

## INFORMATIVE DOSSIER FOR DESIGN

The vine and wine are part of the historical, cultural and landscape identity of Galicia, with the wine sector being a key element of the Galician agri-food complex. The trends of wine consumption and the relationship of citizens with this product have changed a lot in recent years, noting that the consumption of common wines has decreased significantly but has been partially offset by the increase in consumption of quality wines, basically those welcomed within the Denominations of Origin (type of indication of origin applied to a food product whose quality and characteristics are due, fundamentally and exclusively to the geographical environment in which it is produced, transformed, elaborated and or packaged. It distinguishes and protects from similar food products, which are produced in other regions). This change of habits has been accompanied by an increase in the interest of citizens for knowledge of everything that surrounds the world of wine: viticulture, enology and the natural and cultural values associated with the territories that produce them. All this has favoured the emergence of a new type of tourist and tourism –*wine tourism*– in which the traveler approaches the wine regions with the pretext of a better knowledge of wine and its natural production territory, which leads to also be interested in its natural, cultural, gastronomic and, in general, leisure resources.

Tourism of Galicia, aware of this reality and the potential of the development of *wine tourism*, supported the creation and promotion of the **Wine Routes of Galicia** as stable and sustainable cooperation instruments. The economic sectors fundamentally involved were wine and tourism (in this sector there were already more than a dozen establishments offering rural accommodation directly related to *wine tourism*: visit to the vineyards, production in wineries, wine tastings, ethnographic museums, etc...).

Thus, a "Wine Route" consists in the integration under the same thematic concept, of the tourism resources and services of interest, those existing as well as the potentials, of a wine-growing area, with the purpose of building a product from the destination's own identity, to facilitate the joint commercialization of the whole area and to guarantee the level of satisfaction of the demand, thus promoting the integral economic-social development of the area of influence. Bearing this in mind, the Routes of the Wines of Galicia, one for each of the five Denominations of Origin (Monterrei, O Ribeiro, Rías Baixas, Ribeira Sacra y Valdeorras) are made up of various tourist resources (wineries, hotels, restaurants, museums, specialized guides, travel agencies, leisure companies, cellars, etc...) that in a joint and coordinated way they serve to develop the wine territories of their respective area. They propitiate with their activities favorable economic repercussions and generate tourist flows both from the interior of Galicia and from outside of this Autonomous Community.

For ten years now, the Xunta de Galicia, through the Tourism Agency of Galicia, and with the collaboration of the five Associations of the Routes of the Wines of Galicia, organizes the **Open door days of the Wine Routes of Galicia**. With them, a complete program of *wine tourism* activities is carried out jointly and simultaneously in the five major Galician wine regions. This strategy is included within the framework of creating tourism products that reinforce and endow Galicia's own tourist brand with content.

### **What is the “Primavera de Portas Abertas nas Rutas dos Viños de Galicia”?**

The program includes among its activities the offer of free guided tours to the wineries participating in the promotion, which open their doors during the corresponding weekend, in previously defined shifts, so that visitors can choose the visit of one or several of them according to the area where they are, to end up receiving as a gift a tasting of the wines of Monterrei, O Ribeiro, Rías Baixas, Ribeira Sacra or Valdeorras. In parallel, each Route articulates a special program for **Open Door** weekends, offering the possibility of making guided tastings, guided visits to historic centers, special workshops for children, enjoying lodging discounts, boat trips, walks among vineyards, etc. In addition, the restaurants that participate in this promotional action, elaborate special food and wine menus, consisting of an entree and a main dish, both paired with wines from the Denomination of Origin of the area in which the visitor is located, and the dessert is also included in the price.

To promote this campaign, posters, maps and brochures with interesting information about it are published. The poster, of A3 size, should reflect the graphic image proposed for the 2025 and 2026 editions, which must be original in terms of its creativity but also easy to identify with the promotional wine product. It must also provide information on the dates and venues of the campaign, and it must include, properly placed, the institutional logo of the Xunta de Galicia, as well as the logos of the five Associations of the Galician Wines Routes and the logo of Enoturismo Galicia. It will also carry the following text: Primavera de Portas Abertas. Additionally, the following references will be included in the poster: **[www.turismo.gal](http://www.turismo.gal)** and **#primaveradeenoturismo**.

In order to have the necessary information for the correct placement of the logos, an indicative poster are attached.

EXAMPLE POSTER WITH PLACEMENT OF LOGOS AND TEXTS TO INCLUDE

