) produced by Atout France.

## **Promote responsible drinking**

Vin & Société has been working with the French beer and spirit sectors as part of the “prevention revolution”, an initiative spearheaded by the President of the Republic. Thirty proposals aimed at contributing to the National Public Health “Priority Prevention” Plan were submitted to Emmanuel Macron on 27 June 2018 with the aim of responding to two major main issues: the protection of at-risk groups and responsible wine drinking.

As a result, leading players in the industry will become key players in the field of prevention which marks an important paradigm shift. The wine tourism sector is participating fully in this strategy.

5. Incorporate the notion of “responsible wine festivals” defined by Vin & Société as part of the Vignobles & Découvertes label. Ultimately, in its role as a reference tool for the entire French wine tourism sector, the Vignobles & Découvertes label should be able to be applied to every responsible wine festival, independently of their connection or not to a particular destination.

## **Remove the regulatory breaks to development**

In order to encourage the development of the French wine tourism industry, work needs to be done to adapt regulations to the specific requirements of the sector.

6. In consultation with the relevant authorities, undertake to define the concept of “the grape harvest for tourists” in order to reassure wine-tourism providers hoping to develop this activity which is highly popular with tourists but who fear that this practice might be considered as illegal work.

7. Work towards the compatibility of accessibility standards vis-à-vis the historic architecture of those wine and tasting cellars keen to open their businesses to visitors. The possibility of introducing dispensations in specific situations should also be explored.

8. Encourage the appropriate authorities to give consideration to building conditions for the construction of tourism-based buildings on agricultural land.

### **Develop economic intelligence**

The optimisation of knowledge relating to the sector is a pre-condition in terms of increasing competitiveness and attracting more customers.

9. Incorporate wine tourism into major statistical surveys (INSEE, EVE) and take into account revenue generated by wine sales to tourists on-site in tourism-based accounting.

10. Provide the sector with observation and economic intelligent capabilities by establishing a network of partners capable of implementing a long-term observation strategy.

11. Carry out a survey of the needs of foreign customers, market distribution and key factors for success in the wine tourism sector.

### **Enhance the sector's marketing**

Sustained efforts are required in terms of marketing and distribution to accelerate the growth of wine tourism and to attract more customers.

12. Encourage a more inclusive and collaborative approach in relation to governance by supporting the initiatives led by Atout France's Wine Tourism Cluster, the Wine Tourism Council (Conseil Supérieur de l'œnotourisme) and the federation of Vignobles & Découvertes destinations.

13. Develop wine tourism synergies with neighbouring sectors such as the spirits and beer industries through the establishment of a working group that includes representatives from these sectors.

14. Create a "wine tourism" programme within the CNIV, in partnership with Atout France, to encourage synergies relating to the organisation of events promoting France in foreign markets and inter-professional export support.

15. Coordinate a major national wine tourism event by bringing together on the same date initiatives developed as part of the Vignobles & Découvertes label.

16. Introduce French wine tourism awards in partnership with the magazine Terre de Vins and Atout France to showcase and provide encouragement to those wine estates and châteaux (in particular, Vignobles & Découvertes properties) that work tirelessly on a daily basis to implement wine tourism-based initiatives that are both effective and adapted to the needs of their customers.

### **Make wine tourism more accessible**

The wine tourism sector needs to make itself more accessible in order to enhance its growth and to attract more visitors.

17. Encourage greater digitisation of companies working within the sector in their relations with the BpiFrance bank.

18. Implement a framework agreement with leading French hotel chains enabling them to make wine tourism an essential part of their offer to guests.

19. Implement an agreement combining culture and wine tourism to help showcase the wine tourism heritage of each destination, in particular by enabling our major cultural sites to offer tastings.

20. Re-invigorate distribution by encouraging the leading players in tourism distribution to integrate more wine tourism options in their offer.

## **ANNEXES**

French wine tourism – key facts and figures

## National Wine Tourism Conference programme

9.00am Welcome

9.15am Opening conference speech by **Mr Jean-Baptiste Lemoyne**, Secretary of State attached to the Ministry of Europe and Foreign Affairs

9.30am Expert analysis: **Mr Paul Dubrule** – Honorary President of the Wine Tourism Council (Conseil Supérieur de l'Œnotourisme)

9.40am Wine tourism in France - 5 questions for **Mr Christian Mantei**, Director General of Atout France

9.50am Key insights: "Wine & Gastronomy"

**Mr Philippe Faure-Brac** – World's Best Sommelier, Meilleur Ouvrier de France Honoris Causa, President of the Union of French Sommeliers, Bistrot du Sommelier Paris

**Mr Guy Savoy**, Michelin-starred chef, Restaurant Guy Savoy

10.00am Round table on the theme of "The major challenges for the French wine tourism sector in the face of international competition"

**Mr Hervé Novelli**, President of the Wine Tourism Council (Conseil Supérieur de l'Œnotourisme)

**Mr Jean-Marie Barillère**, President of the French National Interprofessional Wine Committee

**Mme Sylvie Cazes**, President of the Foundation for Wine Culture and Civilisations

**Mr Thomas Montagne**, President of the Confederation of Independent Winegrowers

**Mme Coralie Haller**, Lecturer-Researcher, Chair of Wine and Tourism, Strasbourg School of Management

**Mr Jean-François Portarrieu**, Member of the French Assembly for the Haute-Garonne

**Mr François Bonneau**, President of the Centre-Val de Loire region

11.15am Expert analysis:

**Mme Krystel Lepresle**, Managing Director, Vin & Société

11.25am How the French offer has changed: 4 key examples

**Mr Derek Smith**, owner of the Château Rayne Vigneau

**Mr Philippe Harant**, Director of the Marne Tourism Development Agency, pilot region for the Œnotourisme Lab project

**Mr Raphaël Pommier** and **Mr Nicolas Bransolle**, inventors of Spéléonologie®

**Mr Arnaud Bamvens**, General Manager of the Hôtel Chais Monnet

12 noon Official opening and tour of the exhibition

2.30pm Expert analysis: **Mr Jean-Michel Wilmotte**, architect and designer

2.40pm Focus on the Chinese market - 3 questions for **Mr Sheng Liu**, Managing Director of Dufan Voyages Paris

2.50pm Round table on the theme "Promotion and distribution: renewed challenges"

**Mr Michel Bernard**, President of Atout France's Wine Tourism Cluster

**Mr Jean-Virgile Crance**, President, French National Hotel Chain Organisation

**Mme Brigitte Bloch**, Director of Development and Innovation, Nouvelle-Aquitaine Regional Tourism Committee

**Mr Stéphane Tillement**, Founder of Wine Paths

**Mme Laurence Body**, Author of "L'expérience client, le design pour innover"

**Mr Bernard Perrut**, Member of the French Assembly for the Rhône

4.00pm How distribution has changed: 2 key examples

**Mr Jérôme Isnardi**, founder of the Rue Des Vignerons

**Mr Loïc Tanguy**, founder of the Les Grappes community market place

4.20pm Presentation of the Iter Vitis Awards by **Mr Didier Cujives**, President of Iter Vitis France, **Mr Hervé Novelli**, President of the Wine Tourism Council, and **Mr Christian Mantei**, Director General of Atout France

5.00pm Summary of discussions and announcement of measures benefiting the wine tourism sector, by **Mr Hervé Novelli**, President of the Wine Tourism Council

5.30pm Conference ends

## **ATOUT FRANCE**

With a record number of 87 million international visitors in 2017, France has confirmed its place as the world's most visited destination, a result which is in line with the objectives set by the French government.

This ambition was highlighted during the Inter-Ministerial Tourism Council meeting on 19 January by the Prime Minister, who went on to reinforce the role of Atout France to:

- Renew and update its offer and to oversee its quality via technology and the financing of structured tourism projects within France's regions;
- Encourage the development and promotion of destination brands (and their companies) internationally.

## **WORKING WITH NEW TOURISM PROJECTS AND OVERSEEING THEIR QUALITY**

Atout France works with its regions in managing their development strategy and helps to set up investment projects in order to stimulate their tourism offer and increase quality.

During the Inter-Ministerial Tourism Council meeting on 19 January, the agency was designated as the main contact for leaders of projects carried out in the French regions. Going forward, Atout France will work with these leaders to help implement around ten structured projects every year with the support of the Caisse des Dépôts and the future Agence Nationale des Territoires.

In addition to this assistance, Atout France will publish around ten annual studies for tourism professionals. The aim of these is to increase the latter's knowledge of different markets and sectors and to refine their development strategies (e.g. how to welcome tourists from India, France's air links, a dashboard of tourist investments etc). Furthermore, Atout France also offers training, in particular online (MOOC Accueil France).

The agency is also responsible for monitoring the quality of the tourism offer via several different tools: the classification of tourism properties, the "palace" distinction awarded to 25 exceptional hotel properties, the licensing of tour operators, and the promotion of labels (e.g. Vignobles & Découvertes for the wine tourism sector).

## **ENCOURAGE THE DEVELOPMENT OF DESTINATIONS AND COMPANIES INTERNATIONALLY**

Thanks to its 32 offices worldwide and close collaboration with France's diplomatic network across the globe, the agency boasts strategic knowledge of different tourist markets and the leading players in the distribution sector.

This expertise enables it to offer its 1,300 professional partners tools to help them understand demand (specific analyses per country and market research) and to lead marketing and promotional campaigns focused on destination brands.

Every year, 2,800 promotional activities are organised worldwide which target tourism professionals (international tour operators, press and influencers) as well as the general public.

As part of this operation, a powerful online media presence, France.fr (available in 16 languages and 31 versions) enables potential visitors from around the world to (re)discover the *art de vivre* in France's different destinations.

Further information: [atout-france.fr](http://atout-france.fr) and [france.fr](http://france.fr)