



**WINETOURISM.COM**

BOOK FABULOUS WINE EXPERIENCES



## BUILDING THE WORLD'S BEST WINE TOURISM GUIDE

### What is this project about?

We are building the world's best guide for wine tourism. With our new website, tailor-made for the industry, wineries can win more bookings and take their wine tourism business to the next level.

Winetourism.com connects wines enthusiasts with wineries. And we make it simple for them to book activities like wine tasting tours, bed and breakfast stays, hotel and restaurant reservations, and food and wine pairings — right there on the site.

Being listed on Winetourism.com means your winery is more visible than ever before. Not only do we work to connect customers with wineries and wine tour businesses, we offer support in everything related to wine tourism.



### Why should the wineries participate?

Being present on Winetourism.com website will allow wineries to improve their communication and marketing strategy. Which will enable them to have a better visibility to convince consumers to come to visit their Domaine. So, they will increase their numbers of clients and potential loyal consumers, therefore they will observe a positive sales development in the vineyard. Consequently, it will grow up their business and renown in the wine industry. Winetourism.com is supported by Concealed Wines with great experience of the wine business, but also by a number of financial investors that will help to push wintourism.com to grow rapidly as project.



## OUR TEAM

### Who we are?

Our team is composed of five members, Calle, Simon, Carola, Agathe and Gian Luca our software developer. We are a team from Concealed Wines, an established importer of wine, beers and spirit products, active in Sweden, Finland and Norway. We are working on a user- friendly website about wine tourism in the World. Agathe is today the person that operates full time in the project in order to test to develop the beta platform. Agathe is marketing educated and very updated about digital marketing, but also with good insight in the wine business and todays' development in this particular business.



**CALLE NILSSON**  
Marketing



**SIMON KÄLLQUIST**  
Advisor



**CAROLA GERDIN**  
Finance



**AGATHE PRUNIER**  
Sales Assistant



### In which stage the project is?

This project began 3 years ago with some studies on the wine tourism market and feedbacks from European wineries on their means to welcome consumers. Following these studies, around 50% of Concealed Wines' partners were interested to be part of this project. So, now we are developing and building the project and we are looking for wineries and partners in order to build our website.

#### Current Stage - Since Spring 2017

- Creation of beta-platform with focus on French wine regions to be promoted.
- Work closer with a limited number of wineries and organizations in order to tailor-made winetourism.com with needs in the wine industry



#### Autumn 2018

- Second round of raise of capital for project in order to improve technical platform and invest in Marketing
- Complete guide for French and continue with a next country in Europe.



#### In 2019

- Launch project broader bring in more capital to project, add region-per region in Europe.
- Later part of 2019, add other countries in the New world.



## OUR STRENGTH



### Our vision about wine tourism

Our vision is to build a user-friendly and attractive website to make booking easier. We want our users to have an unforgettable experience on our Winetourism website. Which will be feasible thanks to a very good booking service and access by a website for mobile version. Our objective is to be as well as the most well-known housing website, Airbnb, in terms of using and clarity.

### The power of the Web

Today it is vital to be present on internet to succeed in the wine business. In fact, being visible on Internet allows to easily convince potential consumers and to propose those services in all of the world. In fact, according to studies, more than 50% of internet users are connected on internet by mobile phone. In the tourism sector, in 2016, 49% have booked their journey on internet and 39% did it by mobile phone or tablet.

The consumer today expect that it should be easy and instant to book an activity both via phone and desktop. The aim with Winetourism.com is to enable for all wineries to be able to provide such service and be up to date with today's wine travelers preferences.

For more details about the project please contact:

Our team - [info@winetourism.com](mailto:info@winetourism.com)

Read more about the project on [www.winetourism.com](http://www.winetourism.com)