“New Opportunities and Challenges in WineTourism”

The consolidation of wine tourism in the Vale dos Vinhedos "Vineyards’ Valley", Rio Grande do Sul, Brazil.

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Localization
Localization
Localization
Localization
Bento Gonçalves

- Italian Immigration on XIX
- Population: 102 mil inhabitants

2009
### Representation in the economy:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRY</td>
<td>70%</td>
</tr>
<tr>
<td>SERVICES</td>
<td>22%</td>
</tr>
<tr>
<td>COMMERCE</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Socioeconomic overview of Bento Gonçalves / Rio Grande do Sul - Brazil - 2009
### Number of Industries:

<table>
<thead>
<tr>
<th>INDUSTRIES</th>
<th>QUANTITY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WINERIES</td>
<td>49</td>
<td>4.23 %</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>255</td>
<td>22.02 %</td>
</tr>
<tr>
<td>METALLURGICAL</td>
<td>296</td>
<td>25.56 %</td>
</tr>
<tr>
<td>CLOTHING</td>
<td>124</td>
<td>10.71 %</td>
</tr>
<tr>
<td>FOOD &amp; BEVERAGE</td>
<td>47</td>
<td>4.06 %</td>
</tr>
<tr>
<td>OTHER</td>
<td>387</td>
<td>33.42 %</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1158</td>
<td>100 %</td>
</tr>
</tbody>
</table>

Source: Socioeconomic overview of Bento Gonçalves / Rio Grande do Sul - Brazil - 2009
Vale dos Vinhedos “Vineyards’ Valley”

O solo de terreno, assim como os Concursos Reguladores da Indicação Geográfica Vale dos Vinhedos, é garantia de presença. Sendo assim, existem os terros de vinhas, com a terra procurando o Vale dos Vinhedos e regarfolhando na sua origem. Além disso, destacar-se-á a quefias, sua finalização feita por um grupo de especialistas com o socorro da EMBRAPA e da APVIPA.

A finalização do procedimento Vale dos Vinhedos (VVV) e garantia de origem, com qualidade de Vale dos Vinhedos.
Vale dos Vinhedos  "Vineyards’ Valley"

- 182,229 tourists  2009
- 31 wineries
- 39 other tourist services (crafts, restaurants, dairies, hotels and hostels)
- 6,2 million liters of wine
Vale dos Vinhedos "Vineyards’ Valley"

- Tourism accounts for 25% of the revenue of the wineries
Vale dos Vinhedos  "Vineyards’ Valley"

History
• Embryonic stage,
• Growing stage,
• Consolidation stage.
Vale dos Vinhedos  "Vineyards’ Valley"

Embryonic stage
- 1930 – 1970
- fairs
- Agroindustrial exhibitions
Vale dos Vinhedos  "Vineyards’ Valley"

Growing stage
• 1970 – 1995
• Fairs - First National Wine Festival
• Exhibitions
• Visit wineries family
• Associations
Vale dos Vinhedos "Vineyards’ Valley"

Consolidation stage

- 1996...
- Regional celebrations
- Structuring of the wineries and restaurants for the tourist service
- Professional training
- Events Calendar
- New associations
- Environmental concern
- Origin Idication
- Researchs
# Tourist Profile

<table>
<thead>
<tr>
<th>Variable</th>
<th>Percentage</th>
<th>Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Origin</td>
<td>46%</td>
<td>Rio Grande do Sul</td>
</tr>
<tr>
<td>School level</td>
<td>85%</td>
<td>Graduation or Post-Graduation</td>
</tr>
<tr>
<td>Time of Permanence</td>
<td>70%</td>
<td>1 or 2 days</td>
</tr>
<tr>
<td>Wau of Traveling</td>
<td>79%</td>
<td>With spouse or families</td>
</tr>
<tr>
<td>Age</td>
<td>30%</td>
<td>From 31 to 40 years old</td>
</tr>
<tr>
<td>Gender</td>
<td>54.20%</td>
<td>Male</td>
</tr>
</tbody>
</table>
## Tourist Motivation

<table>
<thead>
<tr>
<th>Motivation</th>
<th>High interest</th>
<th>Reasonable interest</th>
<th>Few interest</th>
<th>None interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wineries</td>
<td>73.08%</td>
<td>21.54%</td>
<td>3.85%</td>
<td>1.54%</td>
</tr>
<tr>
<td>Relex</td>
<td>49.23%</td>
<td>28.46%</td>
<td>21.80%</td>
<td>22.56%</td>
</tr>
<tr>
<td>Regional enogastronomy</td>
<td>80%</td>
<td>16.92%</td>
<td>2.31%</td>
<td>0.77%</td>
</tr>
<tr>
<td>Buy wines</td>
<td>43.08%</td>
<td>33.08%</td>
<td>20%</td>
<td>3.85%</td>
</tr>
<tr>
<td>Landscape</td>
<td>66.15%</td>
<td>26.92%</td>
<td>5.39%</td>
<td>1.54%</td>
</tr>
<tr>
<td>Leisure</td>
<td>42.31%</td>
<td>36.92%</td>
<td>14.62%</td>
<td>6.15%</td>
</tr>
<tr>
<td>Study of tipology of grapes and wines</td>
<td>63.08%</td>
<td>24.62%</td>
<td>10.77%</td>
<td>1.54%</td>
</tr>
<tr>
<td>Improvement in tasting</td>
<td>51.54%</td>
<td>30.77%</td>
<td>13.08%</td>
<td>4.62%</td>
</tr>
<tr>
<td>Grape cultivation</td>
<td>46.15%</td>
<td>32.31%</td>
<td>16.15%</td>
<td>5.39%</td>
</tr>
<tr>
<td>Local History and Culture</td>
<td>50.77%</td>
<td>33.85%</td>
<td>13.85%</td>
<td>1.54%</td>
</tr>
<tr>
<td>Know new people and places</td>
<td>43.08%</td>
<td>30%</td>
<td>19.23%</td>
<td>7.63%</td>
</tr>
<tr>
<td>Have different activities</td>
<td>68.46%</td>
<td>21.54%</td>
<td>6.15%</td>
<td>3.85%</td>
</tr>
</tbody>
</table>
We can say that the tourism has an important role in the development of the region of the "Vineyards’ Valley" but the wineries doesn’t depend on the tourism revenue.
• The qualification of the grape and wine products also took place independently of the tourist process and was not noticed a direct relationship between the expansion of the flow of visitors or the Origin Indication
Nowadays...

Positive points:
Most of companies belong to local residents
Third and fourth generation working in family businesses
Training and Qualification
Associations
Certification - Origin Indication
Nowadays...

Challenges:
- Include the local community
- Stop property high prices
- Increasing the local supply services
- Use the local knowledge
- Local culture as tourist attraction
Nowadays...

**Challenges:**

- Sustainable tourism
- Tourism experience
- Good relation between associations
- Stod the mass tourism
- New local investors
- More Researchs
Some Cases...
THANK YOU VERY MUCH
MUCHAS GRACIAS
MUITO OBRIGADA

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