

Wine identity for Valencia PDO as a strategy for wine tourism

Author: Valeria Valdebenito Esparza

Abstract

Motivation for choosing this topic

Valencia is a popular tourist destination where the number of visitors has increased in recent years. Although Wine Tourism is an essential tool for promoting rural areas, in Valencia this option is still underdeveloped.

Wine Tourism is one of the few branches of Tourism which is linked to agriculture, in this case, viticulture. It could also become a revitalizing tool for inland territories which in the long term can provide sustainability in all its senses. Currently in Valencia there are 3 main PDOs: Alicante, Utiel-Requena and Valencia, each with their respective wine routes.

In this thesis I explore the potential of the Valencia PDO and its wines, wineries and attributes and present a hypothetical marketing strategy. As a professional of wine tourism and someone who is originally from the Valencia Region, I feel deeply motivated to enhance the attributes of my region.

Furthermore, as both a tourism professional in all its facets and a sommelier, I am convinced of the enormous possibilities offered by this land due to feedback which I have collected from travellers over the years.

Problem /Objective

The main objective is to identify the potential grape varieties and wine styles which could be a differentiating element of singularity for a marketing strategy in the Valencia Protected Designation of Origin. The aim is the promotion of Valencia as a destination for wine tourism. Therefore, I have defined a marketing strategy using the 5 factors of Product, Price, People, Place and Promotion, combining the identity, the styles, the landscapes and the storytelling.

Methodology

I started with a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to give a general scope of what the current panorama in the Valencia PDO is.

Subsequently, I have described the autochthonous grape varieties commonly used for the wine production as well as wine styles in the different subzones.

Furthermore, I carried out research to identify those varieties and styles which could lead to an identity of Valencia, through different books, reports, articles, and interviews with selected professionals related to the wine industry and wine tourism.

Moreover, after compiling all the gathered data, I analyzed the current wine tourism of the DO Valencia. I have written a marketing strategy (using the 5 P's) with suggestions, measures and changes with the insights perceived based on the findings.

Finally, I have concluded with a vision based on the collected data and professionals' opinions on how to drive a successful promotion of wine tourism in Valencia.

Content

1. Introduction

- Objective
- Methodology
- Valencia PDO history and current situation post Dana Floods

2. Main Body

- SWOT
- Analysis of the grape varieties and styles
- Seeking identity
- Wine Tourism in Valencia PDO
- Devising a marketing strategy for Valencia PDO

3. Conclusion

Summarizing key findings, discussing implications for the local government for wine tourism policies, and suggestioned actions for the near future.

Conclusion

This research provides insights into the potential of Valencian Wines for Valencia as a Wine Tourism Destination. The findings indicate that there is more than one identity that must be addressed when building a marketing strategy.

The different subzones can indeed offer diverse attractive elements for tourists as this area has not been greatly explored to date.

Future strategies should focus on helping to professionalize the sector in order to achieve a profitable income. Using online and offline tools to commercialize wine experiences for the visitors already visiting Valencia would improve both the image of the Valencia Brand and Valencian Wines.