

# VIN' EVENTS

AGENCE ÉVÈNEMENTIELLE AU SERVICE DU VIGNERON

G R O U P E V I N O M E D I A

## PRESS KIT

### First International Wine Tourism Fair



15, 16 and 17 May 2009



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**VIN'EVENTS - GROUPE VINOMEDIA**

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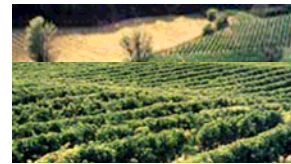
### Why an International Wine Tourism Fair?

#### Wine Tourism : A rapidly growing field for both Wine and tourism industries

One out of three tourists visiting a historical Wine-producing country declares that one of its motivations to visit this country was the Wine-production and more generally the local gastronomy.

The reason is that Wine-producing areas have the three main assets of a full tourism offer:

- The representation of a typical *art of living*
- Diverse **cultural heritage**
- **Beautiful landscape**



While opening their doors to the tourists who are keen to learn about the local Wine and the typical soil, winemakers tend to improve the image of their product. In addition, a direct sale that follows the visit of the Wine warehouse or the cellar is always more valuable. For winemakers, Wine tourism is an efficient way to develop customers' loyalty. (88% of the Wine tourists claim to purchase Wine after their visit).

Wine tourism is also an important market area for the tourism industry. Indeed Wine tourism matches the current trend of world tourism:

- Tourists are looking for genuineness and conviviality
- Stays' shortening
- Theme-oriented holidays
- Tourists want to learn about Wine, product that has become a synonym of pleasure.



There is a large range of Wine tourism activities in France:

- 5 000 cellars, properties and castles are open to the public
- 7.5 million visitors a year (including 2.5 million foreigners)

Wine tourism activities are diverse but still underdeveloped in some countries due to a high complexity, a lack of clarity and the existence of barriers between the Wine and tourism industries.

It is vital to organise a Wine tourism fair in which the different operators of this industry can meet each other and think about possible collaborations.

Until now, there was no fair about Wine tourism with an international dimension.

That is why in 2008, Vinomedia, aware about the challenge that Wine tourism represents for both industries, decided to innovate with the creation of :

### The first International Wine Tourism Fair (SILOT in French)

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## G R O U P E V I N O M E D I A

**Open to the general public and professionals, this fair will promote the Wine cultural heritage**

On the 15, 16 and 17 May 2009, during the first International Wine Tourism Fair (SILOT) Vin'Events (Vinomedia's subsidiary) will bring **100 exhibitors** together, representing a large range of French and European vineyards.

### *Target audience*

The main objective of the SILOT is to show how diverse is the Wine tourism offer.

Vinomedia decided to open the fair to the general public because it is the opportunity to reveal a large popular demand in Wine tourism. Once this demand is established, people from the tourism industry will consequently develop the activity related to Wine tourism.

Besides, professionals from the tourism industry (tour operators, travel agencies etc.) are invited to this event. They will be interested in the different lectures that will be provided during the fair. Moreover, they will meet the exhibitors and have the opportunity to make contacts and imagine new partnerships.



### *Journalists and professionals are welcome*

Everyone will discover the whole Wine tourism offer in the same place.

## G R O U P E V I N O M E D I A

*100 exhibitors representing the whole Wine tourism offer*

The fair will bring 100 exhibitors together from French and European vineyards.



### Wine-producing areas on the fair

ALSACE  
BEAUJOLAIS  
BORDEAUX  
BURGUNDY  
CHAMPAGNE  
JURA  
LANGUEDOC-ROUSSILLON  
PROVENCE  
SOUTH-WEST OF FRANCE  
LOIRE VALLEY  
RHÔNE VALLEY

### **Special Guests :**

**SUISSE**  
**ITALIE avec la Toscane**

### **Exhibitors' activities :**

- ◆ Wine industry inter-branch organisations (Bureau interprofessionnel des Vins du Centre, etc.)
- ◆ Registered Designation of Origin associations (Maison des Sancerre, etc.)
- ◆ Tourism Centres (Offices de tourisme de Champagne)
- ◆ Administrative tourism organisations (CRT d'Alsace, CDT de l'Aude, etc.)
- ◆ Cellars, properties and castles welcoming visitors (La cave coopérative des vigneronns de Beaume de Venise, la Cave Balma Venetia, Domaine Arnaud de Villeneuve, Maison Lorgeril...)
- ◆ Hotel businesses (Châteaux et Demeures de tradition)
- ◆ Wine tourism organisations (Giroud Wines Wineries in Switzerland)
- ◆ Museums

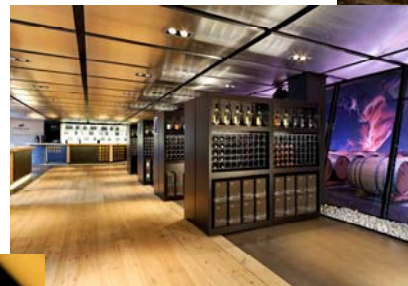
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## G R O U P E V I N O M E D I A

### A large range of services :

- ◆ Wine tours
- ◆ Hotel services in the vineyard
- ◆ Short stays in the Wine-producing area with organisation of walks in the vineyard
- ◆ Cellars and Wine warehouses visits
- ◆ Oenology courses
- ◆ Museums and ecomuseums of Wine
- ◆ Festivals and local fairs
- ◆ Wine tasting and gastronomic holidays



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## G R O U P E V I N O M E D I A

### *Outcome of the fair*

Every one will be interested in visiting this fair:

- The general public will find new ideas for their future holidays. Additionally, several lectures will give people the opportunity to improve their knowledge about Wine in general and about the Wine-producing areas.
- VIP areas for people in the trade and the press, so that they will attend lectures, make contacts and plan new collaborations.
- Exhibitors will have a chance to compare their offers and think about possible partnerships.
- Wine-producing areas represented by the exhibitors will promote the image of their region. Moreover they will have the opportunity to meet their customers directly in order to adapt their offer and to develop their customer base.



## SILOT : Details of the event

### Why an International Wine Tourism Fair in Lyon ?



Lyon is the crossroad of 6 famous French Wine-producing areas. Furthermore, its reputation of **world capital of gastronomy** makes this city the best place for an event dedicated to the promotion of a typical art of living in a tourism offer.

Besides, Lyon's international ambition has been confirmed by various local projects such as the construction of the *Cité International* (where Interpol is settled) which makes Lyon an important centre attracting lots of business travellers.

The fair will take place in :

**Centre des congrès de L'Espace Tête d'Or**

103 Boulevard Stalingrad – 69100 LYON VILLEURBANNE

This convivial and luminous space has a floor area of 2 400 m<sup>2</sup> and a 200 places car park to welcome both visitors and exhibitors in the best conditions.

### 15, 16 and 17 May 2009 : a strategic date

Just before the summer, visitors will find original ideas to plan their holidays.

On the other hand, the end of May is an intense period of business activities. Therefore, many business travellers visiting Lyon during this period will feel enthusiasm about visiting an International Wine Tourism fair.

#### Timetable

- Friday, 15<sup>th</sup> May: from 10.00 to 20.00
- Saturday, 16<sup>th</sup> May: from 10.00 to 20.00
- Sunday, 17<sup>th</sup> May: from 10.00 to 18.00

### The Fair's features

In order to make the visit convenient, the **100 exhibitors** will be placed in accordance with their geographic origin. This kind of organisation enables the regions to present the large variety of their Wine tourism offer.

Three **lectures** a day will be provided by some exhibitors (Black Wine of Cahors) on various topics including **Wine tasting**, which will make the event more dynamic and interactive.

At the entrance of the fair, each visitor will be given a **guidebook** including a presentation of the exhibitors and their Wine-producing areas.

During the fair, this guidebook will help the visitors to organise their visit and to find the stands they are looking for.

After the fair, the Wine tourists will find details about the Wine-producing area that they appreciated on the fair.

The whole accurate information for holiday planning can be found in this guidebook : description of the offer, how to go to the vineyards, names and addresses etc.

This guidebook will make the exhibitors' participation durable.



### Communication Plan

We adapted the communication plan to the importance of this event.

**Our goal is to attract at least 15 000 visitors!**

#### Communication Plan

- Press release distribution during 1 year  
Target audience: 1 000 journalists from Wine newspapers in the world
- Information about the fair is available online :  
[www.vinomedia.fr](http://www.vinomedia.fr)  
[www.winetourisminfrance.com](http://www.winetourisminfrance.com)
- A virtual fair, including photos and videos, will be available from the same websites
- Mailing campaign to Wine amateurs and more generally people interested in Wine and tourism (50 000)
- E-mailing campaign in Rhône-Alpes (French region)
- Edition of the fair's guidebook (10 000 units), which will be sent to professionals upon request
- Special invitations to the fair will be sent to professionals (from the Wine and tourism industries) and journalists.
- Faxing campaign in Rhône-Alpes

### Partnerships

Our partnerships with newspapers will guarantee an excellent visibility of the fair:

- The main Press group of Rhône-Alpes (French region):

- **Le Progrès** : 790 000 readers a day
- **Lyon Plus** : 80 000 copies reaching 200 000 readers a day
- **TLM** (local TV) : 157 000 television viewers

◆ L'APV (Wine Newspapers Association) will spread information about the fair through its 250 members

## LE PROGRÈS

◆ Wine Tourism In France, web magazine



◆ L'ANEV, l'Association Nationale des Elus du Vin



◆ Le Comité Départemental du Tourisme de l'AUDE



◆ Rhône-Alpes Passion, web magazine



◆ Club Affaires 69, professional network



◆ Espace Tête d'Or



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## The Fair's prospects

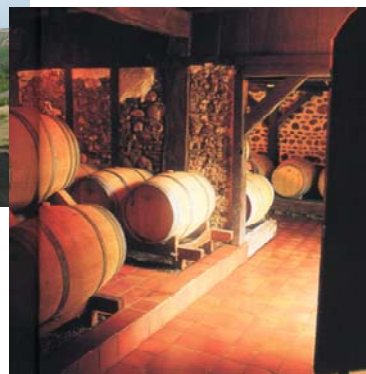
France is the first tourists-receiving country in the world and its vineyards represent a strong symbol of its cultural heritage and its typical *art de vivre*.

It is a widespread interest to develop the link between Wine and tourism and plan the future of this fruitful association.

Accordingly this fair is part of an overall development plan.

In 2010, the International Wine Tourism Fair will take place in Paris.

In 2011 Vin'Events will be able to export the event to the main European capitals with aim of promoting all the innovations in Wine tourism.



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## The Fair in a few words

A fair open to the **general public, people in the trade and journalists.**

### Objective

- Promotion of Wine tourism activities
- Planning the upcoming future of the association between Wine and tourism

### Date

- Friday, 15<sup>th</sup> May: from 10.00 to 20.00
- Saturday, 16<sup>th</sup> May: from 10.00 to 20.00
- Sunday, 17<sup>th</sup> May: from 10.00 to 18.00

### Place

#### **Centre des Congrès Espace Tête d'or**

103 Boulevard de Stalingrad

69100 Lyon Villeurbanne

FRANCE

### Admission fees

- **5 euros**, including the fair's guidebook.
- Free for children accompanied by adults
- Invitations will be sent by the exhibitors or by Vin'Events (more than 70 000 invitations)

### Figures of the First International Wine Tourism Fair

- 100 exhibitors representing a large range of Wine-producing areas and various activities
- 15 000 expected visitors
- Floor area of 2 400 m<sup>2</sup> for the exhibition
- 3 lectures a day

#### **Press Contact**

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*Digital pictures and press kit (PDF version) are available upon request*