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CAPE WINELANDS WINE TOURISM MISSION





AZORES

MADEIRA

ABOUT THE PORTUGUESE DELEGATION

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Turismo de Portugal

Tutorship by the Secretary of State for Tourism, Turismo de Portugal is the National Tourism Authority responsible for the promotion, qualification and sustainability of tourist activity, assembling all the institutional competencies related to the boosting of tourism, from supply to demand.

With a privileged relationship with other public entities and economic agents in Portugal and abroad, Turismo de Portugal is committed to strengthening tourism as one of the main engines of growth of the portuguese economy, and is currently committed to implementing the 2027 Tourism Strategy (ET27).

Turismo de Portugal is, for the second consecutive year, the Best Tourism Authority in the World working for the Best Tourist Destination in the World. This award is shared with all the operators in the sector - public and private, since each one in their respective areas of action has made a relevant contribution to the overall success.



Porto and the North



The destination Porto and North of Portugal is no doubt a paradise for lovers of gastronomy and wines.

Wine is definitely the product that has come to capture the world's attention, emphasizing the diversity and quality of its terroirs that are confined to four regions: Vinho Verde, Douro / Porto, Távora and Varosa and Trás-os-Montes. The Port Wine is an exclusive of this region and Portugal, produced in the most ancient demarcated and regulated region of the world - the Douro, dating from the 18th century. XVIII, and the Vinho Verde, with highlight to the Alvarinho, whose demarcation dates from 1908.

The North of Portugal is alive and the pulsation of contemporaneity is recognized by international institutions, highlighting the Wine Spectator that classified our wines as the top 4 of the 100 best in the World. The region is also constantly reinventing itself with new producers and new concepts. One of the most exciting is the "winery boutique" followed by Quinta do Vale dos Ares in the sub-region of Monção and Melgaço and which consists of betting on the small production.

The vineyard universe of Porto and North of Portugal invites you to visit the places where the wine is produced - the country house. Here, too, begins the history of the region. Its architectural morphology is in transformation. About the baroque of the 18th century is a contemporary aesthetic that reaffirms the importance of this region as a source of artistic and cultural inspiration. The "Quinta do Portal" is a beautiful example! Here, the Architect Álvaro Siza Vieira inaugurated a new speech in the vernacular architecture of Douro.

Also the new Quinta da Pedra winery in Monção is an excellent example of dialogue between the past, the present and the future, inspired by the Monção Walls. The farms are attentive to their needs and have been introducing new functions such as accommodation and wine-tasting and selling areas allied to aesthetics. Worthy of your attention is the Quinta do Vallado, Peso da Régua, Quinta da Pacheca in Lamego, Quinta do Nossa Sra. Do Carmo in Sabrosa, or the Quinta do Pêgo in Tabuaço are some examples.

The Tourism of Porto and North of Portugal

with the head office situated in Viana do Castelo is the official regional entity responsible for the management and promotion of tourism in the northern region, covering 86 municipalities.

Its objective is focused on valorising and developing the tourism potential of the region, being the holder of a wide variety of natural and patrimonial resources that are affirmed by its differentiation in four sub-destinations: Porto, Minho, Douro and Trás-os-Montes.

The Tourism of Porto and North of Portugal has as an area of activity in terms of tourism promotion the Iberian market (Portugal and Spain), participating in a wide range of Tourism Fairs and by organizing a set of roadshows, promotional actions, Press Trips and Fam trips and other actions that are directed towards attracting and retaining new segments of tourism demand to the territory.

Centro de Portugal

A genuine travel in time. At Center of Portugal you will find those timeless places, where you can only hear the silence. The eternal glacial valleys of Serra da Estrela, the light-bathed Aveiro Lagoon - "Ria de Aveiro" - the majestic design of Côa Valley, protected ecosystems, breath-taking natural parks and several walking trails to discover, either on foot or by bike! Under an absolutely blue sky.

And because life is too short not to fall in temptation, Center of Portugal invites you to celebrate the noble wines of Dão, Bairrada, Beira Interior, Tejo and Lisbon wine regions, combines with the most mouth-watering and indisputable gastronomic specialties, such as Serra da Estrela cheese or the delicious suckling pig of Bairrada.

Inspiration in white, red and sparkling! Wines at Center of Portugal:

Beira Interior DOC

Denomination of Controlled Origin since November 2nd 1999.

16.000 hectares at the heart of Center of Portugal between the Douro and Tagus rivers, near the border with Spain.

Demarcated Region of Dão

20.000 hectares of vineyards protected by the Mountains of Caramulo, Buçaco and Estrela. A long history of excellence wines since 1908.

Demarcated Region of Bairrada

10.000 hectares very close to the sea, dominated by Baga wine variety. Producing sparkling wine since 1890.



The Region of Centre of Portugal is situated between the two major Portuguese cities: Oporto and Lisbon. So, when Tourism Center of Portugal determined its brand and marketing plan, the strategy was to think of the "Center" as the place where everything comes together in a perfect way: the North encounters the South; the country encounters Spain and the Atlantic; the sea encounters the mountains and the mountains encounter the sky; the mind tourism encounters the body tourism and the spirit tourism. "Center" is the great aggregator of the regional identity of one hundred cities, a heterogeneous territory from geography to economy and the need to join all of this together in a mobilizing proposal; and a great aggregator of the touristic offer diversity, offering a set of multiple niches, where tourists that search specific experiences could complement their stay with other activities during the visit. Being the largest and most diverse national tourist region, assumed itself as a priority brand, positioning "Centre of Portugal" through two priority bets, "Culture, History and Heritage" and "Health, Wellness, Nature", and two additional bets, "Scientific and Technological Tourism" and "Residential Tourism and Lifestyle Migration".

Lisbon Region

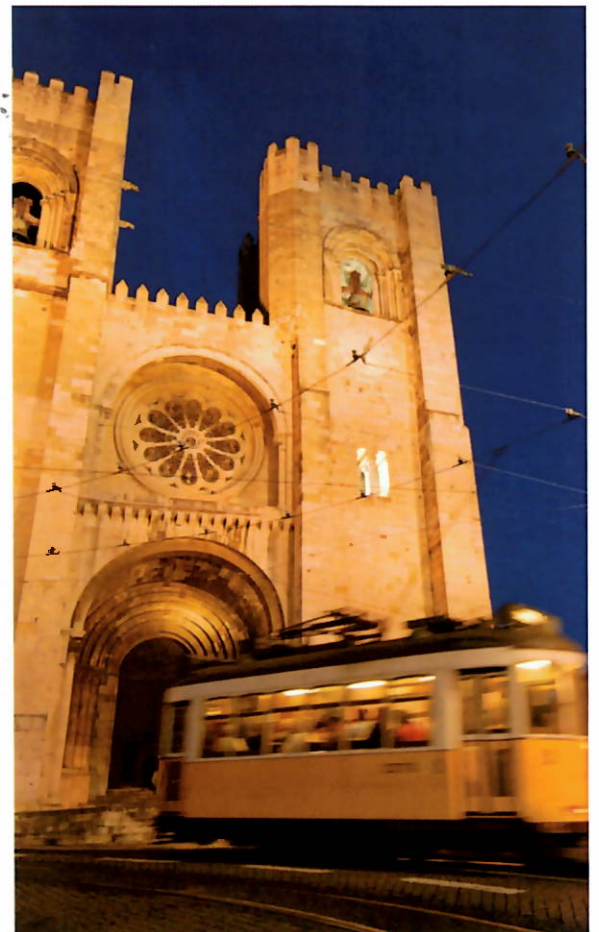
Very close to Lisbon there are two wine regions that are distinguished by their unique and historic wines.

North of Lisbon one can discover Bucelas, Carcavelos and Colares. This Route is able to present a variety of wines ranging from the red Colares wines aged in wood casks, to the fruity whites or the sparkling wines of Bucelas and the ambivalent generous Carcavelos wine, which can be drunk both as aperitif or digestif.

South of Lisbon is the location of the Península de Setúbal Wine Route, where the wineries, vineyards and places are closely related to the wine, lasting in the roots of the people and in the memories of generations. The fortified wine Moscatel from Setúbal is the ex-libris of this region. But the fruity white wines, young rosés, full-bodied reds Castelão and sparkling and spirits wines are also of recognized quality.

Lisbon Tourism Organization includes 18 municipalities that together are Lisbon metropolitan area territory.

Lisbon Tourism Organization is a Public Service agency with responsibility for implementing strategies to grow the visitor economy and maximize the competitiveness of Lisbon's tourism sector. Working on new offers and the tourism development of "less obvious" areas within and around the city of Lisbon is part of a touristic strategy for the Lisbon region.



Alentejo

With a tradition of growing wine grapes for over 2000 years, the Alentejo still preserves some of the ancient roman winemaking methods, such as the production of wine in earthenware vessels (talhas). This region grows unique vine grapes varieties and it has the second largest area of vineyards in Portugal (23.879ha). The region's production has successfully combined tradition and technology for top quality wines.

A variety of wine related experiences, as diverse as wine tastings, guided tours to the winery and vineyards, harvest activities, carriage rides, ballon rides, events and heritage visits are provided by professional wineries, some with restaurant and accommodation. The Alentejo offers a wide array of wineries, in a set of unique landscapes, small villages, historic towns, tradition, excellent food and warm hospitality of the locals.

Turismo do Alentejo ERT is the official tourism board for the Alentejo and Ribatejo region, which corresponds to about 40% of the national territory.

It is responsible for promoting tourism in the region and driving the overall strategy for tourism development.

Among other competences, we can highlight the following: preparation of plans for boosting tourism; implementation of a communication and marketing strategy; support and organization of events with touristic content; management of the tourist observatory; participation in the national and regional strategy for external promotion; editing of touristic publications; establishment of partnerships with local authorities for the implementation of integrated projects and programs to promote tourism.



Algarve

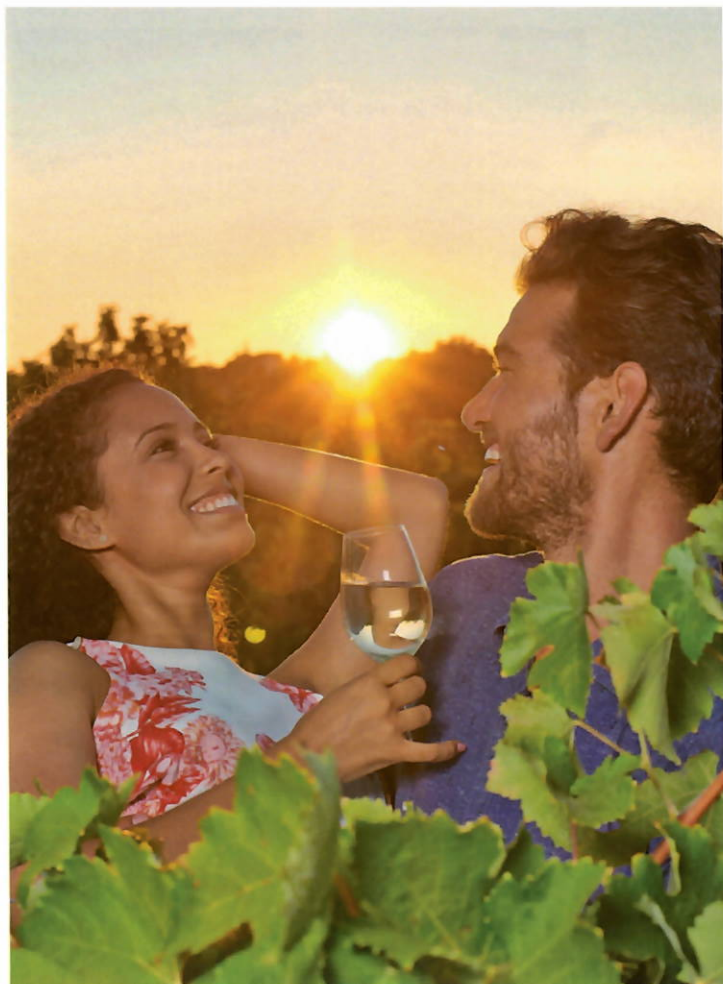
The Algarve is a land with deeply-rooted wine-growing traditions and, in recent years, our wines have gained new admirers, as well as winning awards and honourable mentions. Fruit of the Sun and the Soil, the wines of the Algarve are an immensely rich legacy and one of the best ways of discovering the region's diversity, history and culture. This is a key sector for the destination due to its considerable potential to attract tourists and new visitors, especially to areas where tourism tends to be lighter, and at times of year that help attenuate seasonality.

The Algarve Tourism Board has put wine, along with gastronomy and heritage, at the centre of its marketing strategy, as a priority product for the development of local tourism.



The Algarve Tourism Board is a legal person governed by public law, covering an area corresponding to the 16 municipalities of the Algarve and enjoying administrative and financial autonomy, as well as ownership of its own assets.

Its mission as regional tourism management organization is to promote the development of tourism in the Algarve, through the improvement and qualification of the territory and the promotion of the region as a tourist destination, in cooperation with the public and private sectors, for the benefit of the economy and quality of life in the region and the country as a whole.



Azores

Wine tourism, as a tourist product in the Azores, assumes nowadays an increasingly important role, due to the expansion of the wine sector in the last years. We have been assisting to a bigger effort in preserving its authenticity, in order to increase the winemakers' productivity. We have also assisted to an increase of its visibility as driving element of the Regional tourism. There are 37 certified wines, 14 winemakers, three fine grape varieties: "Verdelho", "Azores Arinto" and "Pico Terrantez" and three quality-producing regions: Biscoitos (Terceira Island) and the islands of Graciosa and Pico, where the production of certified wine with designation of origin and geographical indication has been increasing significantly, in the last years, mainly since 2004, with the classification of Pico's Vineyard Culture as World Heritage by UNESCO. At the same time, and after several distinctions and prizes, Pico wines have been increasing their notoriety, within the context of the regional tourist supply, as far as gastronomy and wines concerns.

The Regional Secretariat for Energy, Environment and Tourism is the Azores Regional Government's department responsible for the definition and execution of the actions necessary for the fulfilment of the regional policy within different areas. These areas are energy, environment, valorisation and territory planning, protection and water resources valorisation, biodiversity, conservation and protection of the natural heritage and prevention and management of wastes and tourism. On the other hand, the Azores Regional Directorate for Tourism's mission is to contribute to the definition and execution of policies of support for the tourism sector, namely in what concerns infrastructures and planning, as well as structuring and qualifying the tourist products supply, aiming at the consolidation of a sustainable tourism.



Madeira



Madeira Island has an area of 732 Km² with approximately 500 hectares of grape growing. It forms a unique landscape. In Madeira, "Small is beautiful" since the sharp hilly terrain and small fragmented land holdings are even today, all done by hand. Madeira Wine has centuries of History inside a bottle and tourists are eager to "savour" new experiences and to discover the destination's History and Culture. For example, it was the chosen wine to toast USA's Declaration of Independence by the Founding Fathers.

There are eight producers of Madeira Wine, 2.150 grape growers, with big social impact. In 2018, the commercialisation of this fortified wine was 3,37 million litres, EU represented a market share of 77,5%, Portugal, a share of 18%, also with countries like Japan (7,9%) and USA (6,4%).

Madeira Island Tourism Board, directed by the Regional Secretariat for Tourism and Culture, is an official Regional Government Department whose mission is to study, coordinate, promote, carry out and monitor the tourism industry, aiming sustainable regional development. The Archipelago of Madeira is comprised by a group of 4 islands: Madeira, Porto Santo, Desertas and Selvagens, the first two are inhabited, circa 270,000 inhabitants, and can be accessed via Cristiano Ronaldo's International Airport and Porto Santo Airport. Statistically, Madeira Islands registered, in 2017, a total of 7,5 M overnight stays, about 1,5 M guests, hotel and tourism revenue of 405,5 million euros. Awarded by World Travel Awards five times as "Europe's Leading Island Destination" and three times "World's Leading Island Destination".

ViniPortugal

ViniPortugal is the Interprofessional Association of the Portuguese Wine Industry and the entity managing the brand Wines of Portugal. Its aim is to promote the image of Portugal as a wine producing country par excellence by valuing the brand Wines of Portugal.

Founded in 1997 as a private non-profit association, it groups leading associations and professional organizations representing the trade (ANCEVE and ACIBEV), production (FENAVI and FEVIPOR), cooperative wineries (FENADEGAS), distillers (AND), farmers (CAP) and demarcated regions (ANDOVI).

Through ViniPortugal, the brand Wines of Portugal is consistently present in 4 continents and 14 strategic markets. With an annual investment of around 7 million euros, ViniPortugal carries out over 100 annual Portuguese wine promotional actions involving around 370 national wine producers.



Associação das
Municípios do Vinho

Association of Portuguese Municipalities Wine (AMPV)

The Association of Portuguese Municipalities Wine, was created on the 30th of April 2007 and presents itself as the promoting entity of the associated municipalities with a strong wine production tradition, representing mostly wine regions of the country including the islands of the Azores and Madeira.

It develops several actions and activities of common interest among the associated municipalities, namely at local, national and european levels being its main mission the affirmation of the cultural and historical as well as patrimonial, economic and social identity of the regions and its own territories linked to quality wine production.



Portuguese Association of Wine Routes

The Portuguese Association of Wine Routes was created on May 6th, 2014 and resulted from a project driven by the Portuguese Municipalities Wine Association, with the aim of promoting wine tourism, based on an integrated promotion of the Wine Routes.

The Association's mission is to support regional wine routes in the organization of regional/local wine tourism supply and the wine and tourism sectors. Also includes associations linked to gastronomy and hospitality from different regional Tourism Organizations.

Among its strategic objectives, the Association intends to establish itself as a reference in the promotion and enrichment of wine tourism in Portugal, able to mobilize and represent the whole of the national supply.



European Wine Cities (RECEVIN)

The union and the strength of the European Wine Cities (RECEVIN) is the tool that we have to defend with one voice the interests of the European local administrations economically linked to the wine. At the same time it provides a common platform to exchange experiences, contacts and partnership.

RECEVIN has the support of the National Wine Associations present in most of the 11 country members of the network (Germany, Austria, Bulgaria, Slovenia, Spain, France, Greece, Hungary, Italy, Portugal and Serbia), that result in the strength of nearly 600 cities across Europe.

Objectives of the network

European Wine Cities were provided, in 2000, with this promotional tool and work together in order to:

- Make Lobby
- Promoting Wine Tourism
- Develop Projects
- Knowledge exchange process
- Spread other approaches, realities and trends
- Disseminate the Activities of the Territories

We count on the support of European Wine Cities and the ability to work together to continue making known the concerns and needs of the wine territories and to strengthen the voice of the wine cities in Europe.



5th UNWTO World Wine Conference

Reguengos de Monsaraz / Alentejo / 2020

Reguengos de Monsaraz is a municipality of the Alentejo Region (southern Portugal) that will be responsible for the organization of the Fifth World Wine Tourism Convention in 2020, following the recent decision of the WTO - World Tourism Organization and the attribution of the Portuguese Government (State Secretary of Tourism).

You are invited!



