

FÓRUM ANUAL 2024  
VINHOS DE PORTUGAL



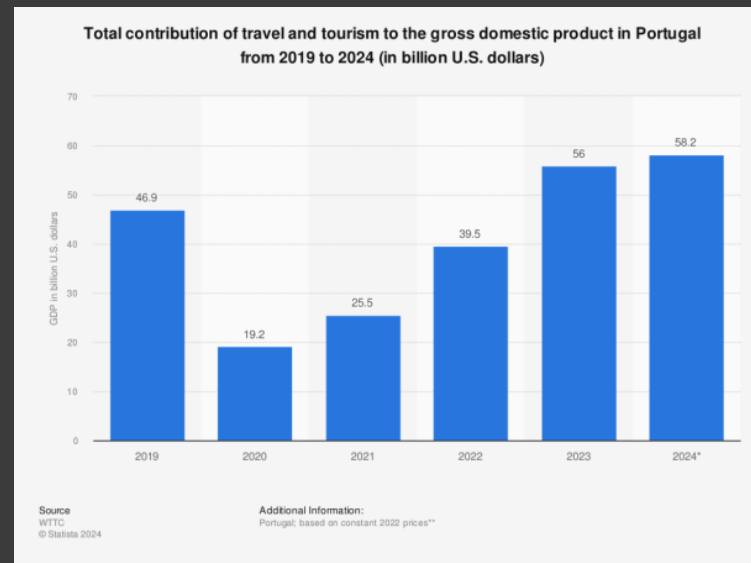
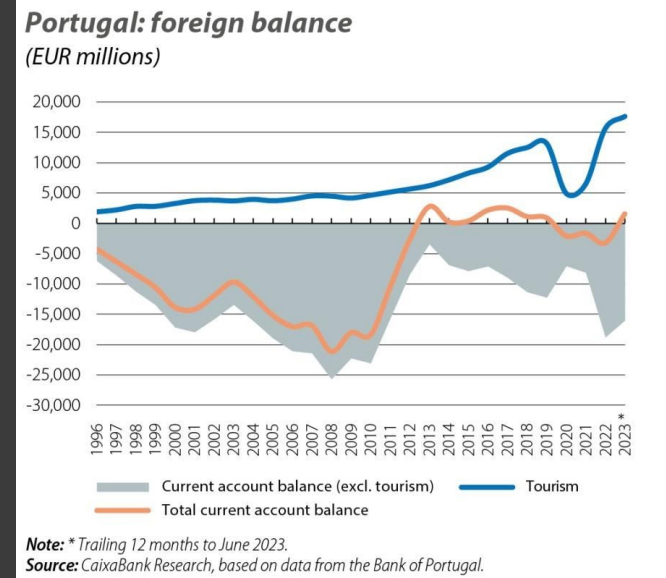
# SUSTAINABLE DEVELOPMENT DIRECTIONS FOR WINE TOURISM IN DOURO WINE REGION

Ana Trigo (CETRAD | UTAD)

Paula Silva (ICBAS, UPorto | ICNOVA, UNL)

# TOURISM IN PORTUGAL - KEY STATISTICS

- 2023: 30M tourists, 18.3M international guests.
- 9.5% of GDP from tourism; 19.9% of global exports.
- Wine tourism as a major contributor (2.5M tourists in 2018).



# DOURO & PORTO HIGHLIGHTS

- Port wine cellars attract >1.5M visitors/year (pre-COVID).
- Douro: UNESCO World Heritage since 2001.
- Tourism Growth
  - Over 400 wine estates involved in tourism (vs. 25 in 2015).
  - Significant awards and global recognition for innovation in wine tourism.
- Activities: Wine tasting, river cruises, gastronomy, cultural landmarks.
- Potential: Rich traditions, praised gastronomy, and scenic landscapes.



## European Wine Regions



escapescapital 🏡 Dreaming of owning property in Europe's most stunning wine regions? Here's what you need to know:

🇮🇹 Tuscany, Italy: Luxury estates cost €3,000–€6,000/m<sup>2</sup>, with rental yields of 5–8%. Tourism attracts 14M+ visitors annually!

🇫🇷 Bordeaux, France: Vineyard prices range from €150K to €2M/ha, offering rental yields of 4–6%. A hotspot for urban and rural investments!

🇫🇷 Provence, France: Vineyard estates exceed €1M, with coastal properties yielding 3–5%. Home to 156M+ bottles of rosé exports annually!

🇵🇹 Douro Valley, Portugal: Vineyards start at €15K/ha, with boutique hotel investments boasting 10–12% ROI. Welcoming 1M+ wine tourists yearly!

🇪🇸 La Rioja, Spain: Vineyard costs average €30K–€60K/ha, attracting 1.2M wine tourists yearly and offering 4–7% rental yields.

Which region would you invest in? Let us know! For more insights, check out our bio link and subscribe to stay updated on European wine property markets.



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🌍 Douro Valley, Portugal: Vineyards start at €15K/ha, with boutique hotel investments boasting 10–12% ROI. Welcoming 1M+ wine tourists yearly!

# MASS TOURISM: CHALLENGES AND BENEFITS

## Environmental sustainability

- Increased tourist numbers → traffic, waste, and overuse of natural resources.
- Impact on residents' sense of place.



## Seasonality Risks

- Peak season = Congestion issues.
- Off-season = Economic stress for local businesses.



## Local Tensions

- Disparities between wine producers and residents.
  - Risks of tourism focusing on external capital and unstable, low-paying jobs.

# MASS TOURISM: CHALLENGES AND BENEFITS



# MASS TOURISM: CHALLENGES AND BENEFITS



# SUSTAINABLE WINE TOURISM



**Core principles include:**

- **Environmental stewardship.**
- **Community involvement.**
- **Economic diversification.**




# SUSTAINABLE WINE TOURISM

- **Ambiguity of sustainability concept.**
- **Limited research on SWT.**
- **Need for conceptual frameworks.**
- **Lack of studies focused on Douro Wine Region.**



Review

## Sustainable Development Directions for Wine Tourism in Douro Wine Region, Portugal

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**Abstract:** Despite sustainable wine tourism being one of the hottest topics of the moment, there is still a considerable knowledge gap. If managed with due care and consideration of the region's carrying capacity, wine tourism can be an essential regional development tool for improving business performance, environmental awareness, and community values. On the other hand, it can be responsible for negative environmental impacts, creating local resentment. This paper explored and contextualized wine tourism and sustainable winegrowing practices in the Portuguese Douro wine region. The aim was to offer practical recommendations and directives for such a unique landscape. From the adoption of regenerative agriculture and natural-based solutions at the field level to engaging in sustainability wine programs or certification schemes integrating both sectors, it is indispensable to develop frameworks to assess sustainability performance, tourism development, and the impact on the local population. Nevertheless, to accomplish business success and territorial development, a win-win relationship between all stakeholders is foremost needed. The Douro region must therefore start by investing in stronger collaboration networks between local actors through careful and integrated planning so that the needs of all interested parties, including its residents, are considered and incorporated in future sustainable tourism initiatives.

**Keywords:** terroir; viticulture; wine tourism; sustainable agricultural practice; clean productions

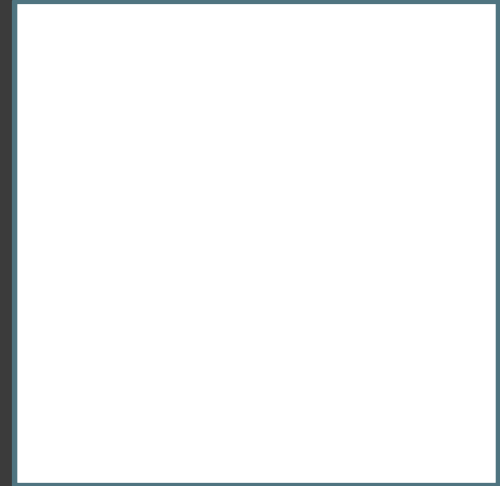
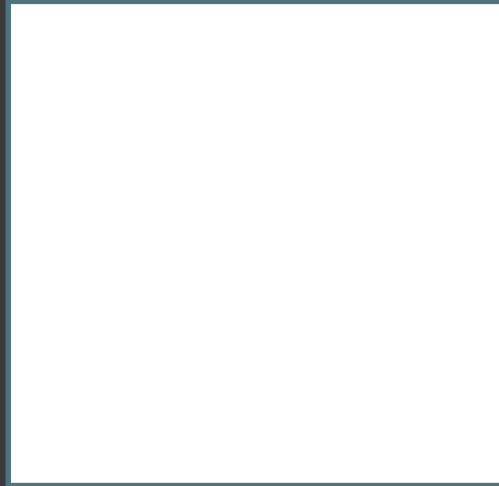


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Citation: Trigo, A.; Silva, P. Sustainable Development Directions for Wine Tourism in Douro Wine Region, Portugal. *Sustainability* **2022**, *14*, 3949. <https://doi.org/10.3390/>

Trigo, A., & Silva, P. (2022). Sustainable Development Directions for Wine Tourism in Douro Wine Region, Portugal. *Sustainability*, *14*(7), 3949. <https://doi.org/10.3390/su14073949>

# HISTORICAL EVENTS IN THE DDR THROUGH A SUSTAINABILITY LENS



- Establishment and early regulations (1756).
- Epidemics and environmental impact (19th Century).
- Governance and regulation (Casa do Douro and IVP (1930s)).
- Modernization and economic focus (Post-1974).
- Recent developments (Late 20th Century to Present).

# KEY TRAITS OF THE DDR AND CURRENT CHALLENGES



- Geographical Challenges
  - Largest mountainous wine region (40% vineyards on slopes >40%).
  - Labor-intensive, artisanal methods; challenging mechanization.
- Economic Highlights
  - 20% of Portugal's wine produced in DDR (2020).
- Economic Disparities
  - Family farms lead (2 ha average), but 35% of the area owned by 4% of growers.
- Cultural and Social Context
  - Deeply rooted in local history with ~250 years of Port wine exports.
  - Aging population, rural exodus, low income and education levels.

# SUSTAINABILITY TRENDS



- Climate risks, stricter policies, and reduced resources are driving the industry toward sustainable practices.
- Rising consumer demand for sustainable wines.
- Wineries adopting eco-friendly practices to improve performance and brand value.
- Significant issues include waste generation, soil and water contamination (pesticides), and high water/energy use.
  - Packaging materials contribute 0.3% of GLOBAL greenhouse gas emissions (GHG).

# PRACTICAL RECOMMENDATIONS





- Local hiring.
- Cultural tourism.
- Collaborative events.
- Green infraestrutures.
- Eco-friendly design.
- E-Commerce.
- Educational tourism.
- Support local farmers.
- Government collaboration.

**DOURO**® ROTA  
**PORTO** DOS VINHOS  
DO DOURO  
E DO PORTO

•Water management.

•Soil management.

•Waste management.





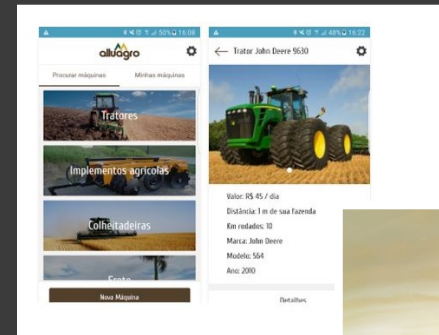
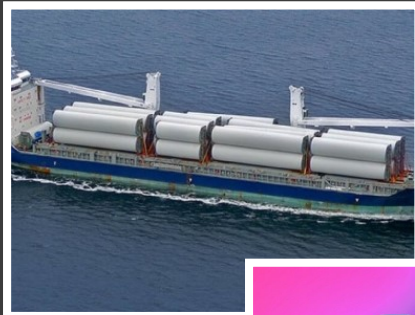
# UNDERSTANDING THE CARBON FOOTPRINT OF WINE

- **+ 50% of greenhouse gas (GHG) emissions** associated with wine production occur **post-production**, with packaging and logistics being key contributors.
- **Single-use glass bottles** are among the most environmentally costly packaging solutions, significantly increasing CO<sub>2</sub> equivalent emissions.
- **The wine tourism sector** - from cellar-door sales to transportation - represents one of the most carbon-intensive stages, exacerbated by energy and resource consumption.



# PRACTICAL RECOMMENDATIONS (FOR REDUCING EMISSIONS)





•Sustainable energy use and production.

•Eco-friendly packaging and logistics.

•Viticulture practices for reduced emissions.

- Sustainable transportation in wine tourism.
- Collaboration between wineries.
- Carbon footprint certification.
- Consumer and community engagement.



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# FINAL REMARKS

- **Integrated Approach to Wine Tourism**
  - **Regional Strategic Plan**
  - **Community Consultation**
  - **Sustainable Development Goals (SDGs)**
- **Co-opetition and Collaboration**
  - **Cooperative Networks**
  - **Collaborative Marketing**
- **Sustainability Assessment Frameworks**
  - **Monitoring Tools**
  - **Sustainability Certification**
  - **Benchmarking**
- **Research & Consumer Behavior**
  - **Understanding Wine Tourists**
  - **Brand Prestige vs. Consumer Experience**
  - **Tailored Wine Tourism**

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<https://www.sustentavid.org/vinas-certificadas/enoturismo/>



# CONCLUSION

## Together, We Thrive

- **Collaboration is Key:** Success demands wineries, communities, and governments working hand in hand.

## Sustainability Pays Off

- **Economic and Social Value:** Attract visitors, preserve nature, and enhance residents' quality of life.

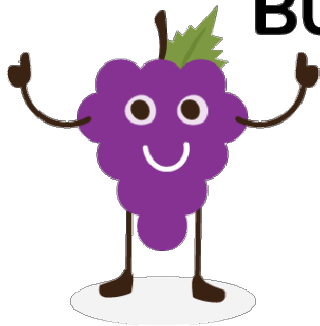
## Preserve Today, Prosper Tomorrow

- **Commitment to Innovation:** Embrace sustainable practices to protect Douro's unique character while fostering growth.

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THANKS A  
BUNCH



YOU WERE GRAPE !!

**U.**PORTO

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