What does a Scandinavian wine tourist look like?

What does a Scandinavian wine tourist want?

One shoe doesn’t fit all feet

Fact
Wine tourists from Scandinavia comes in many shapes and forms. They come with different levels of interest and knowledge, time frames, and budgets.

Conclusion
We have to adapt our products and services accordingly.

Mass tourism = packaged deals
Price sensitive, short and standardized visits, large groups, low to medium level of knowledge and interest, no wine purchase

Specialized tourism = specialized offers
Price conscious, bespoke visits, personalized service, high level of knowledge and interest, wine customer
The Scandinavian wine geeks

Who are they?
- 30-70 years old, travelling as a couples, often with friends
- Members of wine clubs, visit wine fairs, read wine magazines
- Medium to high earners, high spending on wine and travels
- Price conscious, but not price sensitive
- High level of knowledge and interest
- High expectations, wine as the primary reason for traveling

What do they want?
- To see, to touch, to smell, to taste…
- Bespoke programs off the tourist track
- Small groups, exclusive visits, professional tastings
- Personal service and genuine experiences
- Passion and dedication
- Quality wines, unique wines, terroir wines

Dare to be different!
- Show your uniqueness
- Genuine beats perfect
- Avoid standardization and “the tourist version”
- Involve your guests
- Requires organization and flexibility
The package
• 3-6 days food and wine tour – “all inclusive”
• Catalan cuisine, “slow food”, food pairing, cooking classes
• Boutique style accommodation, personal rather than five star
• Experiencing the local culture and nature
• Well organized, punctual, high level of service
• Local host/hostess

Coming together is a beginning, keeping together is progress, working together is success.
- Henry Ford
• Cooperation beats competition
• Together we make Catalonia a top wine destination

Thank you!
• Website: www.sweeteasy.com
• Blog: catalanwine365.wordpress.com
• Facebook: SweetEasy

- Sinisa Curovic