Wine Tourism

It’s not only tasting the wine

Per Karlsson, BKWine

– BKWine Tours – BKWine Magazine –
Who am I?

Per Karlsson, co-founder of BKWine with Britt Karlsson.
(Swedish living in Paris)

• Wine Travel & Tourism, BKWine Tours
  – 30 wine tours / year
  – Personally visit 200-300 wineries / year
  – France, Italy, Spain, Portugal, Austria, Chile, Argentina, South Africa, Croatia, Germany...

• Wine Journalism
  – BKWine Magazine
  – Forbes.com

• Wine Writing & Photo
  – 10 wine books
The “classic” winery visit

Visitors taste wines in a tasting room.

And maybe:
• Visit the wine cellar
• Take a look in the vineyard

That’s it???
In the vineyard

• Harvest your own grapes

• Learn how to prune

• Learn how to identify grape varieties
In the vineyard (2)

• Botanical vineyard walk

• “Petit train” through the vineyards

• Discover biodynamic preparations
In the Wine Cellar

• Taste from barrels

• Taste from tank
In the Wine Cellar (2)

• Sort grapes
• Punch down the “cap”
• Blend your own wine
A Wine Tourism Menu

The only limit is your imagination and your enthusiasm

- “Classic” visit and tasting
- Barrel or tank sample tasting
- Technical tastings (grape varieties, barrel styles, “vins clairs” still wines to become sparkling...)
- Blending workshops, “make your own wine”
- Vineyard visits
- Vineyard walk with plant demonstrations, soil types...
- Grape variety demonstration in the vineyard
- Pruning demonstration
- Participate in the harvesting of the grapes, “your own harvest”
- Try your hands at punch-downs
- Look into fermentation tanks
- Food and wine pairing
- Lunch in the vineyard
- Demonstration of biodynamics (preparations, dynamisation...)
- Aroma guessing game (type “Le Nez du Vin”)
- Blind tasting
- Tasting of “older” vintages or unusual wines
- Wine shop, gift shop
- .......

People who come to your winery they want to know and learn!
The 4 different types of wine tourism

• “Open Door”
  – Receiving people for wine tastings and cellar visits

• “Edutainment”
  (education+entertainment)
  – Blending session, harvesting workshop, vineyard nature walks, cooking class...

• “Disneyland Wine Tourism”
  (without meaning to be negative)
  – Big budget projects, often with mixed contents for general tourism; restaurant, hotel, museum...

• “Eventification”
  – Wine Festivals, Fête du Vin, Gastro-Walks, Village Harvest Festival
It is very simple, in a way

Wine tourism is not really – or at least not only – about wine!

It is about giving people a memorable and personal experience!

It is very easy to start. You don’t need money. You only need 3 things:
• To WANT to receive visitors and to share, and set aside time to do it
• Good tasting glasses

...and...

• Clean WCs
After all... This is what counts!
Want to know more?

www.BKWineTours.com

Thank you!
Per Karlsson, BKWine
per.karlsson@bkwine.com