



**PRESS RELEASE
FOR IMMEDIATE PUBLICATION**

WINE AND TRAVEL ITALY: WINE TOURISM AT ITS BEST

Montréal, November 5th, 2015 – The 1st edition of the **Wine and Travel Italy Roadshow** was held today at the Sofitel Hotel in Montréal. This exclusive event presented some wineries from Italy, who came to Montréal to showcase the deep bond that unites the culture of hospitality with the Italian winemaking tradition.

Italy: a favourite destination of Canadians

For Canadians, Italy remains one of the most popular travel destinations, for very classic reasons: the arts and culture, history, gastronomy and lifestyle. It ranks 3rd among European destinations, after the United Kingdom and France, and recorded the highest growth rate among countries in Europe. According to a study by the Conference Board of Canada, the flow of Canadian tourists is expected to increase at an average rate of 8% annually.

At the same time, the demand from Canadian tourists for alternative accommodations, different options than hotel rooms, in particular for villas, houses, apartments, B & B... and vineyards is in constant progression.

Wine tourism

Wine tourism is popular year-round, especially in autumn and spring. Attracting almost 2.5 million foodtrotters and wine lovers, Italian wine tourism generates a turnover of €15 million.

Wine and Travel Italy

Created and conceptualized by the Italian Chamber of Commerce in Canada, Wine and Travel Italy is the first North American site dedicated to wine lovers and travel enthusiasts, who enjoy trips with the Family, with friends, or in a group.

WineandTravelItaly.com promotes wine tourism in Italy and allows you to discover the destination behind the label by navigating through the 20 Italian regions and hundreds of vineyards. This unique, English and French website is a showcase for wineries offering wine related activities and accommodations. In fact, there is a growing interest from Italian wineries to open their doors to tourists and wine lovers, and this website is perfectly aligned with this trend. Furthermore, North American consumers are seeking new experiences, and want to enjoy special moments with the wine producers and come home with unforgettable memories.

With more than 1,100 wineries already listed, throughout all the Italian regions, WineandTravelItaly.com is a reference tool for travel enthusiasts and wine lovers looking for information on Italy, as well as travel industry professionals. The site allows you to organize a truly customized and personal trip.

Participating wineries :

- CASALE DEL GIGLIO, Lazio
- DRUSIAN, Veneto
- ELENA FUCCI, Basilicata
- FAZIO, Sicily
- MUSELLA, Veneto
- PLANETA, Sicily

For additional information on the event:

www.WineandTravelItalyEvents.com

For additional information on Wine and Travel Italy:

www.WineandTravelItaly.com

2nd edition of the Wine and travel Italy Roadshow

The 2nd edition of the Wine and Travel Italy Roadshow will be held on December 9th, at the Montréal Museum of Fine Arts, under the theme: **Grand Tasting of Italian Wines**. From Veneto to Sardinia, wineries will take participants through a multi-sensory trip of Italy. The participating wineries are:

ALBERTO LOI, Sardinia

BADIA DI MORRONA, Tuscany

CANTINA TREXENTA, Sardinia

GIOVANNI EDERLE, Veneto

PIANDACCOLI, Tuscany

TENUTE SOLETTA, Sardinia

ANTONIO LOCCI ZUDDAS, Sardinia

CA' PIGNETO, Veneto

CASTELLO DI TAGLIOLO, Piedmont

IS CHERCHIS NATURAL WINE, Sardinia

PODERRE FRANCESCO, Emilia-Romagna

The Italian Chamber of Commerce in Canada extends a heartfelt thanks to its collaborators, who took part in the success of the site, in particular, its partner in Italy, A&Ella.

- 30 -

Information

[Monika Biskup](#)

Italian Chamber of Commerce in Canada

(514) 844-4249 ext. 224

Follow the Italian Chamber of Commerce in Canada's activities

