



ENE.08.105

Wine tourism in Spain

15th January 2008

Wine tourism is a new trend in terms of Spanish holidays, it has been reported.

According to Viavinum, escaping the "hustle and bustle" of city life and staying at locations near to vineyards in Spain is also an "incentive" for managerial personnel and companies taking business trips.

It reports that as such some Spanish wineries are looking to adapt their business in order to cater to the new tourism trend.

According to Vivinim, one such location is Heretat de Cesilia, a winery located in Alicante.

Holidaymakers can enjoy tours of vineyards and learn about grape harvesting and wine production and buy products from a "gourmet shop"

However, holidaymakers looking to enjoy family holidays in Spain may be more suited to family holidays in La Manga Club which is located on the Mar Menor Sea and caters for adults and children.