Vineyarding in Mendoza

In the Clouds of Malbec
3rd UNWTO Global Conference on Wine Tourism

1st UNWTO Global Conference on Wine Tourism

2nd UNWTO Global Conference on Wine Tourism
ARGENTINA
5th World Producer
190 wineries in 9 regions

Wine tourism is today one of the main tourist products of the country and have shown greater dynamism in recent years.

MENDOZA

- Produces more than 70% of the national wine
- Great Wine Capitals
- The destination receives approximately 3.5 million visitors
- 160 wineries open for tourism
- About 1 million wine tourists
- 22% of foreign tourists
- More than 1000 experiences in the wineries
- Annual growth of 7%; because of the extraordinary investment and private creativity
- More than 150 million USD of invoicing
MISSION
sustainable
development

VISION to extend
the benefits to the
local community,
and improve the
visitor experience

We chose an icon that would allow us to show our reality and experience it.

Water - Land
Backpack
Fruits like Quince, Nuts and Damask,
Olives
Music and Traditions
Local artist and wellness tourism

WE CREATE A VIRTUOUS CIRCLE, WITH AN INNOVATIVE METHOD, LOOKING FOR THE FUTURE
The wineries are the link that connects nature, communities and all the expertise offered to the visitor.
Water
Land
Backpack
Quince, Nuts and Damask Olives
Music and Traditions

In the landscape
In the wellness center
In the hotel
In the restaurant

with the producer in the cellar
in the market in the shop with the local artist

beautiful experiences allowing sustainable development

In the landscape In the wellness center
• We design 8 programs, each of them with 9 activities
• Between 3 to 4 days, at an average of 200 USD per day
• It allows us to involve the local community, its landscape, with culture and identity

After the application of the new methodology, we established a protocol, we make the products and we consolidate the groups

The next stage is to position and sale it in the global market, control for constant improvement and the expansion in our country
GRACIAS MOLDAVIA
GRACIAS OMT

We work for a better world
We look forward to see you in

MENDOZA

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