

1ST WINE PLEASURES INTERNATIONAL WINE TOURISM CONFERENCE & WORKSHOP



Wine Pleasures
WINE TASTING TOURS

CONFERENCE & AFTER CONFERENCE PROGRAMME

Seminars

GENERAL INFORMATION

IMPORTANT PROGRAMME NOTE

This conference programme contains full information on the talks. This information replaces the provisional preview programme found on our website at www.winepleasures.org. Please note that the information continued in the Preview Brochure is no longer current.

PROGRAMME CHANGES AND CANCELLATIONS

Changes made to the programme after the printing of this Conference Programme will be displayed on a notice board located in the foyer in the Hotel.

REGISTRATION & CONFERENCE OPENING TIMES

Registration		Conference talks	
Friday	17.00 – 20.00		
Saturday	08.30 – 18.30	Saturday	09.30 – 18.30
Sunday	08.30 – 18.30	Sunday	09.30 – 18.00
Monday	08.30 – 15.00	Monday	09.30 – 15.00

REGISTRATION

Your name badge entitles you to access all sessions and evening events. Please note the room capacity for each session, shown on the left-hand column of the presentation pages. Access to sessions is strictly by badge only and is on a first-come-first-served basis.

*Tickets are required for evening activities as there is a limited number of places available for each one. On site activities i.e. those in the hotel are free of charge and off site activities cost 5 Euros. Tickets are again available on a first-come-first-served basis. Please see pages for details of evening events and make sure you check in the foyer notice board for changes.

CERTIFICATE OF ATTENDANCE

Certificates of Attendance are available for delegates if required from the Information Desk located in the Foyer of the Hotel. There is an admin charge of 1 Euro for each Certificate.



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MESSAGES

A Message Board will be located in the Foyer of the Hotel. You are welcome to leave messages for other delegates. Please look frequently at the message boards for any messages which may have been left for you.

Please also check the presentation notice board, also located in the hotel foyer, for changes and cancellations to the programme.

CATERING

Teas, coffees and light refreshments will be available for delegates in the exhibition area of the hotel, during the Conference Programme schedule.

Lunch can be taken in the hotel restaurant. We recommend you make a reservation for lunch as the restaurant can only accommodate some 80 persons. Reservations should be made directly in the restaurant.

GENERAL

- Please turn your mobile phone/cell phone off during sessions
- Smoking is prohibited inside the hotel and on the external terrace area of the hotel.
- We regret that no responsibility can be taken by Wine Pleasures for the loss of personal belongings or for accidents.



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CONFERENCE PROGRAMME

LANGUAGE

As the Conference is intended for an international audience we have written this handbook in English. However, not all of the talks will be delivered in English. Many will be given in Spanish. Should you not understand Spanish then please bear this in mind when deciding which talk to attend. There are no simultaneous translations at any of the talks.

Saturday 24th January

08.30 – 18.30

Registration desk opens

09.30 – 18.30

Exhibition Open

09.30 – 11.00

Opening Announcements and First Plenary Session

The conference will be opened by Anthony Swift, Director of Wine Pleasures.

Garbi

(100 audience)

Sesión Plenaria – Mesa redonda

La promoción enoturística alimenta la promoción del vino

Comparativa de la situación en 5 diferentes zonas enoturísticas del Mundo: Alsace, Douro Portugal, Napa Valley, Sonoma y Chianti

Ponentes: Isaac Fernández (Vinífera), Isabell Morais (Sandeman) y Anthony Swift (Wine Pleasures)

El enoturismo consiste en la integración bajo un mismo concepto temático de los recursos y servicios turísticos de interés, existentes y potenciales, de una zona vitivinícola. Los recursos de una zona vitivinícola son: las bodegas, museos, centros culinarios, tiendas especializadas-enotecas y la oferta de ocio temática. Dentro de los servicios turísticos encontramos: alojamiento, restauración, comercios, agencias turísticas y servicios complementarios.

Diferentes modelos de implantación enoturística triunfan en diferentes zonas vinícolas del mundo. Alsacia, Douro, Borgoña, Rioja, Chianti, Penedès, Burdeos... ¿cómo se vertebra la oferta enoturística en cada una de esas zonas? ¿Cómo se afianza en el territorio? ¿Cómo se vincula en cada caso el hecho enoturístico con el aumento de las ventas? La promoción de la oferta enoturística y su calidad se convierten en elementos destacados para la promoción de producto y su posicionamiento en una gama de alta calidad



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Wine Pleasures
WINE TASTING TOURS

11.00 – 11.25

Coffee break

11.30 – 12.25

Session 1.1

Garbi
(100 audience)

Red social e intercambio de conocimientos: la iniciativa debatdevi en Cataluña

Ponentes: Gemma Urgell (INCAVI) y Ricard Espelt (INCAVI)

Debatdevi: El futuro del vino en Cataluña es una iniciativa impulsada por el Instituto Catalán de la Viña y el Vino (INCAVI) con el objetivo de mejorar la imagen y el consumo de vino catalán en Cataluña adaptándolo a las nuevas tendencias, nuevos roles y hábitos del consumidor. Una iniciativa con un gran componente de innovación usando las aplicaciones de comunicación social que brinda la web 2.0

Mestral
(40 audience)

Namibia and Wine Tourism?

Speaker: Michael Weder (Kristall Kellerei Winery)

Namibia has become known for its unspoilt natural beauty, its unique fauna and flora. This diversity is being enhanced by the intense passion of a few pioneers that have planted Shiraz, Merlot, Ruby Cabernet and Colombard. The Namibian wine experience promises to be awesome in that the country needs to be criss-crossed if all three wine estates are to be visited!

Xaloc
(30 audience)

La Oferta Enoturística de Bodegas Torres

Ponente: Anna Manchon (Bodegas Torres)

Presentación del departamento de Enoturismo y Eventos de Bodegas Torres: nuestra misión dentro del contexto de la estrategia de comunicación de la empresa, aéreas profesionales y objetivos. La visita a las bodegas y toda la oferta complementaria: restaurante privado, actividades para grupos, alquiler de salas para eventos, etc. Resumen estadístico.

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12.30 – 13.25

Session 1.2

Garbi
(100 audience)

Enoturismo, un mundo de sensaciones nuevas por descubrir.

Ponente: Joan Pagès (PIMECAVA)

El ENOTURISMO es mucho más que hacer un recorrido por una bodega y dar a degustar algunos vinos. Territorio, gastronomía, actividades lúdicas y pedagógicas, paisajes, alojamientos y mucho más, también es ENOTURISMO. El objetivo no debe de ser poder vender algunas botellas más. Debemos entenderlo como otra línea de negocio.

Introducción e historial del estudio encargado por Pimecava sobre el Enoturismo en el Penedes. Conclusiones i acciones realizadas un año despues del estudio. Opinion personal de la situación actual y acciones a realizar para poder tener éxito en un futuro no muy lejano.

Mestral
(40 audience)

How Important is Wine Tourism?

Speaker: Emilio Saez Van Eerd (Bodega Casa de las Vides)

Whether you are a wine tourist, wine blogger, wine maker, wine marketer, wine buyer, wine seller, wine importer, wine drinker, what's the impact of wine tourism on you? A view on wine tourism as a tourist in Spain who happens to work in the wine industry.

Xaloc
(30 audience)

Enoturismo con los cinco sentidos

Ponente: Gloria Vallès (Can Bonastre Wine Resort)

Can Bonastre Wine Resort es un proyecto enoturístico único surgido de una bodega familiar de la DO Penedés. Comunicar y comercializar el proyecto requiere de una estrategia clara y bien enfocada porque se trata de una propuesta distinta desconocida hasta hoy para el público al que se dirige la oferta.

13.30 – 15.10

Lunch



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15.15 – 16.10

Session 1.3

Garbi
(audience 100)

Cooperar para ser más competitivos. El desarrollo del proyecto de cooperación realizado en Sant Carles de la Ràpita (Delta del Ebro)

Ponentes: Rosa Rochet (Oficina de Turismo Sant Carles de la Ràpita) y Rosa Angles (Ayuntamiento de Sant Carles de la Ràpita)

El inicio del siglo XXI nos ha situado en un proceso de cambio cuyas dimensiones, diversidad y resultados son todavía imprevisibles. El éxito de las destinaciones turísticas depende de la capacidad de aprendizaje y reacción ante los cambios y de la certeza de que con la cooperación entre empresas e instituciones vinculadas al sector se genera nuevo conocimiento y, por tanto, nuevos proyectos turísticos.

Mestral
(audience 40)

Winery Blogger

Speaker: Oscar Quevedo (Quevedo Estates) and Emilio Saez Van Eerd (Casa de las Vides)

The blogging as a new marketing tool for a winery. I believe it can definitively enhance the relationship between the winery, the tourists and the customers of its wines.

Xaloc
(audience 30)

Ocio Vital - Food WineTours: Una empresa de servicios turísticos al servicio de la industria enogastronomica"

Ponente: Manel Colomenero (Ocio Vital – Food Wine Tours) y (Marfill Alella)

El turismo enogastrónomico es el mas complejo de todos, implica involucrar muchos recursos turísticos y no turísticos, crear un destino turístico de esta magnitud necesita de clusters multisectoriales, necesita de innovación y de un pensamiento transversal que facilite la creación de esos productos que el mercado esta esperando.

Para que el turismo enogastrónomico realice un salto cualitativo y cuantitativo es vital transformar los visitantes en turistas , una tarea en la que estamos involucrados estableciendo acuerdos de comercialización con consorcios turísticos y productores.



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16.15 – 17.10

Session 1.4

Garbi
(audience 100)

Marketing of cultural tourism, including enotourism

Speaker: Ramón Alvarez (Gsar Marketing)

Positioning of cultural tourism in today's travel market place. Positioning wine tourism within cultural travel. Who and where are the users of wine tourism. How do you seek them and how do you obtain them?

Mestral
(audience 40)

Enoturismo en el Priorato: deseo, idea, desarrollo, implantación y futuro.

Ponente: Josep Grau (Vertical Wines)

Por qué Enoturismo en un Turismo Rural ? Equipo de desarrollo de la idea. Hotel + Bodega: Dos proyectos distintos con sinergias comunes. Definir el cliente y desarrollarlo. Arranque del proyecto. Actividades y su repercusión en el negocio. Resultados y sensaciones. Futuro.

Xaloc
(audience 30)

Corporate Wine Tasting Events

Ponente: Alex Duran (Loftwines)

El evento vinícola como herramienta de comunicación. Desde la óptica del Sommelier-Organizador, presentación orientada a corporativos, dmc's, empresas de Incentivos, Bodegas y Sommeliers.

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17.30 – 18.30

Session 1.5

Garbí
(audience 100)

Plenary Session

Grape Escape Destinations in Spain

Speaker: Rainer Brusis (Innova Management)

The purpose of this seminar is fourfold. Firstly, it describes the **differing grape escape destinations in Spain**. Growing areas vary from semi-arid interior terroirs with severe winters and summers to warm coastal (Mediterranean) ones. Secondly, it looks at the wide **variety of different wines** produced and examines why Spanish wine is capturing the world's attention with an unusual combination: **Old World structure and complexity coupled with New World power and ripeness**. Thirdly, it demonstrates the excellent **price - quality ratio** of wine tourism compared to those of neighbouring countries. Finally, it concludes by looking at why **committed wineries, daring tour operators and wine lovers** will all rejoice in the 21st century.

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19.00 – 21.30

Evening events

Mestral (max n°
participants: 20)

Spanish Wine Tasting & networking with Sandra Parolin (Sommelier Italy).

Think Spain, think Rioja, think again! The tasting includes indigenous grapes as well as international varieties and wine from the lesser known regions to give you a flavour of the wine scene in Spain today.

As we taste the wines we pick up on the historic highlights and bring you up to speed with what's hot nowadays. The Spanish wine industry is exciting, the quality is ever increasing, the wines are worth checking out. You'll taste 3 whites and 5 reds - a bonus for red wine lovers.

If you go for this tasting we recommend early booking. Entrance fee: 10 Euros. Starts at 18.30 and ends at around 20.30.

Depart 17.30 (max n°
participants: 30)

Winery Visit – Bodegas Torres

Depart 17.30 (max n°
participants: 20)

Visit of the Vineseum Museum

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Sunday 25th January

08.30 – 18.30 Registration desk opens
09.30 – 18.30 Exhibition Open

09.30 – 11.00 **Plenary Session**

Web 2.0, Blogging and Social Media: Why Wineries should care

Speaker: Ryan Opaz (Catavino)

Garbi
(audience 100)

Learn how online communities can promote your services with little money and big results. By using blogs, social networks, and social tools, you can find new customers, create new relationships and better communicate your message.

If your web presence is not optimized for today's Internet savvy consumers, you are losing a fiercely loyal group of consumers eager to support your product. Learning tools such as blogs, microblogs, social networks and videos, will not only optimize your online presence, but will also attract and retain consumers for little money. Today's Internet rewards those who are willing to share their knowledge. If your website is not easy to find, and more importantly, not easy to navigate, millions of Internet users will go elsewhere for your product. By employing low cost, high return, Internet practices, you can become a focal point for your region, and by doing so, will create a lightning rod for people who want to learn more about your area of expertise. I'll talk about the tools that will transform how you see the web, highlighting free methods for capturing new customers, and directing the conversation to your brand. Whether you choose to start your own blog, or just want to know how to leverage their power, this seminar will give you the basic foundation to build from.

11.00 – 11.25 **Coffee break**



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11.30 – 12.25

Session 2.1

Garbi
(audience 100)

Wine Marketing With YouTube and Video Marketing

Speaker: Lasse Rouhiainen (Marketingconvideo.com)

This presentation will talk about the importance of Video marketing and YouTube Marketing in the Wine Industry. Today YouTube presents excellent opportunity for wine companies to leverage the power of Web 2.0 marketing by getting more traffic and exposure with Online Video Marketing. YouTube Marketing is a perfect strategy to build relationship and interaction with your target market and this presentation will provide step-by-step tips on how to implement video and YouTube Marketing for your wine company.

Mestral
(audience 40)

Formación Especializada en "Turismo del Vino". Primeras Experiencias en Catalunya

Ponente: Jordi Torras (Fundación Universidad de Girona)

La formación especializada en Turismo del Vino requiere de unos ingredientes especiales. Conozca como se ha creado, sus contenidos y el desarrollado del primer curso de 30 horas en Dirección y Gestión del Turismo del Vino en Catalunya

Xaloc
(audience 30)

Gestión de eventos en el ecoturismo

Ponente: Oriol Miralbell (Universitat Oberta de Catalunya)

Los destinos enoturísticos disponen de diferentes productos que pueden formar parte del catálogo de servicios entre los cuales se encuentran los eventos enoturísticos. Se trata de eventos que bien alrededor de la degustación, quizás de jornadas gastronómicas o mediante mercados tradicionales, ferias y sesiones de cata, suponen una oportunidad de atraer turistas y de dinamizar el destino. La gestión de dichos eventos requiere criterios específicos que no siempre se tienen en cuenta. Esta ponencia aporta elementos de reflexión a dicho modelo de gestión.



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12.30 – 13.25	Session 2.2
Garbi (audience 100)	Blogging Workshop: Building a Blog and What to do with it. Speaker: Ryan Opaz (Catavino)
	I will show you the simplicity of starting a blog that is both personalized and useful for your consumer. Making sure that anyone at any skill level can understand how to blog I will show you how you can quickly begin to integrate your new social presence in the web, and begin building contacts and connections. Also addressing those of you who do not want a blog but wish to know how to interact with the growing community of bloggers. Finally we will spend time answering questions that you may have on where to start and what it means to be a blogger. What do you want to know?
Mestral (audience 40)	Enoturismo al límite: WINEMAKING. Desde EEUU a España con ArtCava Speaker: Patricia Sueiro (EFEMACÉ Real Marketing)
	¿Como puede un proyecto de Winemaking potenciar un programa de enoturismo? El turismo enológico se enmarca dentro del marketing de experiencias. Y no hay experiencia más extrema que cuando el enoturista juega a hacer su propio vino. Es el llamado "Winemaking", una tendencia con exponentes en EEUU que ya está en España con proyectos pioneros como ArtCava. 1. CONCEPTOS. Qué es el Winemaking (WM) y para qué sirve. Cómo se integra dentro del Marketing Enoturístico. 2. TARGET. Quién hace WM y para qué lo hace? Tipologías de enoturista. 3. ESTRATEGIA. Cómo integrar el WM en la oferta enoturística de una región. El papel de los touroperadores. 4. Ejemplos de WM en EEUU: CA, TX y NY 5. El caso ArtCava: un proyecto pionero en España, único en el sector.



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Xaloc
(audience 30)

El proyecto museológico y enoturístico de VINSEUM

Ponente: Montserrat Iniesta (Vineuseum)

VINSEUM, Museo de las Culturas del Vino de Cataluña, es un proyecto de transformación museológica que pretende relacionar el vino con el patrimonio, las ciencias, la cultura y el turismo. Es una ambiciosa apuesta para cohesionar el esfuerzo social de conservar y difundir la cultura que nos pertenece; una plataforma indispensable para consolidar y dar forma y calidad a la oferta enoturística catalana.

13.30 – 15.55

Lunch

16.00 – 16.55

Session 2.3

Garbi
(audience 100)

Wine Tourism in Rioja - wineries, museums and architecture.

Speaker: Robert McIntosh (Bodegas Dinastía Vivanco)

Rioja is one of the best known wine regions in Spain, yet even here wine tourism here is still in its infancy. Few wineries offer visits and there are issues with the way the region is marketed. However, much is changing and there are lots of new investments in this area. The talk will look at: Key wineries and their tourism experiences Wine routes Major destinations Tourism infrastructure International exposure Case study: Bodegas Dinastia Vivanco and the Museum of the Culture of Wine

Mestral
(audience 40)

Organic viticulture in the Comunidad of Valencia.

Speaker: Pedro Calabuig (Pequeñas Bodegas de Levante)

Pequeñas Bodegas de Levante is a new enterprise located in Valencia which organizes trips to the Comunidad Valenciana to promote organic viticulture and other activities related with wine. We recommend the natural agriculture, the biodiversity and a new style of living, respecting nature. The main goal of the trip is to get to know better the Comunidad Valenciana, its wines and gastronomy as well as interesting small historic Towns from the interior of the provinces.



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Xaloc
(audience 30)

Comparta una jornada única de viticultura, enología y cata en bodega.

Ponente: Bernadette Miquel (Bodega J.M Jané)

Presentación del ponente, de la bodega, y nuestro carácter. Objetivos marcados por la empresa para llegar a ser un buen producto ecológico y diferenciado. y como lo vamos a llevar a cabo .capacidad/flexibilidad de la bodega en atender las demandas de nuestros clientes. Haremos una parte de la ponencia como simulando que los que nos escuchan estén presenciando nuestra visita a la bodega, para que puedan ver con qué conocimientos saldrían de la bodega y la utilidad ad que les proporcionará cuando prueben un vino.

17.00 – 17.55

Session 2.4

Garbi
(audience 100)

Selected Wineries. An innovative approach for the Portuguese Market

Speaker: Ricardo Gomes (Selected Wineries)

16 fine Portuguese wine Producers engaged in wine Tourism, mostly from the renowned wine regions of Douro and Alentejo, along with several luxury hotels, accepted to take part on the innovative Selected Wineries project. Know why, and how it can assist you in planning your next quality wine tour in Portugal.

Mestral
(audience 40)

Historia de un ambicioso proyecto de Enoturismo en la Comunidad Valenciana.

Speaker: Fabrizzio Pegorario (Bodega Vicente Gandia)

Partiendo desde la experiencia personal, voy contando como una bodega que decide apostar por el Enoturismo se enfrenta a nuevas problemáticas, comunes en empresas que quieren diversificar su negocio. Por un lado se deben aprender lógicas y necesidades de un mercado diferente y desconocido: el turismo. Y Por el otro, hay que poner en marcha medios adecuados y estar preparados para gestionar probables resistencias al cambio.

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Xaloc
(audience 30)

Un ejemplo de cómo aglutinar y estructurar la oferta enoturística: Fine Wine Services.

Ponente: Claudia Sevilla (Fine Wine Services)

Siendo el enoturismo un producto turístico todavía emergente en España, Fine Wine Services ha conseguido aglutinar la mejor oferta enoturística del país bajo la marca Paraguas Fine Wine Hotels, contribuyendo a estructurar, facilitar y hacer más accesible la oferta al turista.

18.00 – 20.30

Evening events

Mestral
(audience 20)

Spanish Wine Tasting & networking with Sandra Parolin (Sommelier Italy).

Think Spain, think Rioja, think again! The tasting includes indigenous grapes as well as international varieties and wine from the lesser known regions to give you a flavour of the wine scene in Spain today.

As we taste the wines we pick up on the historic highlights and bring you up to speed with what's hot nowadays. The Spanish wine industry is exciting, the quality is ever increasing, the wines are worth checking out. You'll taste 3 whites and 5 reds - a bonus for red wine lovers.

If you go for this tasting we recommend early booking. Entrance fee: 10 Euros. Starts at 18.30 and ends at around 20.30.

Depart 18.15 (max
nº participants: 15)

Visit to Art Cava

Depart 18.15 (max
nº participants: 15)

Visit to the Tayaimgut Winery



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Monday 26th January

08.30 – 15.00 Registration desk opens
08.30 – 18.00 Wine tourism Workshop opens
09.30 – 15.00 Exhibition Open

09.30 – 10.25 Session 3.1

Mestral **Presentacion del Plan Empresa Nueva Linea de Negocio:Enoturismo.**

Ponente: Pol Fages (Pages Entrena) y Joan Pages (Pages Entrena)

Se explicara los inicios para estructurar una nueva área de negocio y que cambios de estrategia y organización afectan al desarrollo habitual de producción de cava. Que debe incluir el plan de negocio y que se debe saber para vender servicios enoturísticos y no productos.

Xaloc **La LLacuna: Terra de Vins D'Alçada. Our first village wine event – what we did and how it went**

Speaker Jordi Masip (La LLacuna local council)

La LLacuna, July 2008 and the Mayor of La LLacuna calls a meeting of all llacunenses who have something to do with wine. Objective? organise the first wine event in La LLacuna - a village surrounded (600-750 metres) with Perellada, Sumoll, Tempranillo and Cabernet vineyards which apparently is little known in the wine world. Event date 26 and 27 October.

In this talk I will describe how we went about setting up the wine event and what exactly it consisted of - outlining the problems and the successes leading up to the event and of course, an account of how the event went. Conclusions. Participants to this talk should be prepared make suggestions for our event in 2009.

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Wine Pleasures
WINE TASTING TOURS

10.45 – 11.40

Session 3.2

Mestral
(audience 40)

El Impulso del enoturismo en el Priorat.

Ponente: David Esteller (Plan Fomento Turismo Priorat)

El Plan de Fomento del Turismo Priorat: ¿Qué es? Objetivos. Productos estratégicos en desarrollo. El mercado enoturístico en el Priorat. Proyectos vinculados al enoturismo: Caminos del Vino y del Aceite: antiguos caminos históricos que permiten al excursionista ir de un pueblo a otro descubriendo el paisaje y patrimonio vitivinícola. Paisajes del Vino: Producto de touring por la comarca donde se interpreta el paisaje mediante una audio guía. Ruta de las bodegas: 40 bodegas adheridas a la Ruta del Vino de la D.O. Montsant y de la D.O.Q Priorat. Estrategia de promoción y apoyo a la comercialización.

Xaloc
(audience 30)

El Enoturismo a Medida.

Ponente: Sergi Mora (Bodega Masies d'Avinyò)

En primer lugar, se hará una breve presentación de la DO Pla de Bages sólo remarcando algunos de los puntos más importantes a destacar (situación, bodegas, clases de uva...) Presentaremos el Enoturismo en nuestra bodega haciendo una visión general. A partir de esta valoración subjetiva, pondremos diferentes ejemplos de perfiles de visitantes que visitan nuestras bodegas (particulares, jubilados, pareja, grupo business, escuela...) y explicaremos lo que requiere cada perfil a nivel de necesidades y la manera que tenemos de satisfacerlas. Es por dicha razón que la ponencia se titula "Enoturismo a medida", lo que pretendemos es plasmar la capacidad de adaptación que tenemos con nuestras visitas.

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12.00 – 12.55

Session 3.3

Mestral
(audience 40)

Vijazz Penedès: Mixing Penedès Wine & Cava with an International Jazz Festival

Speaker: Francesc Palau (Parenthesis Marketing Consulting)

Vijazz Penedès offers a complete weekend for wine and jazz lovers. The most famous Penedès wineries offer their wines and cavas in a fair in the historical centre of Vilafranca del Penedès together with an International Jazz Festival with free entrance. An enomusical event that mixes wines & cavas of 50 cellars of the Penedès area with concerts of cutting age international artists or jazz bands. 3rd, 4th and 5th of July will be held the third edition.

Xaloc
(audience 30)

Cursos de Cata a Domicilio

Ponente: Isaac Fernández (Vinífera)

La cultura del vino es cada vez más atractiva para una masa de población creciente. La gente quiere explorar, descubrir, conocer y saber más acerca de este mundo. ¿Cómo acercar el mundo del vino a la gente? ¿Cómo se les puede ofrecer un producto cómodo, ameno y adaptado a sus necesidades? Vinífera Comunicació, Turisme i Vi, SL ha optado por los cursos de cata a domicilio. Las catas a domicilio permiten un ambiente distendido y familiar, sin preocupaciones y tremendamente cómodo para los participantes. Con la ventaja de que son ellos quienes eligen sus compañeros de cata, el espacio donde se realizan e incluso el contenido mismo de las sesiones.

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Wine Pleasures
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12.15 – 13.15

Session 3.5

Mestral
(audience 40)

El Enoturismo y la Comunicación

Ponente: Mónica Muñoz (Mercados del Vino y la Distribución)

“La alternativas al turismo de sol y playa tan tradicional y consolidado en España provocan el nacimiento de nuevas formulas como el turismo rural o el Enoturismo. Saber comunicarlo y entender las claves de su dinámica comercial supone la clave del éxito de la empresa. Los datos de crecimiento de esta actividad turística son significativos y a partir de esta circunstancia comentar como la comunicación es una herramienta clave para la gestión de este tipo de compañías”

Xaloc
(audience 30)

Gag the winemaker! Let the customers do the talking?

Speaker: Anthony Swift (Wine Pleasures)

The purpose of this talk is threefold. Firstly it will demonstrate the different discourse structures used in a wine tasting activity. Secondly, it will get people who lead wine tasting activities to reflect on the discourse structure they often adopt and thirdly it will help buyers of winery visits and tasting activities to make better purchase decision s for their clients.

Over the past 6 years or so I have witnessed hundreds of wine tastings at wineries and I would say that easily 80% of them adopt the IRF (Initiation, Response and Feedback) discourse structure and 18% do not even create a discourse opportunity for the customer to respond to ie a monologue. The remaining 2% are what I like to call ringmasters, not necessarily cracking a whip but certainly directing and controlling a real tasting performance.

In this talk I will practically demonstrate three discourse models using wines and wine tasting note sheets which are/can be used in the tasting room and at the end of the talk the audience can give their views on each one and decide on which should be using with customers.

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13.30 – 14.30

Session 3.6

Mestral
(audience 40)

Haciendas de España – Our Wine Tourism Experience in Spain

Speaker: Jaime Boville (Haciendas de España – Salamanca)

Haciendas de España. A new World to discover. Fine Wine Estates, Wine Hotels 5*, The Wine Club, Venues, Special Terroirs and Exceptional Wines from Spain. These are the focal points of Haciendas de España, the most Innovative venture built around wine ever to come out of Spain.

Xaloc
(audience 30)

Celler Mas Foraster: apuesta por el enoturismo de una bodega familiar.

Ponente: Ricard Sebastià

Se explicará la experiencia de una Bodega familiar de la Conca de Barberà en el enoturismo durante los últimos 10 años y proponer nuevos retos para el futuro en una zona con mucho potencial vitivinícola, paisajístico y arquitectónico, pero todavía sin explotar.

15.00 – 18.00

Afternoon events

Depart 15.00

Visit of the Cava Village

Depart 15.00

Visit of the Vilarnau winery

Depart 15.30

Visit pending confirmation



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1ST WINE PLEASURES INTERNATIONAL WINE TOURISM CONFERENCE & WORKSHOP



Wine Pleasures
WINE TASTING TOURS

GENERAL INFORMATION

The 1st Wine Pleasures International Wine Tourism Conference and Workshop will be held at the Port Sitges Resort, Sitges (Barcelona), Spain (www.portsitges.com) from 24 to 27 January.

Unspoilt by the tourist boom of the 1960's, Sitges has retained that "picture-postcard" look, with narrow cobbled streets, beautiful Spanish architecture and unspoilt scenic views; a world away from the plastic and the concrete of the more traditional Spanish resorts along the Costa Brava and Costa Del Sol. With a microclimate of its own Sitges has over 300 days of Sunshine with temperatures ranging from 26 degrees to 33 degrees during the Summer months. This is Spain as it was meant to be... but even better.

Sitges has a long-standing gay appeal, being renowned as a bohemian hang-out and artist's colony since the early nineteen hundreds. Painters such as Picasso, Dali and Miro adored the town. It was also a favourite of writers, Tennessee Williams and Douglas Fairbanks. The artistic heritage lingers on in several fine galleries and art museums.

The town also boasts some stunning Cuban-style colonial architecture (built on the wealth of the sugar trade), and many grand neo-classical Catalan mansions with magnificent carved timber doors, hand-painted ceramic tile murals, and intricate wrought iron balconies, door lanterns and window grilles.

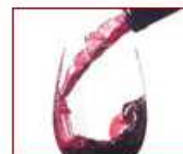
The conference promises to be exciting, interesting and useful. We will have a number of authoritative speakers and an extensive seminar programme led by hands on speakers.

Sitges is 28 kms from Barcelona and is well connected by rail and bus.

The 1st Wine Pleasures International Wine Tourism Conference and Workshop will bring together wine tourism professionals from around the world to discuss, reflect on and develop their ideas. The conference programme will offer many opportunities for professional contact and development. It involves a three-day programme of over 40 seminars, talks, workshops, panel discussions and plenary sessions. It also gives delegates a chance to meet leading authorities on wine tourism and exchange ideas with fellow professionals from all sectors of wine tourism.

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Wine Pleasures
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GETTING TO SITGES

By air

Barcelona airport (El Prat)
For Reus airport [click here](#)
For Girona airport [click here](#)

By Train - From the Airport (BCN - El Prat)

When you arrive at the airport, go through arrivals and follow the signs for the Train Station (Marked RENFE). You will see a long walkway that operates between Terminal A and B. Get on any of the trains and then get back off at the first stop, El Pratt de Llobregat station. This has been completely redesigned and is now underground. Go up the escalator, turn left and then go immediately down the next escalator. Take the train that says "Vilanova G" on the front. Watch the signs and get off at the Sitges Stop. It takes approximately 20 minutes.

Important Notes: After 10.25 p.m. or 22.25 your only option is The Mon Bus which now leaves between Terminal B & C. (see below) Or you could take a taxi, which costs approximately EUR 60.

By Train - From the Barcelona Centre

You need to get the train from Sants or Paseo de Gracia station. Journey time is 40 mins.

To get an exact timetable visit the official [RENFE](#) Site. This link will take you directly to the Barcelona timetable.

By Train - From Madrid

Frequent high speed trains (AVE) run between Barcelona and Madrid. Details can be found at www.renfe.es/ave

By Bus from the Airport (El Prat)

Getting the bus is probably the easiest way to get to Sitges. Take the 'Mon Bus' in between terminal A and B. The journey time is approximately 30 to 45 minutes depending on traffic and the time of day you arrive. The following timetables are up-to-date as of Mar 2007.

Monday to Friday - Every Hour between 07:40 and 23:40

Saturdays - Every 2 hours between 08:40 to 22:40

Sundays and Holidays/Festivals - Every 3 hours between 09:40 and 21:40.

Mon Bus Offices (Spanish Speaking): (0034) 93 893 7060.

For English Speaking Information contact the Barcelona

By Taxi from the Airport (El Prat)

Taxi's (normally Black and Yellow Mercedes) are lined up outside the arrivals hall. The average fare is approximately EUR 60 but you might find someone nice and cute to share the cost, if you are lucky. Make sure you have your destination written down clearly and hand it to the taxi driver. Otherwise he may "miss-interpret" you and take you on a round trip of Barcelona.

You then have 2 options to get to Sitges. You can take the "AutoPista" or "Por La Costa", the Motorway or via the coast road. The coast road is indeed very beautiful but can be quite a journey. The views of the Mediterranean are spectacular. Allow 40 minutes for this journey. The alternative motorway option takes 20 minutes.

By Taxi from Barcelona Centre

You can hail a taxi from almost anywhere in the city. Expect the fare to cost between EUR 60 and EUR 80. Note the two options for getting to sitges in the paragraph above.

From the Airport - Reus to Sitges

The following is based on feedback. Our recommendation is to get either the bus or a taxi from the airport to Tarragona Station.

*Times Subject to change - Mondays to Fridays: 07:25, 08:25, 09:25, 12:55, 13:55, 14:55, 17:55, 18:55 and 19:55.

Info -0034 977 770 698. - Fare EUR 3
Otherwise get a taxi - Fare EUR 15 approx

Option 1 - More trains, but one change.

At Tarragona you have two choices - Option 1 - Take the train to San Vicencs de Calders. You leave the station and go outside to the local trains platform which is in the open air. Change trains there for Sitges train (sixth stop). Trains to Sitges are every 15 minutes.

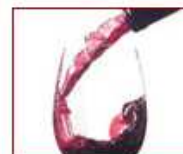
Option 2 - Less trains but direct to Sitges.

Trains from Tarragona are also very frequent. You are heading north, towards Barcelona. Buy a ticket straight through to Sitges. Prices vary in Spain depending on the type of train, so a straight through ticket is recommended. Not all trains stop at Sitges, so be sure to ask. The whole trip should be about 1 hour 15 minutes.

From the Airport - Girona to Sitges

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Tourist Office:

Barcelona Airport Tourist Office:

(0034)93 478 4704

Open from: 09:00-21:00

Take a taxi to Girona Station, from there take the train to "Sants Station". There you can catch the train to Sitges.

Trains from Girona to Barcelona takes about 1'20/1'30 h. There are a few that take just one hour. Then you have to add the Sitges train time. Expect 2'30 h. of total time, including the break between the Girona train and the Sitges one, at Sants Estació.

- Girona to Sants (Approx EUR 6).
- Sants to Sitges (Approx EUR 4.50)

Car parking

Car parking in the Port of Aigua Dolç is possible but there is a charge. At the entrance to the Port there is free parking area. If this is full then a parking space can be found on the nearby residential streets.

By Bus from Barcelona Centre

Take Bus Number N30, from Ronda Universitat near Plaza Catalunya and from Gran Via next to Plaza Espana. The bus leaves every hour on the hour up until 4am.

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ACCOMMODATION

Accommodation in the Port Sitges Resort is limited and we recommend that delegates reserve as early as possible. Accommodation reservation and payment should be made directly with the hotel. Alternative hotel options can be viewed at <http://www.sitgestour.com/jaddresses/16.html>

MEALS

The Hotel Sitges Resort will offer lunch and dinner in the restaurant but delegates must book in advance as places are limited to 80 max. The Port de Aigua Dolça has many restaurants and for proximity we recommend any and all of those open. For bocadillos the Hotel Sitges Resort .

EVENING EVENTS

A programme of evening events will be arranged for delegates during the evenings of the conference week. Activities will include wine tastings, food and wine pairing, winery visits and cultural visits.

If you would like to join forces with Wine Pleasures and sponsor an evening event, please contact us.

INTERNATIONAL DELEGATES

Delegates who require an invitation in order to make visa arrangements and other travel requirements should contact Wine Pleasures by fax on + 34 93 897 60 16 or by emailing info@winepleasures.com Please state your full name, postal address, fax number, and email address.

SPONSORSHIP OPPORTUNITIES

We are always looking for new sponsors and ideas to be sponsored to enable Wine Pleasures to host a memorable conference for delegates. If you are interested in sponsoring part of the Wine Pleasure Wine Tourism Conference, please contact us.

CANCELLATIONS & INSURANCE

Cancellations of conference registrations received before 1st December 2008 will incur a 50% cancellation charge. Cancellations after this date will not be refunded.

For equipment fee cancellations received before 1st December 2008 any banking or administration charges will be deducted from your refund. Cancellations after this date will not be refunded.

We strongly recommend that delegates purchase insurance to cover any cancellations and losses that may occur whilst they are away from home.

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DELEGATE REGISTRATION FORM

PERSONAL DETAILS

Title (Mr, Ms, Mrs..) _____ Family name: _____

First name: _____

Address: _____

Country: _____

Tel: _____ Fax: _____ Email: _____

CONFERENCE REGISTRATION FEES

Registration form & full payment received after 1st November Euros €43 + 16% tax

Single day attendance fee. Please indicate your chosen attendance day by ticking the appropriate box:

Saturday €25 + 16% tax Sunday €25 + 16% tax Monday €18 + 16% tax

TOTAL PAYABLE TO WINE PLEASURES: _____ €

METHODS OF PAYMENT

Credit card. We accept all major credit cards, excluding American Express.

Card type _____ Expiry date ____ / ____ 3-digit Security Code _____

Card Number _____ Cardholder _____

Signature :

Euro Cheque, made payable to Wine Pleasures

Bank transfer to Wine Pleasures, Caixa Penedès, Pl. Fortmico, 9 – 08779 La Llacuna (Barcelona) Spain.
IBAN: ES46 2081 0077 0033 0000 5074. All bank charges must be paid by the delegate.
Invoices will be sent via email to all delegates.



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CONFERENCE BADGE

Company where employed or other affiliation for inclusion on your conference badge. (Your name automatically appears on your badge)

Would you like your name and email address to appear in the participants' book? Yes No

CANCELLATIONS & INSURANCE

Cancellation of registration fees received before 1 December 2008 will incur a 50% cancellation charge. Cancellation of registration fees received after 1 December 2008 will not be refunded. We strongly recommend the delegates purchase insurance to cover any cancellations or losses that may occur while away from home.

Please make every effort not to leave your registration until the last minute as the Wine Pleasures Office will be fully committed to conference arrangements during December. Unless we receive your registration form and full payment by Friday 2nd January, you will need to complete a registration form and pay cash on arrival at the venue. Registrations are accepted at the conference.

Please return this form to
Wine Pleasures, C/Vino y Sol, 1 - 08779 La Llacuna (Barcelona) Spain
F. + 34 93 897 60 16 - E. info@winepleasures.com

Your registration will not be firm until full payment is received.



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