



WINE & SPIRIT TOURISM  
INTERNATIONAL TRADE FAIR

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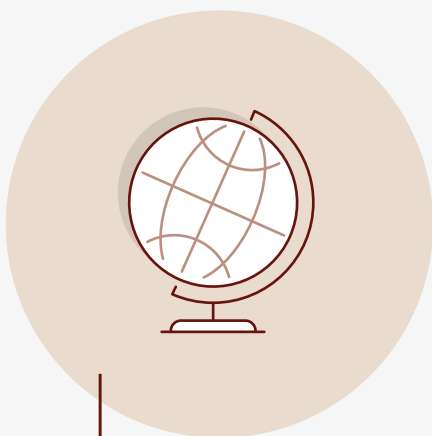
THE 1<sup>ST</sup> INTERNATIONAL TRADE FAIR  
DEDICATED TO WINE AND SPIRITS  
TOURISM

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12-14 MARCH 2023

PARC DES EXPOSITIONS REIMS • FRANCE

# STATE OF THE MARKET



**+ 100**

WINE AND SPIRITS  
PRODUCING COUNTRIES  
in the world



**100 million**

WINE TOURISTS  
in the world by 2025



**+ 20 %**

OF ADDITIONAL TURNOVER  
for each winery offering  
touristic offers

# SEVERAL EXPERIENCES

## Tourists' expectations



### Well being

Spa  
Night in a vineyard  
Hotel - Restaurant

### Sporting activities

Biking  
Hiking  
Running  
Horse riding

### Festive activities

Limousine drive in the vineyards  
Treasure hunt / Escape game  
Bottle creation

### Cultural activities

Museum  
Cellar and art visits  
Discovery of the manufacturing process  
Introduction to tasting

### Food Lover activities

Bottle creation  
Tasting  
Lunch / Starter / Diner  
Picnic in vineyards

### Nature activities

Biking  
Hiking  
Segway / Motorbike  
Cars  
Harvest for the day

# THE SECTOR'S REFERENCE FAIR



3 days

**300 exhibitors** including:

75%

**international from 25 wine and spirits producing countries**  
(Italy, Spain, China, USA, Chile, Argentina, Australia, New Zealand,  
Portugal, Cuba, Scotland...)

**1 000 visitors** including:

60%

**international tourism professionals**  
(tour operators, travel agencies);

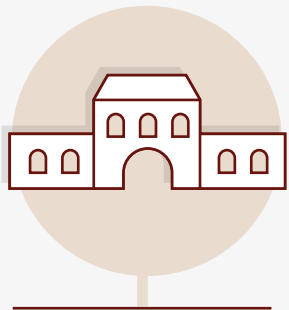
+

**a BtoB clientele of corporate stay buyers**  
(CEO's, marketing and communication directors,  
incentive agencies...)

# A GLOBAL WINE TOURISM OFFER



WST welcomes all companies that propose **a commercial tourism offer within a wine and/or spirits producing region**

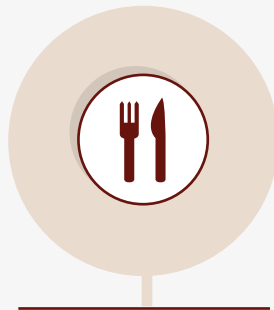


Wine-making  
properties

Distilleries

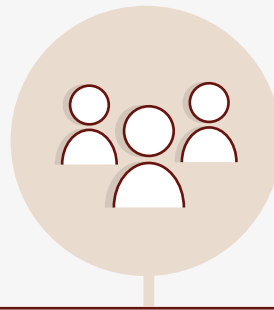
Maisons

Cooperative  
and groups



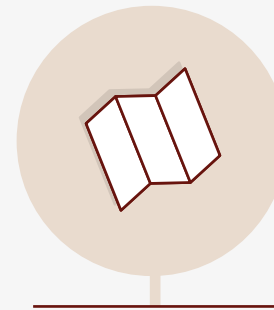
Hotel  
establishments

Restaurants



Wine trade board

Official wine  
and spirits trade  
association



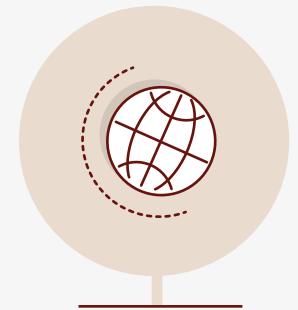
Tourist  
destinations

Tourist offices

Wine routes



Cultural, leisure  
or well being  
facilities



DMC's,  
incoming  
agencies

# WHO'S VISITING?



**1 000 international visitors** from 50 countries

## **Tourism professionals**

- Tour operators
- Travel or incentive agencies

## **A BtoB clientele of corporate travel buyers**

- CEO's
- Marketing & communication directors
- Presidents of wine clubs

### **Our strength:**

#### **The Hosted Buyers program**

After careful analysis of visitor profiles, WST identifies those who will benefit from the Hosted Buyers Program and whose travel and accommodation expenses will be covered.

#### **Personalized business meetings**

#### **Two prestigious evenings**

# WHY EXHIBIT?



3 days  
**of business  
development  
and experience  
sharing**

- **Let your terroir and identity shine** through to boost your sales: wines, spirits, tourist offers
- **Enhance** your wine and spirits experience to attract and retain new customers
- **Introduce visitors** to your wines, estates, and activities through sensory and cultural experiences
- **Meet** major market players and expand your ideas
- **Be sure to meet real decision makers** of large-scale wine tourism projects thanks to our business calendar
- **Participate** in the show's Hosted Buyer's Dinner to exchange and initiate new business horizons

# ONE OF A KIND



## **An annual trade fair**

to respond to the growing interest of visitors

## **3 days:**

a short and effective format

## **Pre-scheduled and targeted appointments**

with hosted buyers

## **Participating in the WST** is a **unique opportunity**

to showcase your estates, regions, and terroirs to committed tour operators!

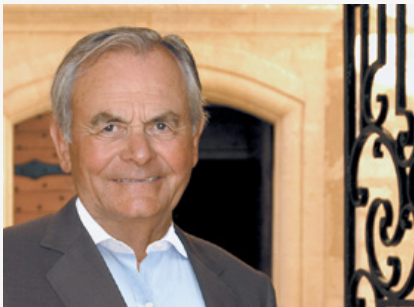




# WINE & SPIRIT ITF COMPANY



The fair is organized by the company WINE & SPIRIT ITF, managed by Alain Marty. It is supported by a strategic committee made up of influential members in the wine world such as Hervé Novelli, former Secretary of State and President of the Superior Council of Wine Tourism and 5 shareholders:



**Bernard Magrez**

43 vineyards in 9 countries  
Château pape Clément  
Château La tour Carnet  
Château Fombrauge  
Clos haut Peyraguey



**Cyril Camus**

Cognac Camus  
*"100% family business  
since 1863"*



**Jean-Jacques Olivié**

Euryale Asset Management  
President  
Château Le Bouïs  
(Languedoc)



**Jean-Marc Médio**

Parenge President  
Château Puy Descazeau  
(Gironde)



**Bertrand Letartre**

President of Anios  
Laboratories  
Domaine de la Rouillère  
(Provence)



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## Groupe Bernard Magrez

“This is a great initiative that will allow the players in the world's great wines, champagnes and spirits to come and make their best proposal, which will certainly increase awareness of the high quality of their products.”

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## Cognac Camus

“98% of cognac is exported to all consumer markets for spirits. A favorite among discerning connoisseurs, it must meet the growing demand for visibility and understanding of its know-how. Hence the growth of Spiritourism in the region. If historically we have spread our Cognac all over the world, today it is now a question of being able to bring the whole world to Cognac. That's why we support WST and are confident that this show will foster the union between the appreciation of the world's wines and spirits, and tourism.”

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## Château le Bouïs

“The WST adventure is a real opportunity for winemakers from all over the world. They will present their wine tourism services to the major players in international tourism over the course of three business days. This project gives true visibility to the Wine & Spirits industry and anticipates a strong recovery for tourism by 2023. Finally, an unmissable event in which I immediately decided to participate!”

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## Château Puy Descazeau

“I immediately agreed to the promise of WST because bringing together players from the tourism and wine industries from the four corners of the world seems a wonderful experience to me. A novel world concept which, I am sure, will make it easier to promote this profession, which has always fascinated me and for which tourism serves as a lever for its promotion and development. Two aspects that can't be ignored! Visitors, especially tour operators, travel agents and

event agencies, will be able to access the world's wine tourism offer: from Tuscany to Rioja and Napa Valley, not forgetting spirits such as Scottish whiskies, not to mention Japanese sakes.”

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## Domaine de la Rouillère

“In my opinion, it is essential for a winery to propose a wine tourism service nowadays. We have the perfect example here at the Domaine La Rouillère. Being so close to Saint Tropez, a world-famous tourist town, I wanted to offer visitors a real immersion in the heart of the vineyards for an unforgettable experience. A few lucky people will even have access to my private museum of vintage cars. However, it isn't always easy to promote this offer on a global scale, which is why WST is a true springboard for all wine and spirits producers in the world. We immediately wanted to participate in this first edition!”

# REIMS, CITY OF CORONATIONS AND CHAMPAGNE



## **An international recognition**

with UNESCO World Heritage listing: the cathedral, the Tau palace, the former Saint-Rémi abbey as well as the Coteaux, Champagne houses and cellars

## **An easily accessible city**

From Paris and Roissy-Charles de Gaulle airport

## **A premium destination**

Driven by Champagne

## **Reims welcomes us**

- A completely renovated park
- Downtown - Parc des expositions shuttles
- A mobilized tourist office



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