Public-private partnership as a good practice for the sustainable development of wine tourism in Chile

6 – 7 September 2018
Chisinau, Moldova
Chilean Wine
AT A GLANCE
¿What is the importance of wine for Chile?

Chile 4º world wine exporter and 1st of the new world

339 wineries

Chilean wine reaches 150 countries in the world with “Chile” brand

6 people/minute drink a glass of chilean wine in the world.

Source: ODEPA, 2018
Source: Wines of Chile, 2018
Wine tourism statistics
Evolution of tourist arrivals to Chile

Arrivals in 2017 reach 6.4 million Visitors

16.7% foreign tourists visited “Wine Routes” during their stay in Chile

Source: Study of Receptive Tourism in Airport. Sernatur – Subsecretaría de Turismo.
Wine tourism statistics

Country of residence of wine tourists (2017)

Source: Study of Receptive Tourism in Airport. Sernatur – Subsecretaría de Turismo.
Wine tourism statistics
Growth percentage of wine tourists 2016 - 2017

- **BORDER COUNTRIES**: 40%
- **BRAZIL**: 36.7%
- **NORTH AMERICA**: 11.5%
- **REST OF AMERICA**: 73.9%
- **EUROPE**: 32.2%
- **ASIA**: 107.5%
- **O. WORLD**: 21.6%
- **TOTAL**: 37.8%

Source: Study of Receptive Tourism in Airport. Sernatur – Subsecretaría de Turismo.
¿What is Wine Tourism Chile?

Public policy instrument

Based in collaborative and Associative work

For a 10-Year Sustainable Plan
Shared vision

To be an **unmissable activity** for the national and international tourists, with an integrated, diverse, sustainable, high quality and representative offer of each territory.
Governance Model

Representatives from public, private sector and academy.

PRIVATE
- WINES OF CHILE A.G. (90 COMPANIES)
- FEDETUR (1400 COMPANIES)
- MOVI A.G. (34 COMPANIES)
- COLCHAGUA VALLEY WINE ROUTE (19 COMPANIES)
- CURICÓ VALLEY WINE ROUTE (12 COMPANIES)
- MAULE VALLEY WINE ROUTE (12 COMPANIES)
- CASABLANCA VALLEY WINE ROUTE (14 COMPANIES)

ACADEMY
- TECHNOLOGICAL UNIVERSITY INACAP
- UNIVERSITY OF TALCA

ESTATE
- CORFO
- UNDERSECRETARY OF TOURISM
- SERNATUR
- PROCHILE
- FOUNDATION “IMAGEN DE CHILE”
- ODEPA

50
43
7

State  Private Sector  Academy
Evolution of Wine Tourism in Chile

- **1995**: 1st Wine Route, Colchagua Valley
- **2001**: Wine Routes: Casablanca, Curicó, Cachapoal and Maule
- **2005**: Hotel Investments and other associated services
- **2012**: Wines of Chile / Wine Tourism Public Good
- **2013**: Casablanca Valley - Great Wine Capitals
- **2016**: Public – Private Program Wine Tourism Chile
- **2017**: World Wine Tourism Conference - UNWTO
- **2018**:
- **2019**:

Public-private partnerships since 1995 - Regional Cooperation
Roadmap

**AXES**

- Investment and competitiveness
- Human Capital
- Sustainability

**OBJECTIVES**

- Offer
  - Promote product diversification.
  - Strengthen business and human capital capabilities.
  - Increase levels of sustainability and quality as a differentiating element.

- Market
  - Design and implement articulated and integrated strategy of promotion, marketing and market intelligence. Increase the penetration of wine tourism in the national market.

- Integration
  - Strengthen public-private coordination.
Progress
Sustainability Code – Wines of Chile

- 50 wineyards and 14 producers are certified under the Sustainability Code.
- Green (wineyards), Red (process) y Orange (social).
- Recognized internationally.

Incorporate wine tourism criteria into the Wines of Chile Sustainability Code.
Transfer of capabilities

- Wine Tourism Guide Course.
- B - Learning Course.
- Strengthening wine tourism Entrepreneurs.
Wine tourism positioning strategy

- Communication Campaign Design.
- Design of the storytelling of Wine Tourism in Chile.
- Design and implementation of Media Plan for Wine Tourism in Chile.
Thank you

See you in Chile Next Year!!