

Amarante and Medina del Campo launch international network of white wine tourism destinations

The project founded by the wine routes of Rueda, from Medina del Campo, in Spain, and UVVA Wine Tourism in Amarante, Portugal, aims to create an international network made up by the best white wine tourism destinations.

The creation of this network aims to highlight the excellence of the wine tourism product on the Vinho Verde, from Amarante and the region of Tâmega and Sousa, and the Verdejo, from Medina del Campo and the route of Rueda, and enhance their specific features, either by their similarities as by their differences.

On the basis of the realization of this project are the candidacies for the European programs Interreg Sudoe and Erasmus+. Through the application for Interreg Sudoe program will be created wine tourism packages specialized on white wine joining the Ruta del Vino de Rueda and the Uvva Wine Tourism, wine tourism Welcome Center spaces and tasting and sampling in the markets, and technological tools promoting wine tourism. It will also be performed international dissemination of the network and marketing campaigns on the network and the routes will be developed.

The application to the Erasmus+ program will allow the creation of a specific training program focused on the wine tourism based on the best international internships, and involving international experts.

This joint project of Medina del Campo and Amarante comes into being in the City Centre Doctor Project framework (European Commission Urbact Program) and materializes thanks to the Rural Growth Project (European Commission Interreg Europe Program) that allows the realization of the 1st edition of the technical conferences on wine tourism, held in Amarante.